

Sales Wisdom for Today and Into the Future

BEST BUSINESS PODCAST
with Randy Zales



BestBusinessCoach
"Your Success Is My Success" - Daryl Urbanski



The article discusses Randy Zales' insights on the role of leadership, adaptability, and profitability in running successful business in changing market situations.

Understanding these concepts is vital for burgeoning companies and entrepreneurs to thrive in the industry.

The benefit of these exercises will be the ability to implement these strategies for success in your business.



"Leadership is about creating vision and alignment and execution. If you don't prepare them, if you're assuming they're going to be professional managers, you're kidding yourself."





REFLECTION/PERSONAL ANALYSIS

- Reflect on your current or previous leadership roles. How did you implement vision, alignment, and execution?
- What difficulties did you face in managing your team towards achieving the company's vision?
- In what ways can you improve your leadership to better align with your organization's mission?
- Describe a recent technological shift within your industry. How did you adapt to it?
- How can a lack of adaptability negatively impact your profitability?

REFLECTION/PERSONAL ANALYSIS

- Imagine you notice changing consumer trends. How will you make the necessary adaptations in your business?
- When sales need to be boosted, what are steps you can take to improve them?
- What resources would you need to solve a profit issue (i.e., time, money, knowledge)? How would you acquire them?
- What are the implications of not being profitable in your business?
- Write down your business process. Is it repeatable and duplicable? If not, how can you make it so?





REFLECTION/PERSONAL ANALYSIS

- In your current work environment, which areas could benefit from better leadership?

- Multiple choice: Which of the following is NOT a key factor in high profitability
 - a) Strong sales
 - b) Effective leadership
 - c) Innovative products
 - d) High labor cost

- Fill in the blank: To ensure long-term profitability in a business, it is necessary to be _____ to changes in technology and consumer trends.

- True or False: According to Zales, only through adaptability and strong leadership can profitability challenges be surmounted.

- What methods would you employ to keep track of changing consumer trends?

REFLECTION/PERSONAL ANALYSIS

- What steps will you take to ensure your team is prepared and not just operating as professional managers?
- How would you go about solving a problem related to profitability in your business?
- Please match the solutions (time, money, knowledge) with the corresponding problem scenarios (low cash flow, need to ramp up sales, requirement to learn new technology).
- Reflect on Zales' quote: "If you're not profitable, please, it's not going to happen. Focus on your sales, build a system that's repeatable and duplicable". How does it apply to your business strategy?
- What is your action plan when you see shifts in customer preferences?
- What is the role of leadership and adaptability in meeting your business goals?





SITUATIONAL AWARENESS

Situation: Your business is facing a profitability crisis. What steps will you take first?

Describe a situation when you had to adapt to a technology shift, and how it benefited your business.

LISTING/ENUMERATION ACTIVITY

Key Takeaways

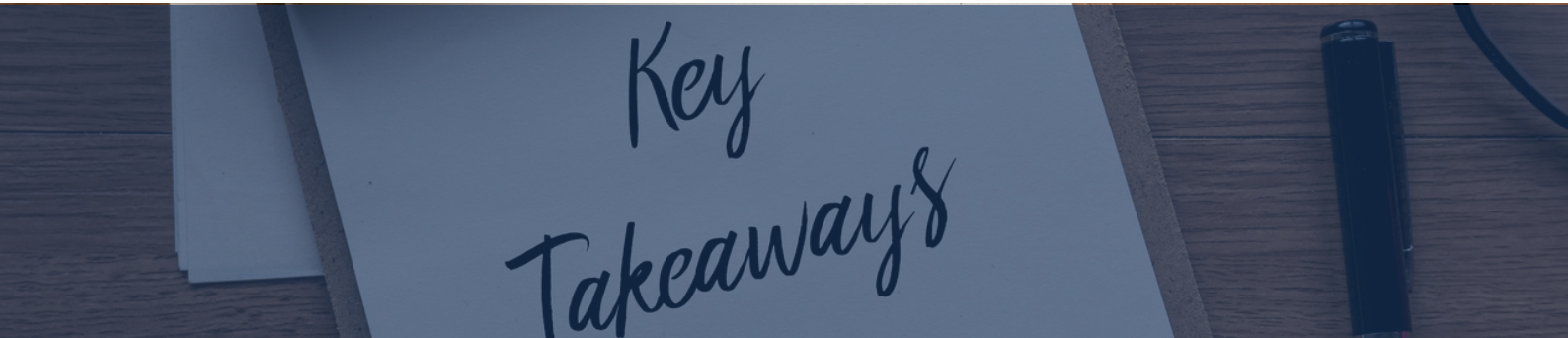
Enumerate three possible solutions when cash flow is down.

- 1.
- 2.
- 3.

List three common business issues that can impact profitability.

- 1.
- 2.
- 3.

Use these takeaways to enhance your approach to digital marketing, copywriting, and lead generation in the future.



Key
Takeaways



DARYL URBANSKI

FOUNDER | PRESIDENT OF BESTBUSINESSCOACH.CA
HOST OF THE BEST BUSINESS PODCAST

Daryl Urbanski is best known for his ability to create seven-figure, automated income streams from scratch.

First, as Senior Marketing Director for Neurogym. He helped generate over \$1.6 Million USD in under 8 months with a single marketing strategy.

This became \$7.5 Million USD in 3 years. He continued this success with multiple clients.

He's now set on a mission to help create 200 NEW multi-million dollar businesses. How?

Science & Accountability.

After 400+ expert interviews & \$50,000 in evidence-based research. He uncovered 8 critical business habits.

These 8 critical habits will determine who survives & thrives in these unprecedented times and who succumbs.

Daryl has quickly climbed the entrepreneurial ladder, gaining respect from thousands of business owners worldwide.

An author to speaker, marketer to coach - Daryl's multi-faceted business approach sets him apart as one of the leading business experts of his generation.



BestBusinessCoach^{CO.}
"Your Success Is My Success" - Daryl Urbanski



SUGGESTED TOPICS:

8 Critical Success Factors

1. Self-efficacy
 - Personality Traits
 - Leadership Skills
 - Personal Disciplines
2. Strategic Planning
3. Marketing Strategy
4. Market Intelligence
5. Sales Strategy & Skills
6. Money Management
7. Business Operating Systems
8. Business Intelligence



FEATURED ON



OwlTail



Google
Podcasts



Player FM



gaana

The
enchantingLawyer™

with
Daryl Urbanski on using
automation to grow your business



SCRIBD



Listen on
Spotify Podcasts



Who is Daryl Urbanski?

Daryl Urbanski
13 hrs · 🌐

Have I ever helped you in any way? How? Can you please share? I'm curious to know what and who's out there. The more specific you are the better.

Like Comment Share

Varena Dee, Ismail Abdallah and 5 others

Jennifer Jonassen You where a listening ear.when I was at a very low point and for that. I am grateful.xo
Unlike · Reply · 1 · 7 hrs

Tom McGuire You helped me grow my mma school. I was on a call with you and another expert. He gave some good advice. You gave me GREAT advice! Thanks!!!!
Like · Reply · 6 hrs

Rukstar Lorde You have helped me and the whole family in a huge way. I'll never forget. You used your facility, time, money and effort to fundraiser for baby Fatna.
Like · Reply · 5 hrs

Amie Loxton Some days when I'm feeling down I look at your posts. You're always so positive and uplifting. Totally turns my day around.
Like · Reply · 4 hrs

Ben Bush We where surfing in Solana and I was telling you about something spiritual and how I felt stuck. You told me to change my story and I was finally ready to hear that advice and it clicked. I always check my story now.
Like · Reply · 3 hrs

Varena Dee I just started paying attention to your postings and the one that caught my attention was if you gave someone \$1,000 how would they make it grow... First time I became interested in your posting ... have a lovely day...
Like · Reply · 3 hrs

"Your Success Is My Success" - Daryl Urbanski

Text Message
Today 8:44 AM

Really appreciated your speech and table topic today.

Hello Daryl, this is Indraneel.

Love the sincerity and raw energy.

But, mostly importantly I love the undying passion you have for the betterment everyone.

I find it inspiring and is quintessential for all humans.

Text Message

Fido LTE 9:02 PM 46%

Search

Ye-hoshua Mumba ▶ Daryl Urbanski
Just now · 🌐

Hey Daryl Urbanski, I just wanted to take a moment to appreciate you and express my gratitude for your life. Thank you for your selfless pursuit in adding value to the lives of others, including my own. Thank you for being a great example of living a happy, healthy, wealthy and joyful life by truly serving others. I continue to learn from your awesome podcasts and your life and I just wanted to take this moment to acknowledge you. So glad that you've been reunited with your family and I hope ya'll have an awesome Thanksgiving! All the best and thanks again.

Like Comment

Daryl Urbanski

Write a comment... Post

Fido 12:54 PM 52%

← (7) **Eram Saeed** Online

😊

ok gotta go meditate now catch u later

😊

sooooo appreciate you my friend. this is my dream come true....building a profitable list

thank you!

Type a message here

Items	Num Credits	Sales	Credits & Returns	Monthly Total - Collected
558	39	\$87,811.00	-\$4,210.00	\$83,601.00
673	70	\$268,462.75	-\$11,046.00	\$257,416.75
1390	64	\$190,206.66	-\$12,916.95	\$177,289.71
1646	67	\$230,864.49	-\$9,930.50	\$220,933.99
1871	64	\$118,693.18	-\$8,863.99	\$109,829.19
2806	38	\$116,709.21	-\$5,642.00	\$111,067.21
3069	24	\$149,608.56	-\$6,471.00	\$143,137.56
3572	83	\$224,886.21	-\$13,710.00	\$211,176.21
4286	137	\$329,688.79	-\$25,535.25	\$304,153.54
5475	129	\$421,429.41	-\$30,063.00	\$391,366.41
6489	95	\$232,004.55	-\$18,441.50	\$213,563.05
7307	67	\$212,497.70	-\$14,737.98	\$197,759.72
		\$1,582,862.51		\$2,421,294.34
			Increase of:	\$578,425.67 23.89%

Today

Oh, I just realized it was thanksgiving and I never said thank you to you.

Thank you dear Daryl for being my mentor, coach, teacher, advisor, boss 😊 and a great friend. You are an angel of a person God sent my way & after my Allah, parents & teachers, I owe my professional success to you & only you! 🙏 I wish & pray you get happiness, peace, prosperity, wealth with health and a life partner as pure and loving as you are 😊 You're the best! Good Morning!

Messages Avriel Details

<https://youtu.be/wU0PYcCsL6o>

Thank you for everything.

Today 8:40 AM

You're an amazing man.

Good morning

(^_^)/

That's a really nice thing to hear.

What makes you say that?

Thank you.

Delivered

iMessage

Fido 9:54 AM 69%

Search

Who Can See This?

Ben Simkin
9 mins · Brisbane, Australia · 🌐

Daryl Urbanski is that guy whose IQ is through the roof but just quietly and unassumingly is achieving massive results and making the biggest difference in his clients lives

Like Comment Share

Fido 5:38 AM 84%

Search

Daryl Urbanski
Yesterday at 1:39 PM · 🌐

Check This Out:

Had an exciting phone call with a new client today. In 20 minutes I showed her \$113,157.68 in cold hard cash she didn't even know existed in her business or how she could get it.

Now, with 2 weeks of work (she will delegate) 10%-80% of it will be in her pocket and add 5%-15% NET PROFIT to her bottom line for every year her business exists from now on.

(pats self on back)

Needless to say, she was pretty happy about it.

I really need to start charging more.

Write a comment... Post

Amazon Bestsellers
Our most popular products based on sales. Updated hourly.

Any Department
Kindle Store
Kindle eBooks
Business & Investing
Marketing & Sales
Advertising
Consumer Behaviour
Marketing
Public Relations
Sales & Selling
Livres français

Best Sellers in Marketing & Sales

Top 100 Paid Top 100 Free

1.  

Ancient Secrets Of Lead Generation: Y...
by Daryl Urbanski
Kindle Edition
Free

- Best Selling Author
- International Speaker
- Proven Track Record
- Clients Currently Paying \$50k-\$150k + % Royalty


Young Entrepreneur Award



Daryl Urbanski
BestBusinessCoach.ca

At the age of 17, Daryl Urbanski did his first workshop with Bizbound.ca on 'How to Start and Grow a Successful Business'. Today, he is the author of the top selling book on Amazon, 'Ancient Secrets of Lead Generation: Your Primitive Business Guide to Better Leads with Less Effort', and owner of BestBusinessCoach.ca. He is also the author of two other books; 'Business Success Secrets, Principles, Formulas & Ethos' & 'Primitive Business Tools For Success'.

Award sponsored by

 Collins Barrow
Chartered Accountants



4:47 PM 33%

Search

Like Comment Share

65 people reached

Boost Post

0	65	0
Organic Reach	Paid Reach	Post Click

Scott Bradley likes this.

Scott Bradley
 Daryl Urbanski is the real deal. He knows his stuff, and can provide you with a TON of value that will help you in your business! I've worked with him personally, and not only did I experience that he is someone you can trust, but more so he comes from a pure place of service and really wanting to help you get what you need/want.
 Just now · Like · Reply

2:35 PM 59%

Search

Luis Rivera
 22 mins · 🌐

Shoutout to **Daryl Urbanski** for being an absolute ninja and congruent in everything he does in the world. Much love brother.

Like Comment Share

Daryl Urbanski

Daryl Urbanski
 Thank you for your kind words.. Much appreciated. (^_^)

What makes you say this tho?
 14 minutes ago · Like · Reply

Luis Rivera
 Observation and appreciation. It's why I have you as my first appearance post on my timeline. Value in everything you share is uncanny. :)

Messages Mom Details

the same way.

I don't know what to do

Do it for them. I'm going to come back down and see the process through myself.

Today 9:12 PM

You are a great son

Text Message Send

Case Study

Turning \$50,000 USD into \$212,484 USD with paid ads and automation

Today's case study is the **CEO** of another USA-based company.

Her business caters to women in their 40s. Women who are into Reiki and other energy healing. Including alternative medicine techniques.

She felt trapped by her dependence on her industry peers. And their practice of promoting to each other's patrons. She didn't want others to sell to her community. Or even share her base with them just so her company can maintain growth. She wanted to be independent without sacrificing sales.

Thus, she turned to Daryl for a marketing solution. A solution to give her freedom from external influences.

Objectives

- Establish a profitable, fully automated paid advertising campaign to build her audience.
- Determine who are the company's best customers.
- Attract new customers and turn them into the highest paying clients.
- Create a membership program for a stable income growth.

What Daryl Did

- Established a “golden path” for lead generation and client acquisition process from the first to the sixth purchase.
- Analyzed 20,000+ orders to determine who their best customers are, where they come from, and how they make their purchases.
- Set up a paid advertising campaign for the first step their best customers took and automatically sent the next promotions for the second, third, fourth, fifth, and sixth products at the appropriate time.

Results

- Turned one-time buyers into multi-buyers in a predictable way
- Many people who bought a one, bought a second and third item. Immediate profit from paid ads was \$212,484 but if we include back end sales we grew her business by almost 26% or \$578,425.67.
- Produced a larger buyer base and enabled her to expand them without outside support.

Why It Was Smart To Work With Daryl

It was smart because he successfully helped her run a profitable paid ad campaign. The money she spent grew at least three times. She now has a larger list plus the ability to grow her list without any outside endorsement. She has a predictable way to turn first-time buyers into multi-buyers. She also has a clearer idea of who her target market is, who her best buyers are, and the multiple ways to reach them.

This has now become a cornerstone part of her business-enhancing every single big promotion she has done since then... with a bigger email list plus an understanding of how to use paid ads.

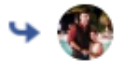
Evergreen Sales Report							
	EVG	MTD	YTD		ES-EVG	MTD	YTD
Week of May 30	\$127	\$127	\$127		\$13,673	\$13,673	\$13,673
Week of June 6	\$1,172	\$1,172	\$1,299		\$10,846	\$10,846	\$24,519
Week of June 13	\$2,315	\$3,487	\$3,614		\$13,977	\$24,823	\$38,496
Week of June 20	\$19,541	\$23,028	\$23,155		\$4,258	\$29,081	\$42,754
Week of June 27	\$5,375	\$28,403	\$28,530		\$1,272	\$30,353	\$44,026
Week of July 4	\$3,319	\$3,319	\$31,849		\$523	\$523	\$44,549
Week of July 11	\$829	\$4,148	\$32,678		\$2,266	\$2,789	\$46,815
Week of July 18	\$904	\$5,052	\$33,582		\$1,482	\$4,271	\$48,297
Week of July 25	\$10,330	\$15,382	\$43,912		\$0	\$4,271	\$48,297
Week of Aug 1	\$3,955	\$3,955	\$47,867		\$197	\$197	\$48,494
Week of Aug 8	\$1,542	\$5,497	\$49,409		\$0	\$197	\$48,494
Week of Aug 15	\$1,792	\$7,289	\$51,201		\$0	\$197	\$48,494
Week of Aug 22	\$1,007	\$8,296	\$52,208		\$0	\$197	\$48,494
Week of Aug 29	\$1,465	\$9,761	\$53,673		\$1,172	\$1,369	\$49,666
Week of Sept 5	\$2,362	\$2,362	\$56,035		\$2,461	\$2,461	\$52,127
Week of Sept 12	\$2,669	\$5,031	\$58,704		\$649	\$3,110	\$52,776
Week of Sept 19	\$18,263	\$23,294	\$76,967		\$197	\$3,307	\$52,973
Week of Sept 26	\$6,202	\$29,496	\$83,169		\$397	\$3,704	\$53,370
Week of Oct 3	\$4,458	\$4,458	\$87,626		\$0	\$0	\$53,370
Week of Oct 10	\$2,838	\$7,296	\$90,464		\$394	\$394	\$53,764
Week of Oct 17	\$2,019	\$9,315	\$92,483		\$99	\$493	\$53,863
Week of Oct 24	\$4,337	\$13,652	\$96,820		\$0	\$493	\$53,863
Week of Oct 31	\$2,667	\$2,667	\$99,487		\$492	\$492	\$54,355
Week of Nov 7	\$1,410	\$4,077	\$100,897		\$394	\$886	\$54,749
Week of Nov 14	\$3,087	\$7,164	\$103,984		\$99	\$985	\$54,848
Week of Nov 21	\$2,862	\$10,026	\$106,846		\$0	\$985	\$54,848
Week of Nov 28	\$6,497	\$16,523	\$113,344		\$590	\$1,575	\$55,438
Week of Dec 5	\$14,287	\$14,287	\$127,631		\$194	\$194	\$55,632
Week of Dec 12	\$7,885	\$22,172	\$135,516		\$97	\$291	\$55,729
Week of Dec 19	\$7,496	\$29,668	\$143,012		\$170	\$461	\$55,898
Week of Dec 26	\$4,551	\$34,219	\$147,562		\$194	\$655	\$56,092
Week of Jan 2	\$6,036	\$6,036	\$153,598		\$0	\$0	\$56,092
Week of Jan 9	\$2,567	\$8,603	\$156,165		\$226	\$226	\$56,318
TOTAL	\$156,165				\$56,318		
		Total:	\$212,484				



Otto Ruebsamen Daryl is good. I worked with him in 1 company where he took the almost dead company and automated a sales machine that's produced 40-70k a week for the past 5 years now. Saved that company while generating predictable cash flow the business was able to grow on and make payroll from every two weeks.



Love · Reply · 15w



Daryl Urbanski replied · 2 Replies



Darren Veerapa Niiiiiiice!!!  1

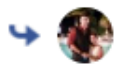
Love · Reply · See Translation · 15w



Ed O'Keefe This is a great post Daryl Urbanski!!! Amazing work



Love · Reply · 15w



Daryl Urbanski replied · 1 Reply

Amazon.ca Best Sellers: The most popular items in Marketing & Sales

www.amazon.ca/Best-Sellers-Kindle-Store-Marketing-... author central amazon

Kindle Store Buy A Kindle Free Kindle Reading Apps Kindle Books French eBooks Kindle Singles Accessories Manage Your Kindle Kindle Support

Amazon Bestsellers

Our most popular products based on sales. Updated hourly.

Any Department
Kindle Store
Kindle eBooks
Business & Investing
Marketing & Sales
Advertising
Consumer Behaviour
Marketing
Public Relations
Sales & Selling
Livres français

Best Sellers in Marketing & Sales

Top 100 Paid Top 100 Free

- 

1. **DARYL URBANSKI**
Ancient Secrets Of Lead Generation: Y...
by Daryl Urbanski
Kindle Edition
Free
- 

2. **MAKE MONEY WITH YOUTUBE**
How I Made an Extra \$1,187.66 from a 4-Minute YouTube Video
by Steve Scott
Kindle Edition
Free
- 

3. **How to Build Brand Awareness With Specialty Advertising and Promotional Items**
A Step by Step Guide
by Meir Liraz
Kindle Edition
Free
- 

4. **5 STEPS TO WINNING WITH kdp Select**
by JEFF BENNINGTON
- 

5. **HOW TO GENERATE LEADS**
FOR YOUR BUSINESS
Creative Blake
- 

6. **THE 7 DEADLY SINS OF ADVERTISING AND HOW TO AVOID THEM**
Small Business Marketing

More to Explore in Marketing & Sales

Hot New Releases See More

- 

Email Marketing Blueprint - ...
Kindle Edition
CDN\$ 3.09
- 

SEO 2013. Learn SEO in 2013...
Kindle Edition
CDN\$ 5.18
- 

Secrets of the Six-Figure A...
Kindle Edition
CDN\$ 4.99

\$97.00
\$2,498.50
\$3,331.34
\$5,400.00
\$985.00
\$197.00
\$147.00
\$5,400.00
\$197.00
\$7,500.00
\$7,500.00
\$197.00
\$113,157.68



Daryl Urbanski

August 15, 2015 · 🌐



Check This Out:

Had an exciting phone call with a new client today. In 20 minutes I showed her \$113,157.68 in cold hard cash she didn't even know existed in her business or how she could get it.

Now, with 2 weeks of work (she will delegate) 10%-80% of it will be in her pocket and add 5%-15% NET PROFIT to her bottom line for every year her business exists from now on.

(pats self on back)

Needless to say, she was pretty happy about it.

I really need to start charging more.

Tag Photo
 Add Location
 Edit

👍 55

20 Comments

Like
 Comment
 Share

View 9 more comments



John Mignano cheers Daryl Urbanski 👍

Like · Reply · 2y



Sam Buckley Well done Daryl!



Write a comment...

CASE STUDY

Almost Bankrupt to \$1.6 MILLION USD in 9 Months with a Single Marketing Strategy.

Our case study for today is the **CEO** of a company that offers online personal development courses.

Catering to women who follow Deepak Chopra, the movie “The Secret,” and John Assaraf, he provides coaching on mindset, hypnosis, neuro-linguistic programming, and positive affirmations.

The company encountered a stumbling block: multiple attempts to launch a flagship product—a \$20/month mindset membership—had failed. They found themselves on the verge of bankruptcy.

The CEO and his team had to do everything in their power to save the business. Either they go big or they go home penniless and insecure.

Objectives

- Generate funds to keep the business moving forward.
- Launch products that sell.
- Market the brand.

What we did

- Established a standard lead generation and client acquisition process using a six-hour webinar.
- Harnessed the company's 50+ strategic partner promoters which earned the company approximately \$550,000 from about 600 orders.
- Sold \$997 one-time or \$397 three-time payment plan, with around 50 percent of sales going to the partners.
- Gave a Contact Us number and assigned two phone sales reps to take inbound calls.
- Placed outbound calls to anyone who hit the order form during the broadcast or clicked to see the order form from a post-event email but didn't purchase.

- Created split tests for each step of the process when the partners were promoting.
- Made A and B versions of registration pages, reminder emails, order forms—everything.
- Took the winning versions and then set them up to play as if live but on an automated basis.

- Set up the process to run from Sunday to Saturday each week, automatically.
- Ran the six-hour event on Saturdays.
- Sent multiple pieces of pre-event videos and homework materials via email to build excitement.

- Uploaded buyer emails to Facebook Ads and made a lookalike list.
- Created three ads with a \$500 budget and ran them on Facebook to the lookalike audience of our 550+ buyers to register for the event “happening this week”.

- Doubled the ad spending using the profit from the week before.

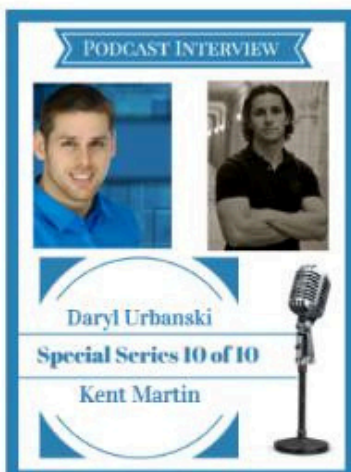
Results

- Earned \$1.6 million in front-end sales (excluding back-end products and services sold).
- Made \$7 million in sales in just under three years.
- Installed a massive income stream, including paid ads and customer service, requiring only three or four people to run it.
- Launched several other products under the new company brand.

Why it was smart to work with us

It might be hard to believe how they got back on their feet and earned millions. But Daryl's marketing strategy worked; this company is one of the many who swear by it.

🔊 Listen to Daryl's interview with Kent Martin about how they grew the business: <https://members.bestbusinesscoach.ca/inside-a-7-million-dollar-automated-funnel-building-up-to-over-300000-facebook-followers-from-scratch-with-kent-martin-2/>.



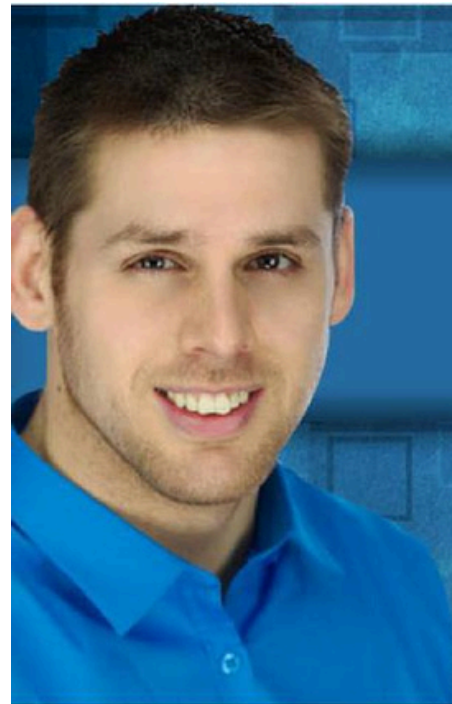
Special Series 10 of 10: Inside A \$7 Million Dollar Automated Funnel & Building Up To Over 300,000 Facebook Followers From Scratch - With Kent Martin

Today we are joined by a good friend and very special guest - Kent Martin. I first met Kent while working as Senior Marketing Director for J...



Goals:

- 1) \$6.5MM in revenue from automated online sales and conversion strategies (Stretch Goal of \$10MM)
- 2) Build a Lead Generation Machine For Sales Team - steady flow of quality leads with sufficient volume
- 3) Improved web presence / front end website(s)



Daryl Urbanski

#1 Bestselling Business Author, Business Coach,
Entrepreneur, & Student Of Life...

YOUR SUCCESS IS MY SUCCESS!

My mission is to create 200 new multi-millionaire business owners. How? You'll do better when you know better.



Join Our Mission



BestBusinessCoach[®]

"Your Success Is My Success" - Daryl Urbanski



For more helpful articles, visit our website.

www.bestbusinesscoach.ca

You can also follow us on:

-  [Best Business Podcast](#)
-  [Daryl Urbanski](#)
-  [Best Business Coach](#)
-  [@skillsforsuccess](#)
-  [@darylurbanski](#)