

DAY TWO
INTERACTIVE SESSION

Ross Shafer
Ross Shafer
Consultants, Inc.



Contact Ross Shafer for a
customized event:

Andrea Gold

andrea@goldstars.com

(520) 742-4384

Relevant Leadership 2020



CLICHE #1,371

**DON'T MISS
THE FOREST
FOR THE TREES**



Attracting & Retaining Talented Young People



Millennials Look Like This now...



**Is Your
Company Sexy
Enough?**

**Don't Mentor
Them!**

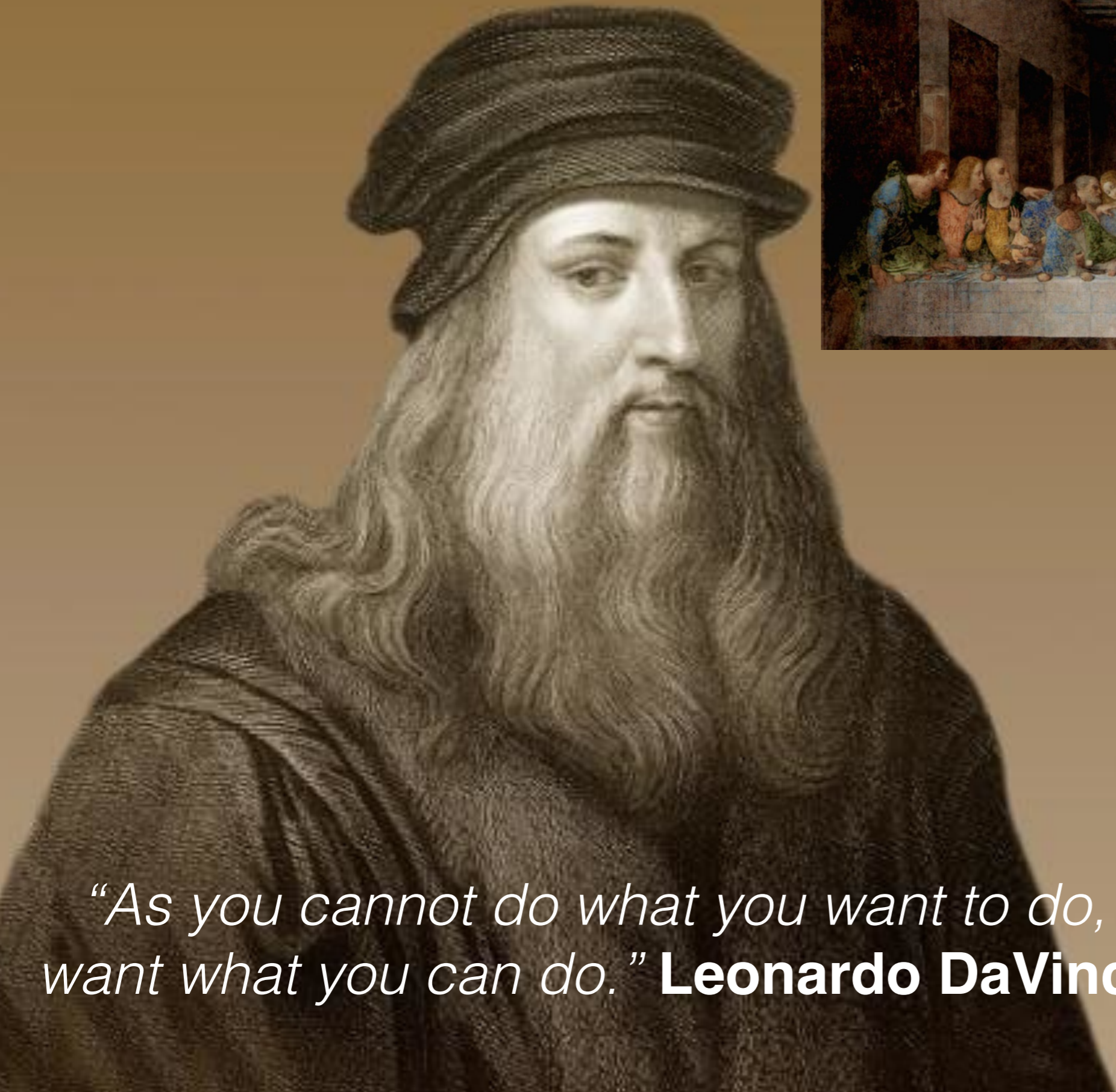
PROVIDE 'QUICK WINS'

A wide-angle shot of a massive gaming arena during a tournament. The arena is packed with thousands of spectators, many wearing red and white. In the center, a large stage is illuminated with blue and purple lights. Multiple large video screens are suspended from the ceiling, displaying various game scenes and player portraits. The atmosphere is vibrant and energetic.

300,000 attended GamesCom

**Do what you
love!**

(Yeah, how many times have you
heard that one??!!)



*“As you cannot do what you want to do,
want what you can do.”* **Leonardo DaVinci**

Did she love this?

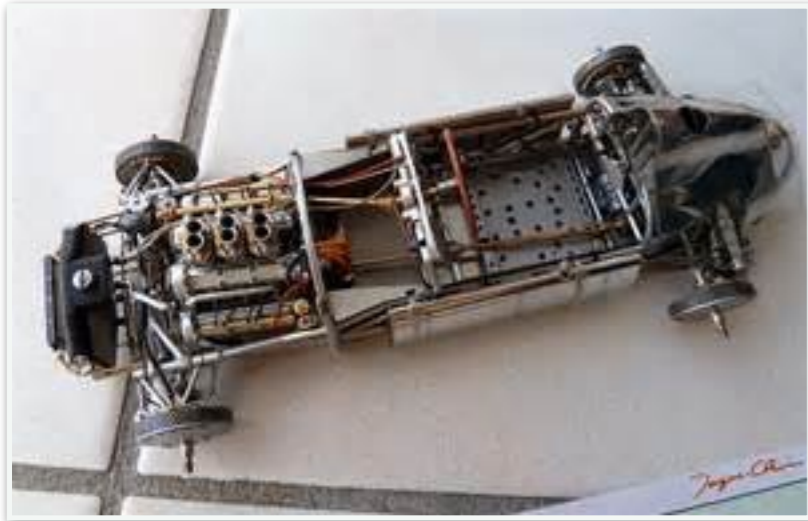
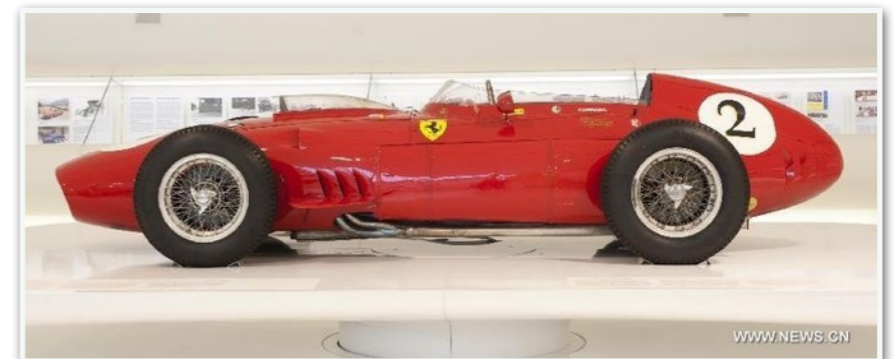


Joy Mangano



Did he love this?

Enzo Ferrari



Did he love this?



Dale Chihuly



The fun came from



Joy Mangano



Enzo Ferrari



Dale Chihuly

Mastering Their Craft

MASTER YOUR CRAFT

- Self Confidence**
- Respect of Peers**
- Personal Reward**

**Offier Constant
Encouragement**

How “Digital” Do We Need to Be?



***Big Data**

***Digital Marketing**

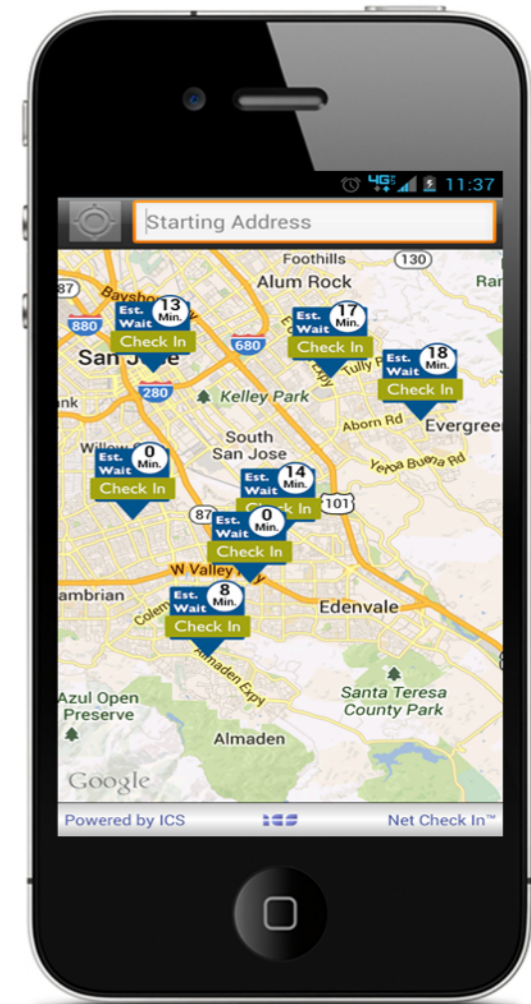
***Customer Journey Mapping**



Ryan
Shafer

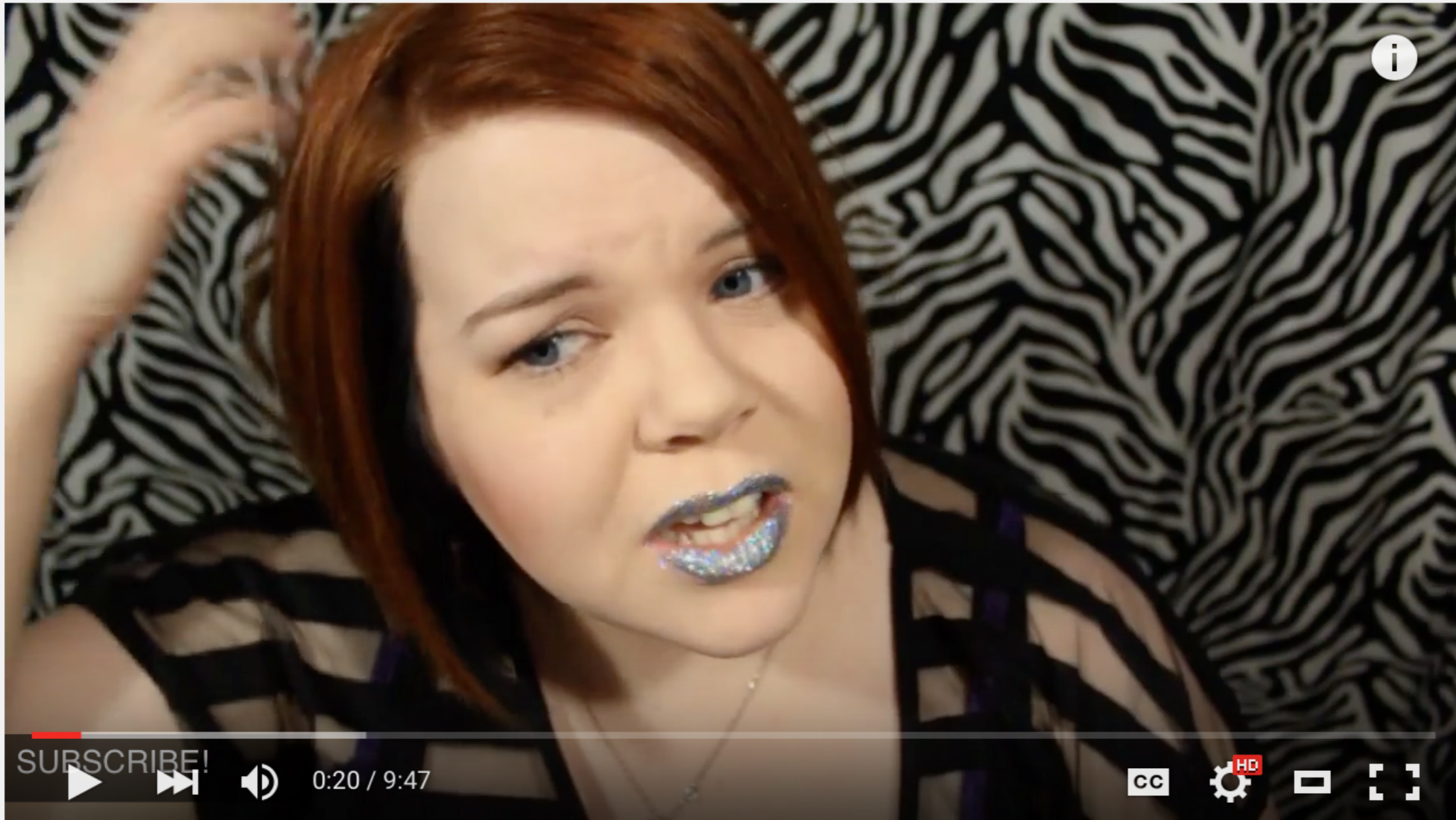
Hard Rock

HOTEL & CASINO

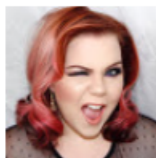


“At L’OREAL we have an exhaustive digital marketing outreach to the top beauty influencers.”





3D Silver Glitter Lips: Tips Trick & Tutorial



vintageortacky ✓

 **Subscribe** 382,802

7,409,448

 Add to  Share  More

 18,749  3,841

SIMPLIFYING Customer Experience Coaching



WOW!

VS.

POW!

Ross Shafer

WOW!
Customer Service

WOW!
Service

THE
WOW
FACTOR®



to **WOW** you!

HOW TO
WOW
YOUR CUSTOMERS!



let's
WOW
your customers



whatever • wherever

THE
WOW!
awards®
for outstanding customer service...



Fairmont Mayakoba - Cancun, MX
“Where Our Brand is You”



ROSE 31

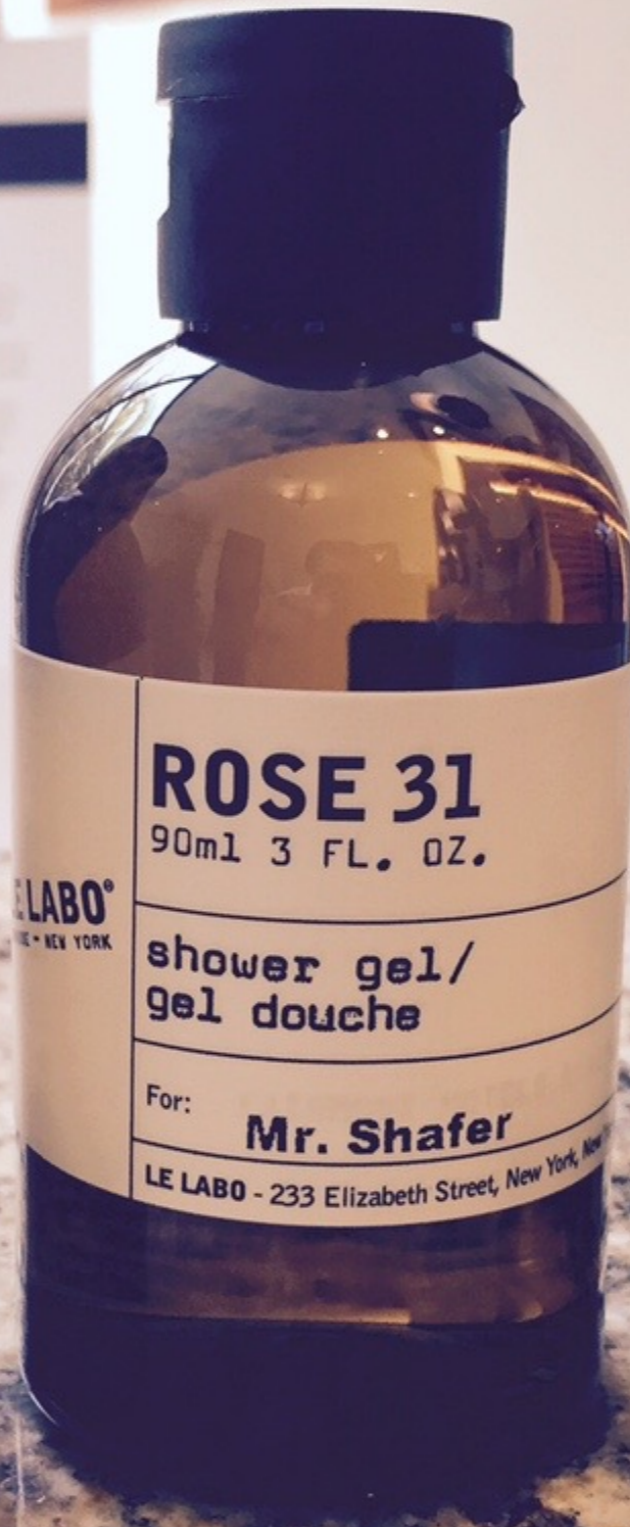
90ml 3 FL. OZ.

conditioner/
apres shampooing

For:

Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York



ROSE 31

90ml 3 FL. OZ.

shower gel/
gel douche

For:

Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York



ROSE 31

90ml 3 FL. OZ.

body lotion/
lotion pour le corps

For:

Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York





We didn't deliver what we said we would.

The customer got so upset they confronted us

We refused to give them a credit or a refund



**“Welcome to AT&T.
My name is Jason.
How may I
provide you with
outstanding
customer care?”**

PROPERTY DAMAGE at MY house





Shop by category ▼

oxygen regulator

Medical, Mobility & Disabi... ▼

Related: oxygen concentrator oxygen tank medical oxygen oxygen regulator medical portable oxygen portable oxygen concentrator oxy...

Categories

Health & Beauty

Medical, Mobility & Disability

Inhalers & Nebulizers

See all categories

Brand

see all

- Invacare (7)
- Unbranded (4)
- Not Specified (177)

Condition

see all

All Listings Auction Buy It Now

Sort: Best Match ▼

View: [Grid Icon] ▼

All > Health & Beauty > Medical, Mobility & Disability

oxygen regulator 205 listings [+ Follow this search](#)



Precision Medical Easy dial oxygen regulator, cart, bottles

\$1,237.00

9 bids

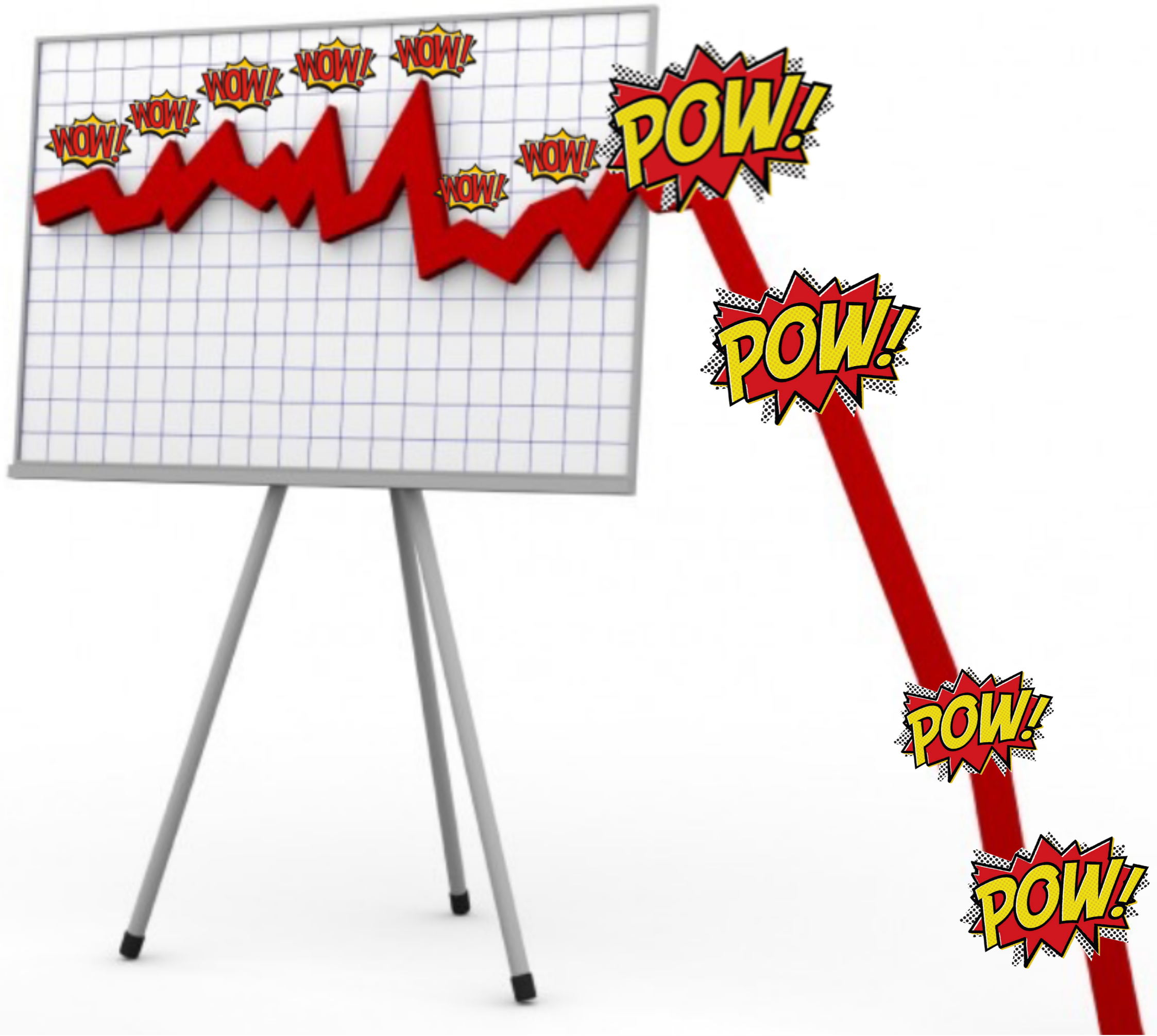




erases



source: Ross Shafer Consultants, Inc. 'wow survey' 2016





Makes you laugh.
KISSES YOUR FOREHEAD
says he's sorry.
makes an effort.
HOLDS YOUR HAND.
WORKS HARD
attempts to understand you.

“I just thought of a
new place for
your flowers!”



Gentle®
Laser Hair Removal



RALPH



LAUREN



8 Gold Medals
\$10,000,000 in
Endorsements

ELIMINATE THE



MOMENTS

WHAT ARE YOUR



MOMENTS?



- *SMILE AT CUSTOMER
- *USE THEIR NAME
- *DO THE UNEXPECTED
- *THANK THEM



- * **“I don’t have an answer yet.”**
- * **“It’s not my Job”**
- * **“There is nothing else I can do.”**
- * **“I’ve been busy with another job.”**
- * **“I can’t take another change order.”**

**Oh, and there's
one more thing**

Your **WOW!**
Could be Their

POW!



“How would you like to be notified that we are on your property?”

Knock on my door

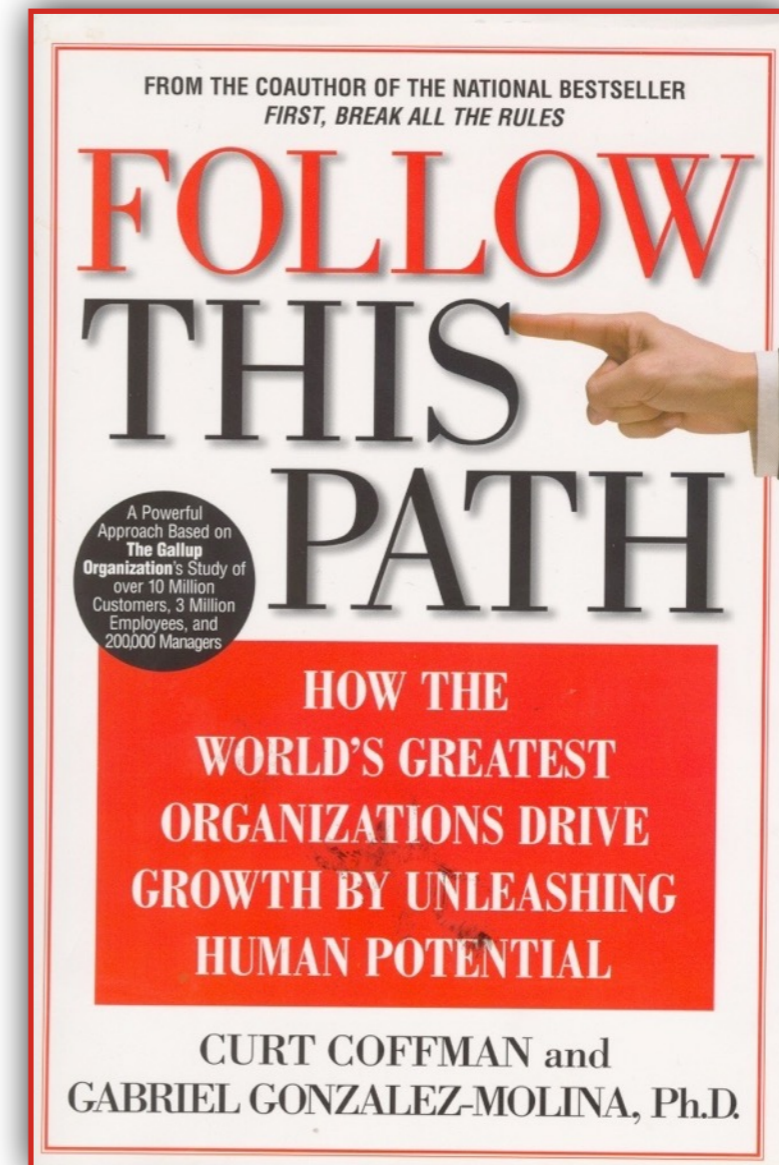
Call My Home/Cell Phone
(circle one)

Send a Text Message

**When People Love
You, They Give
You More Money**



Gallup Case Study: The Large Bank



A Top 5 U.S Bank

11% Customers LOVE The Bank

22% Pretty Satisfied

38% Would Switch if Bank was Closer

28% Not Happy w/ Anything

**Gallup case study – Follow This Path*

**They Deposit \$8,136
More/Per Customer**

**6% more 'loving the
bank' translated to...**

6% more 'loving the bank' translated to...

**\$1 billion in
Deposits.**

John Hixon Hixon's Market

Sweetwater, TX.



How to Cause Your Reputation to “GO VIRAL”





Maria Garcia

NORDSTROM



NORDSTROM



Hamster Drag Race

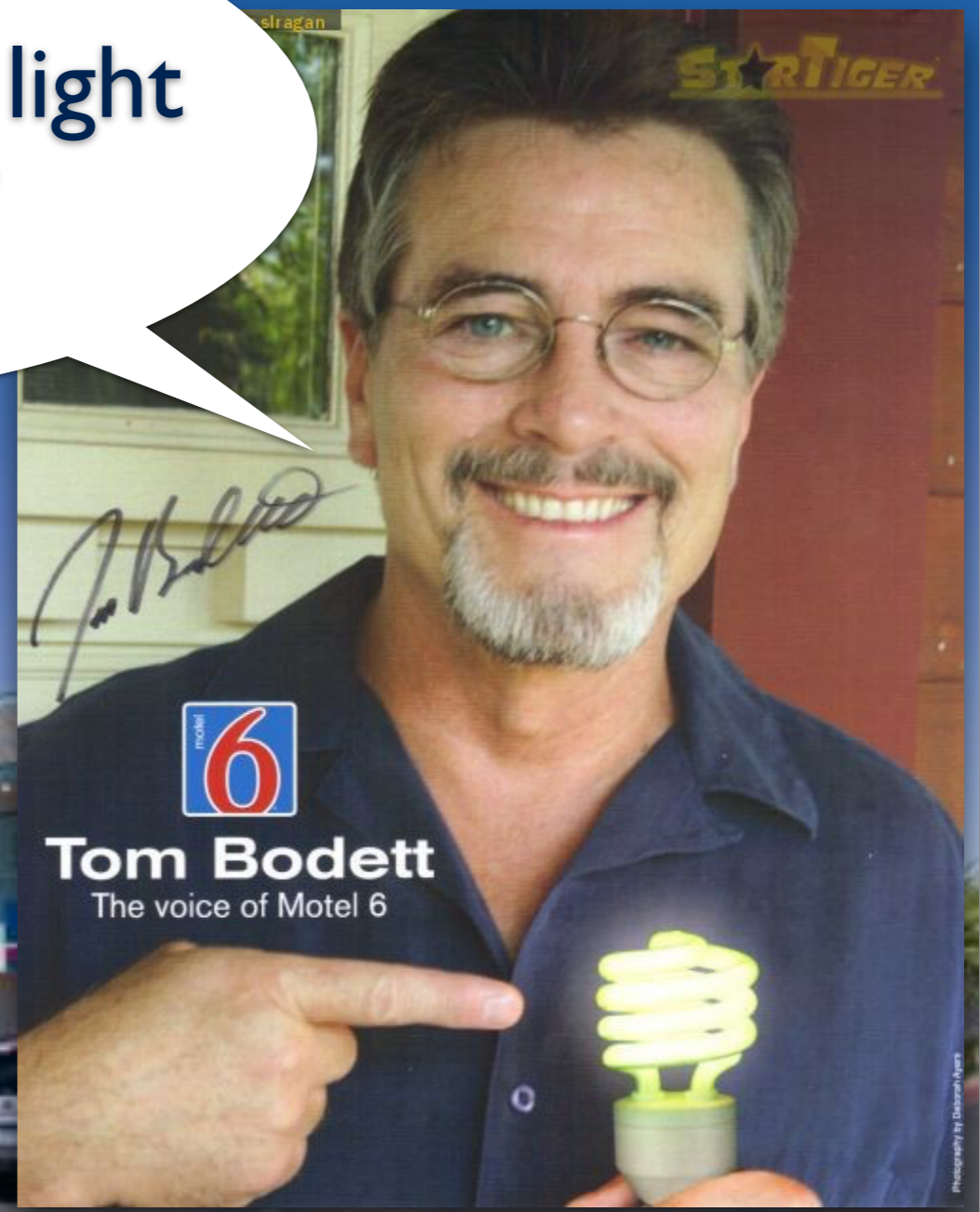


Woofers & Tweeters





“We’ll leave the light on for you.”





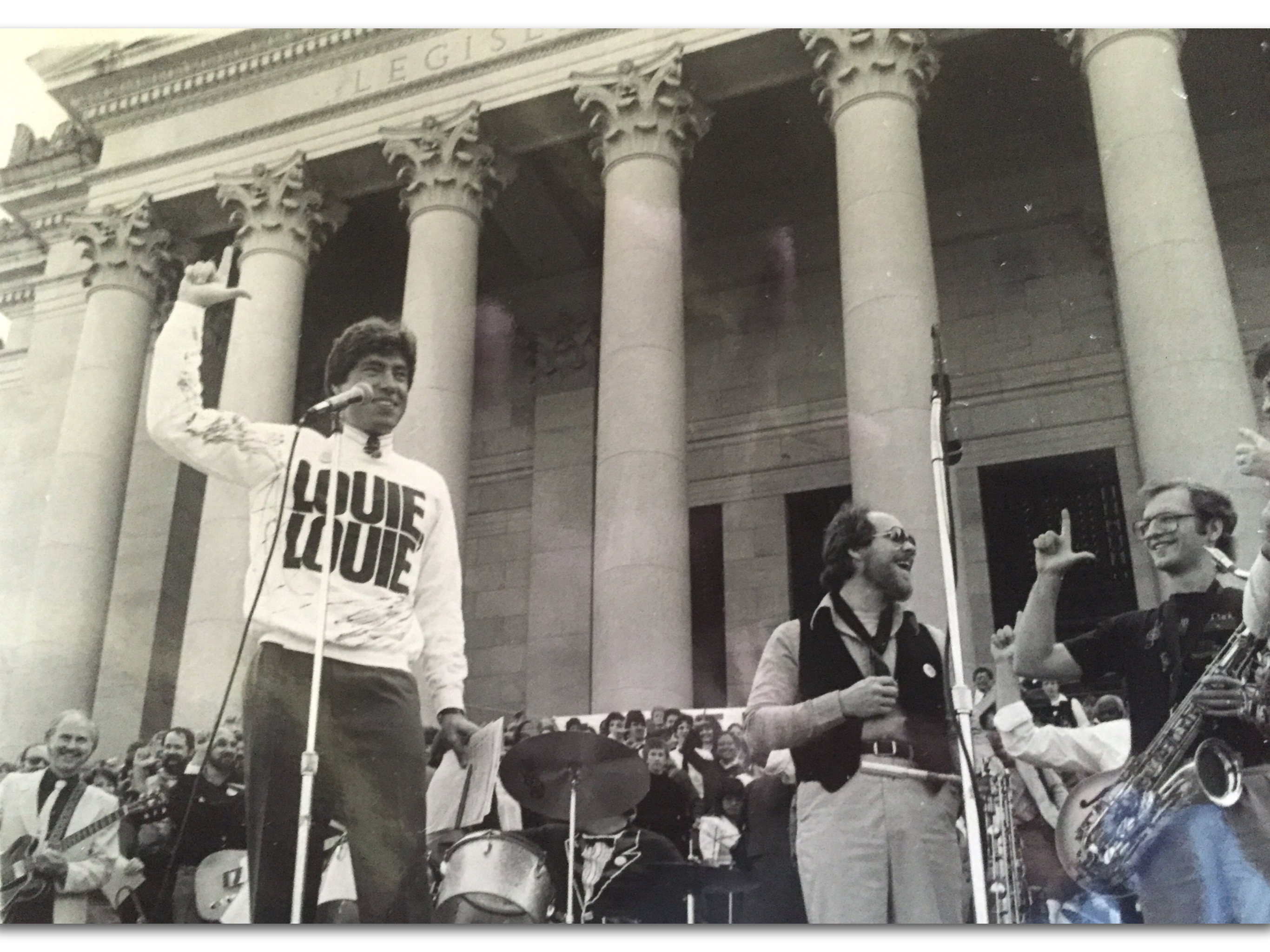
 *Westar Energy*®



*“We’ll never leave you
in the dark.”*

Brand Promises Must be Organic





The Brand with the Best Story Wins





We don't sell houses.
We sell warm spaces where love
can grow.

In 1953, Harry and Evelyn Carney bought this Home for \$3,900. Harry put in a rose garden while their two boys Donald and Lawrence built a tree fort on the side yard. Their daughter, Cynthia was married in the back yard.

Now, after 55 years, Harry and Evelyn have decided to simplify their lives and move to a beautiful assisted-living community 2 miles away.

Last week, John and Heather Wallace bought *The Carney Home* at 378 Crestwood. They love the quaint sidewalks, the nearby park, and the short walk to what will eventually be 2-year old Ella's elementary school. We're proud to be a part of helping another generation create new memories in this lovingly cared-for home.



Dignity[®] MEMORIAL

The largest network of funeral,
cremation & cemetery service providers.

Plan. To Make it Right.[®]

Preplanning your funeral or cemetery arrangements gives
you and your loved ones peace of mind. We offer Free,
engaging, interactive pre-planning seminars.

Call Today: 504-729-1912

Peaceful.
Beautiful.
Everlasting.

Lake Lawn
Metairie

Celebrating Claudine G. Bowers 1922 - 2010



For Claudine's Closest Friends

Sugar.....2 cups
All Purpose Flour.....2 cups
Buttermilk.....1 cup
Water.....1/2 cup
Baking soda.....1 tsp
Crisco.....1 stick
Butter.....1/2 stick
Eggs.....3
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Pecans (chopped).....1/2 cup

FROSTING

Butter.....1 stick
Cinnamon.....1 Tsp
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Powered sugar.....1 box (16oz)
Pecans (chopped fine+sprinkled on top)

Oven 350 for 30 min.
Pan 13" X 9"

She'll tell you
size doesn't matter.
She's lying.



Super Star[®] with cheese



It's gonna get messy.



EAT
LIKE
YOU
MEAN
IT[®]



FREE STUFF. FUN STUFF.
FIND US AT FACEBOOK.COM/CARLSJR

Contact Ross Shafer for a
customized event:

Andrea Gold

andrea@goldstars.com

(520) 742-4384