



Ross
Shafer

Want to Contact Ross?

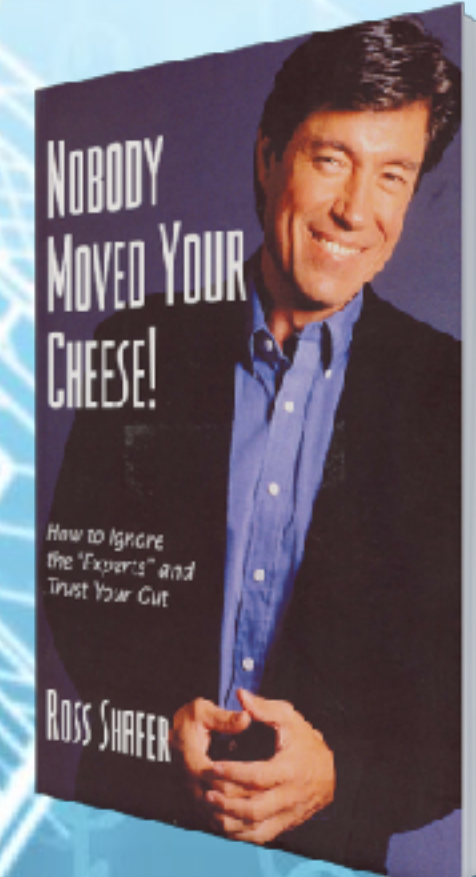
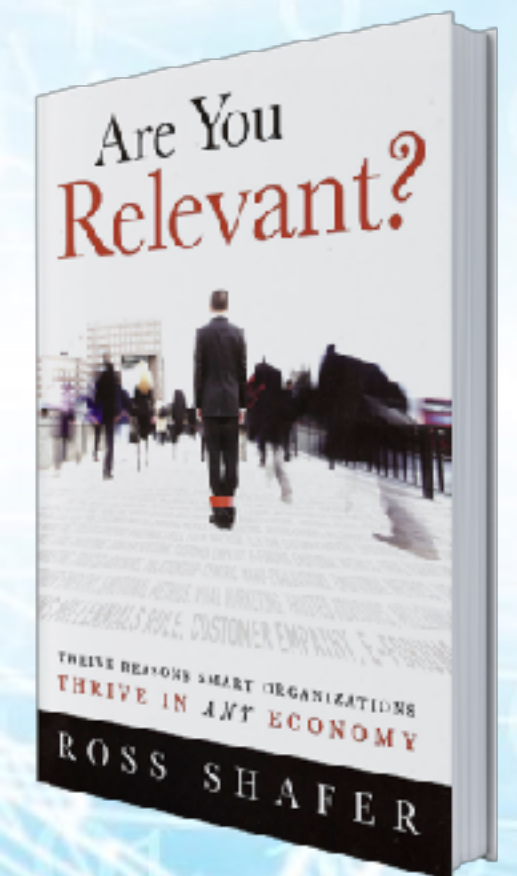
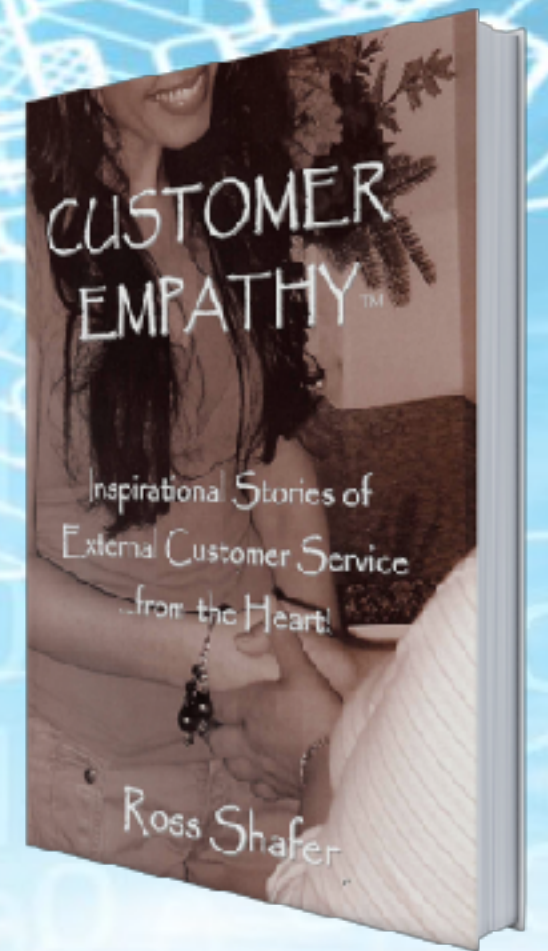
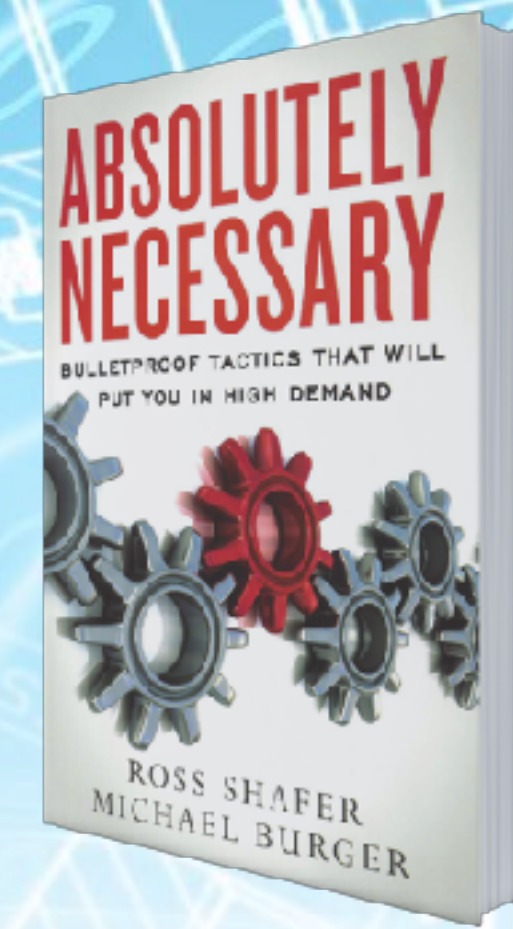
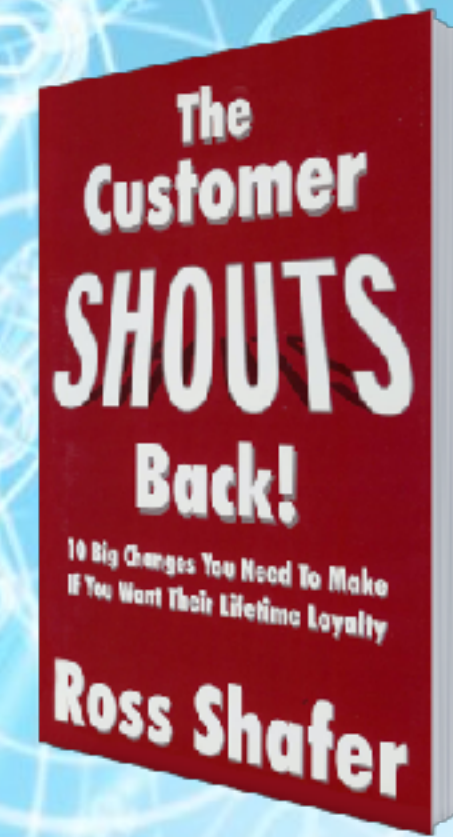
Esther Eagles

Esther@EaglesTalent.com

800-345-5607

Relevant Selling in a Tight Market

by Ross Shafer



I'm Your Customer !



BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic. The text 'What I'm Not...' is centered in a bold, dark blue font.

What I'm Not...



Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



Follow the Tracks of the Herd

COOK-LIKE- A-STUD

* 38 lip smackin' meals men can prepare
in the garage ... using their own tools!

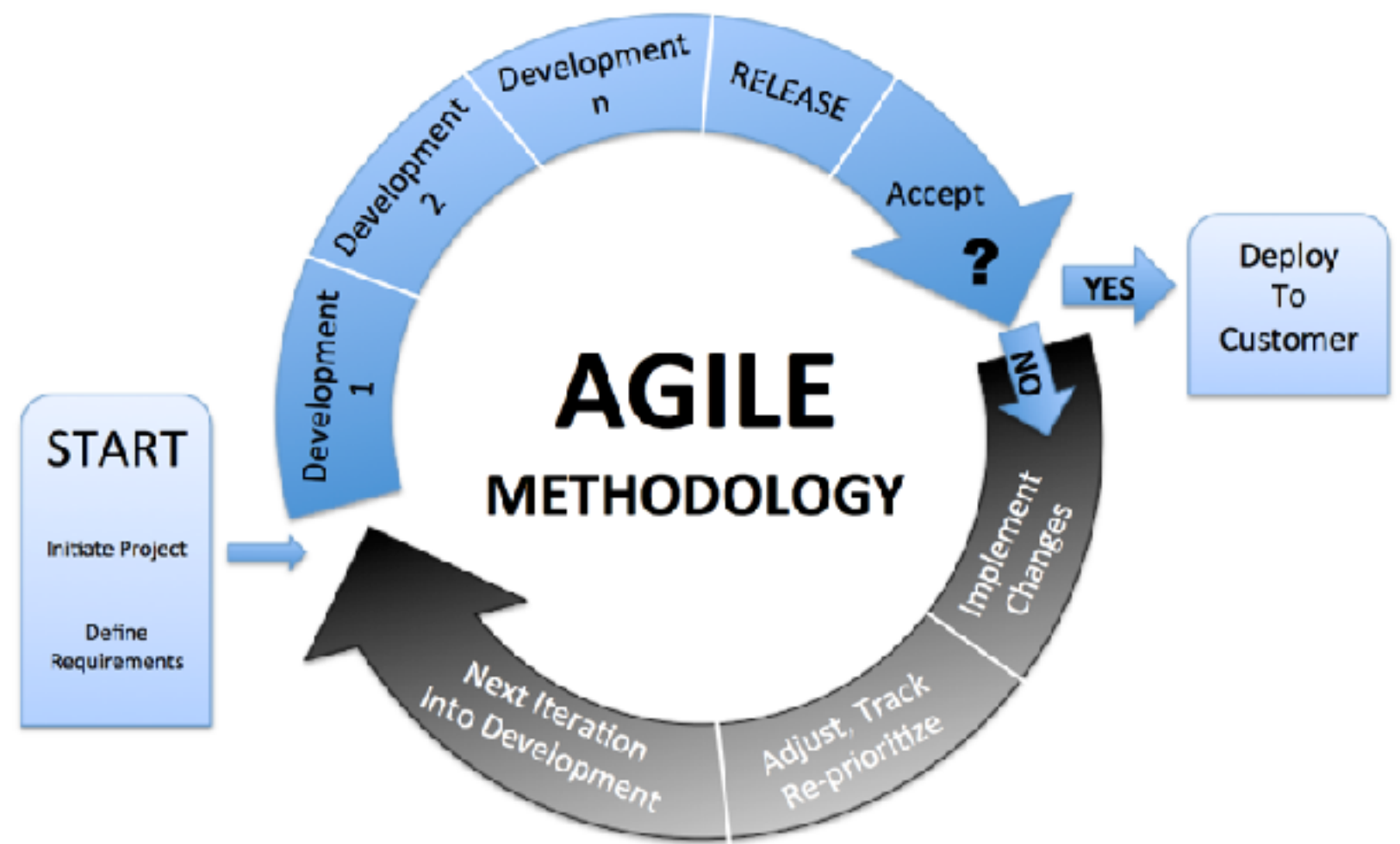
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer



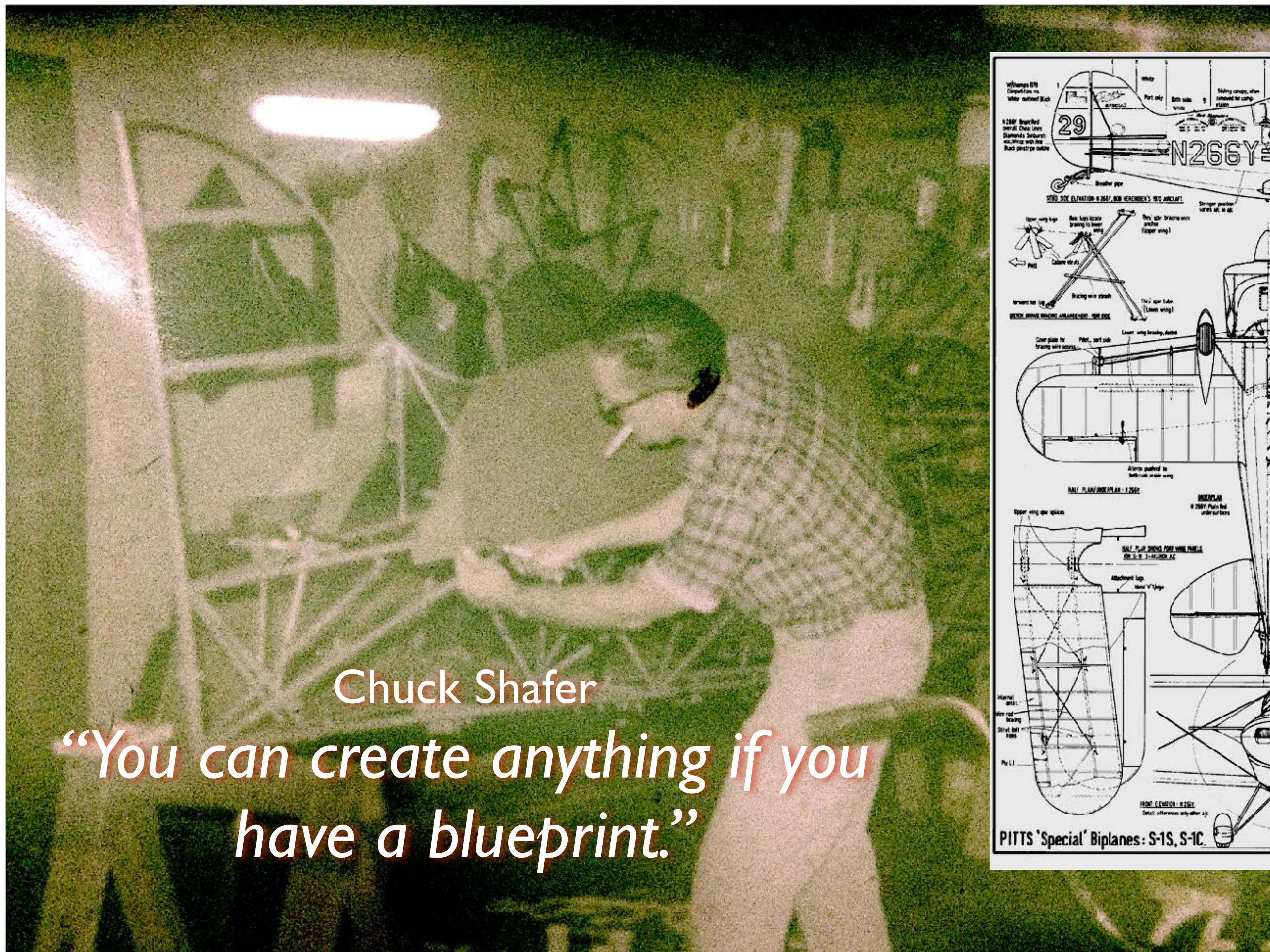


Ryan Shafer



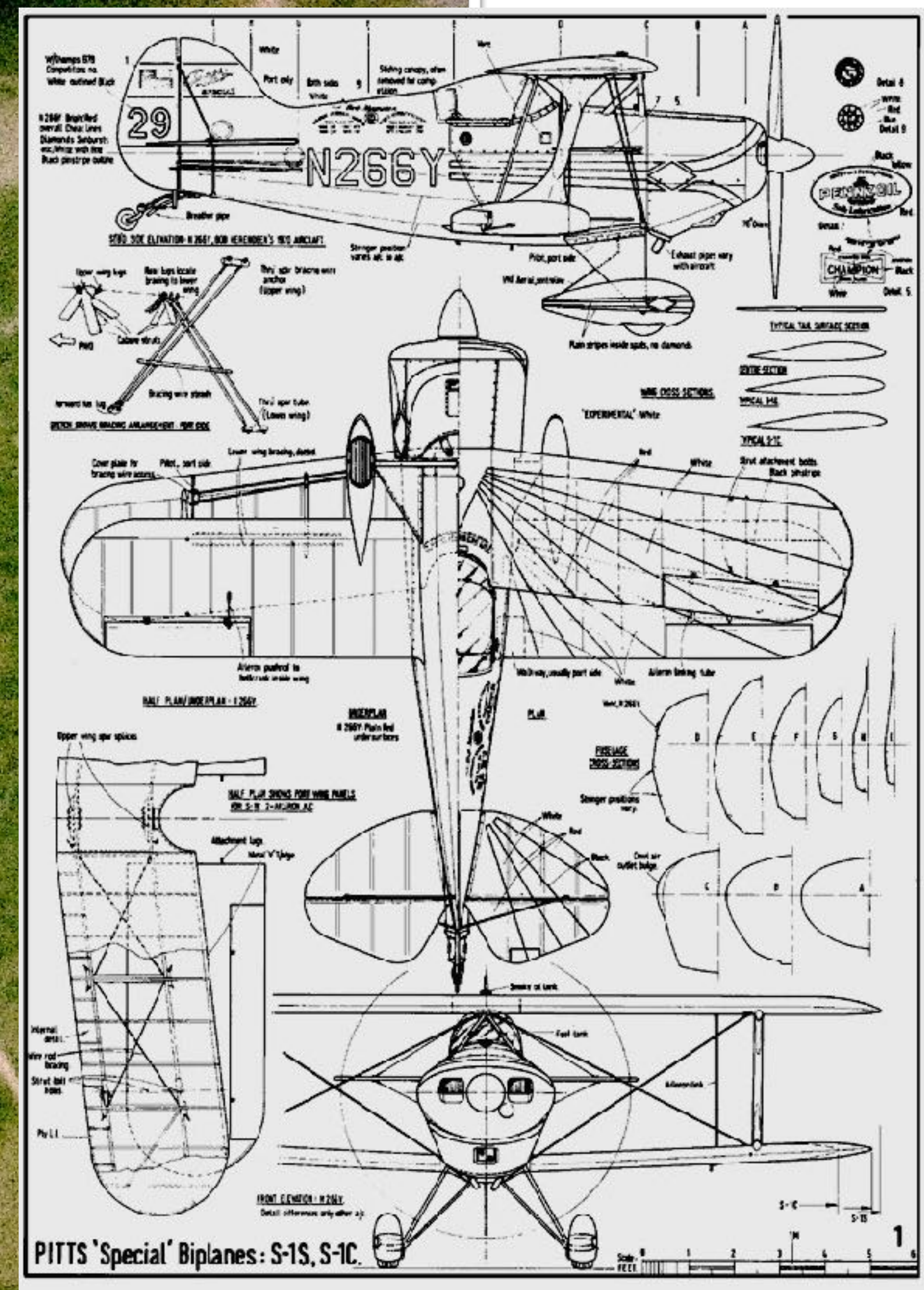


**I am a
BLUEPRINT
Guy**



Chuck Shafer

“You can create anything if you have a blueprint.”

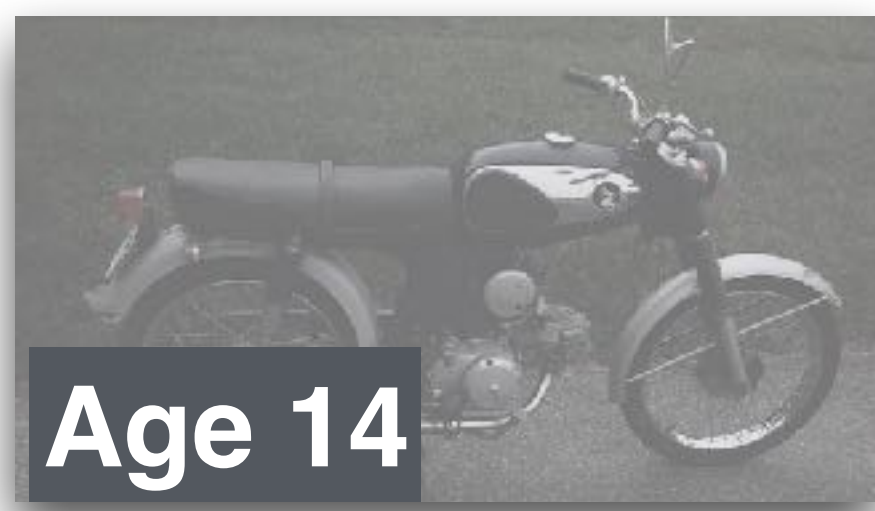


Maiden flight - May 1971

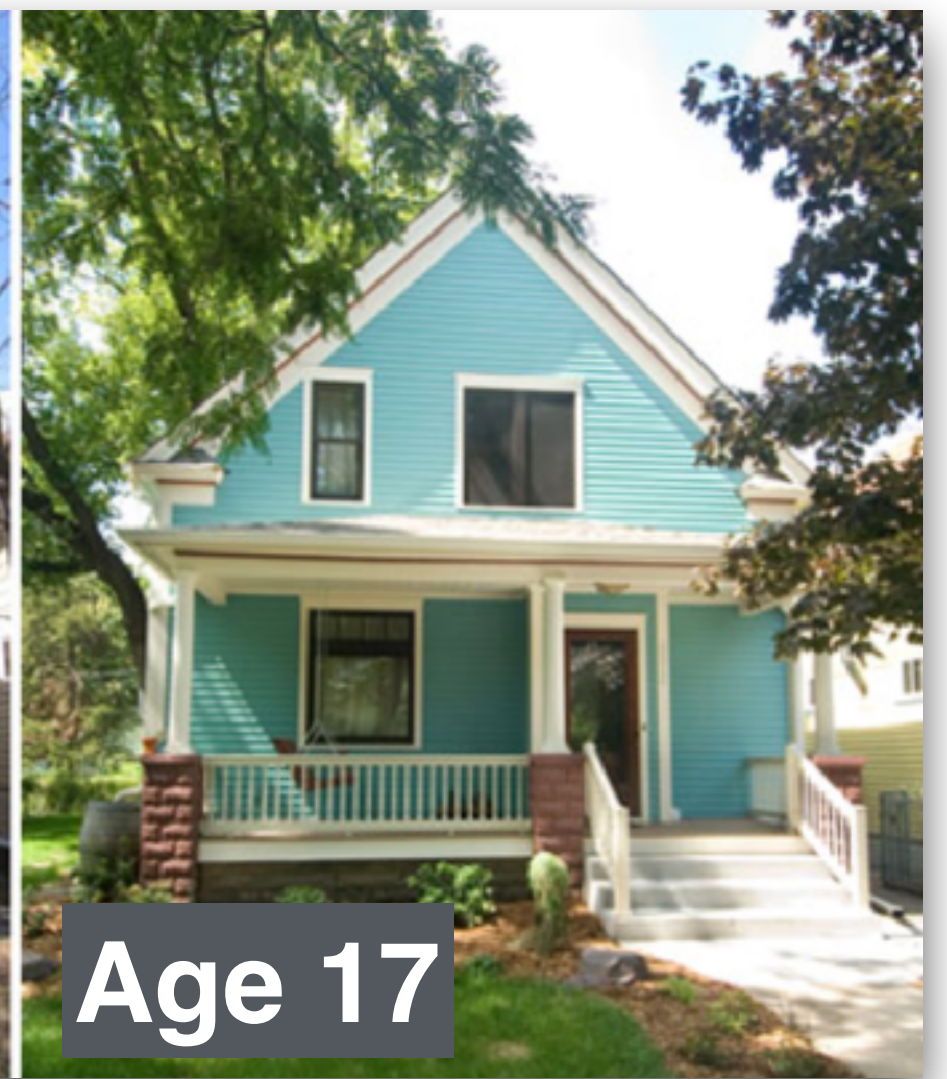




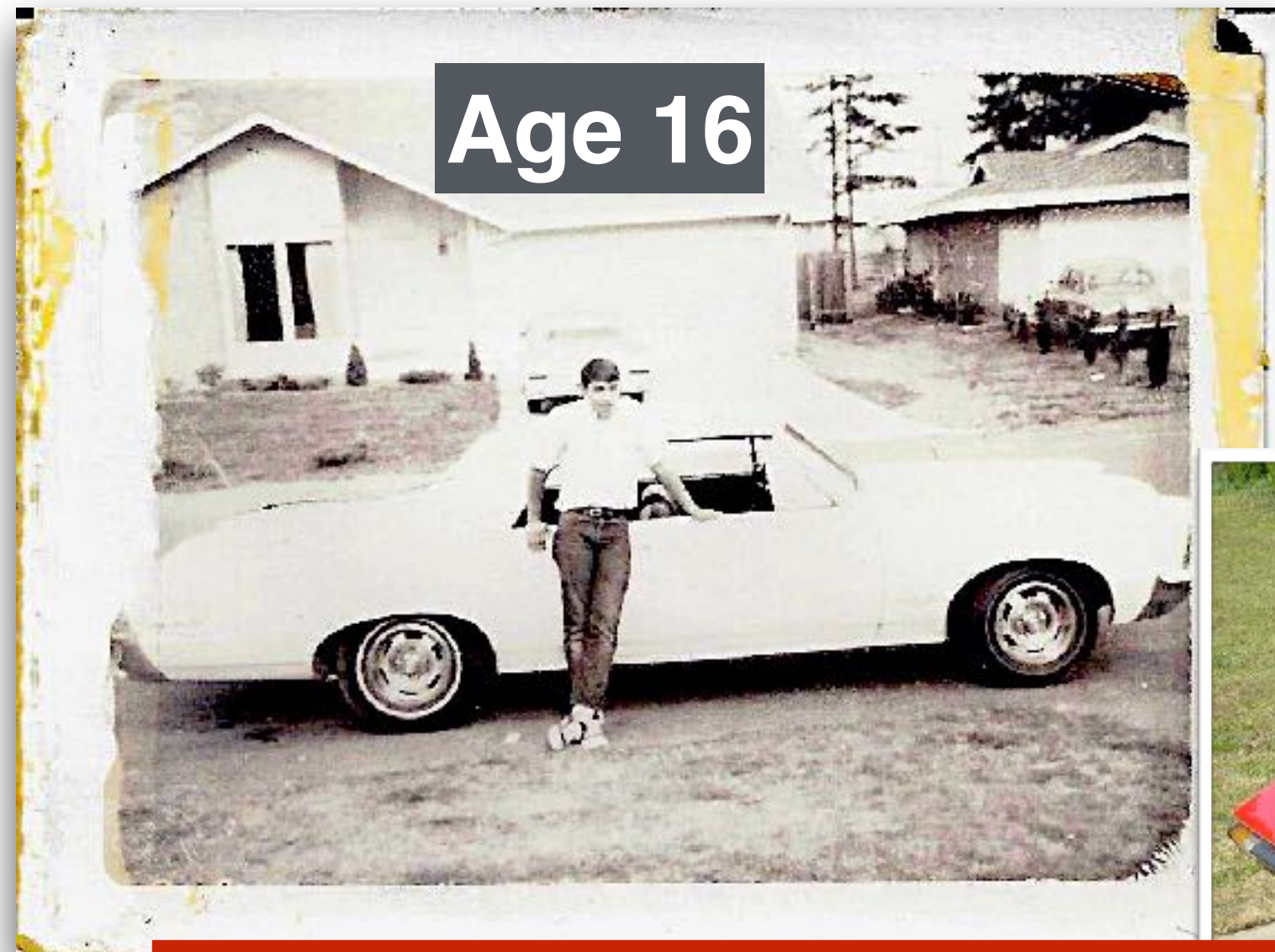
Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service



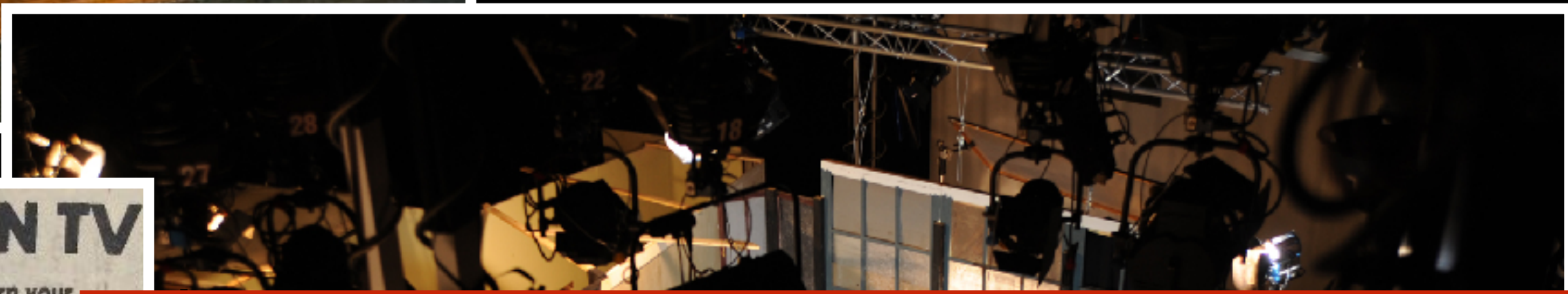
Retail Clothing



Photography & Product Marketing



Building Industry



Flipping Broken Companies

SHAFER® PROJECTION TV



Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

At last the Northwest's largest maker of Giant TV Screen systems is offering direct to you, for your home, the same Projection TV usually seen commercially. Come, see and compare during this sale!

AS LOW AS \$997

SOUNDS O.K.

For Home Demonstration Information CALL COLLECT (206) 848-8300

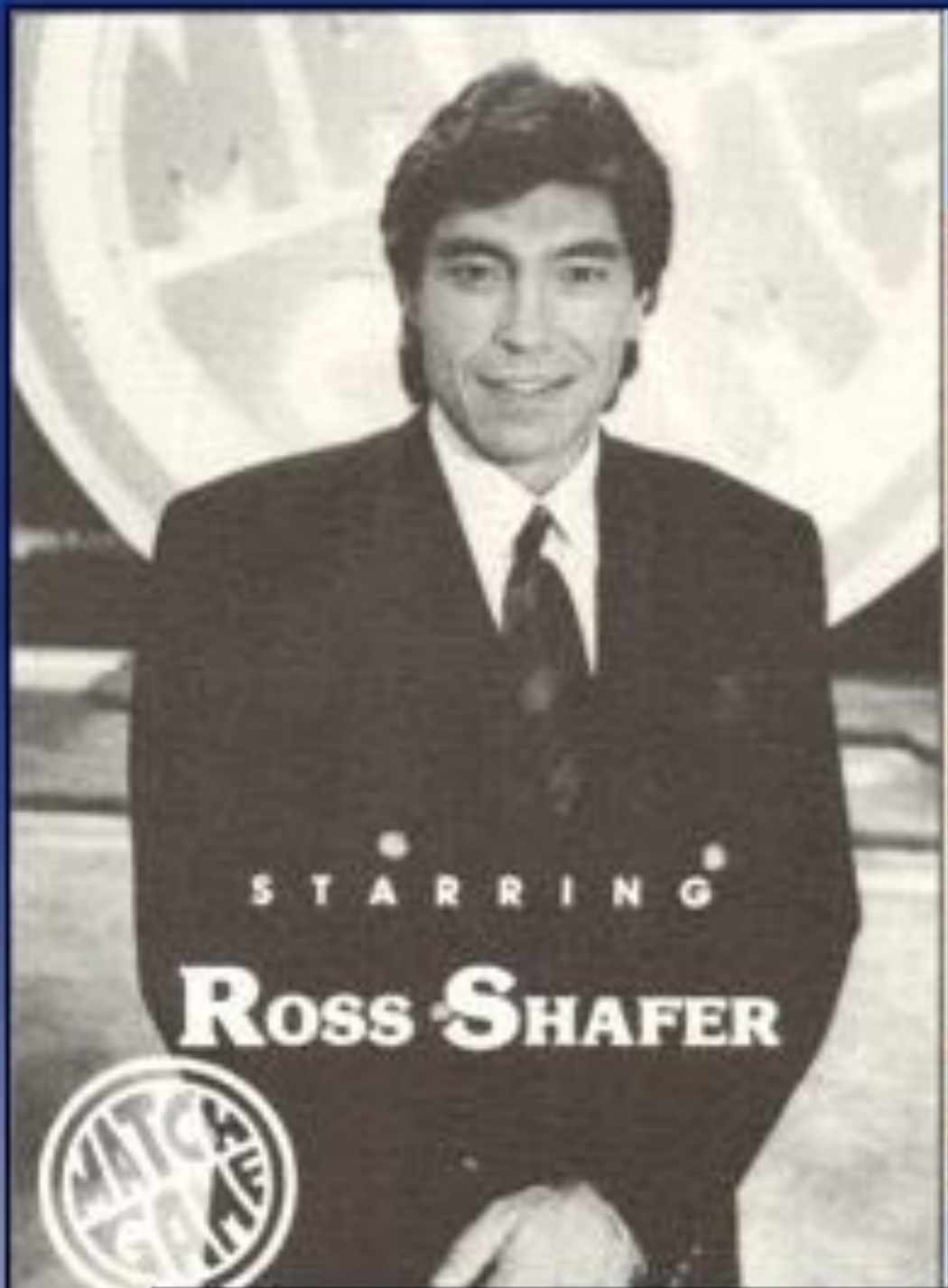
119 Hi Ho Shopping Center Puyallup, Wash. 98371

STUDIO in Puyallup

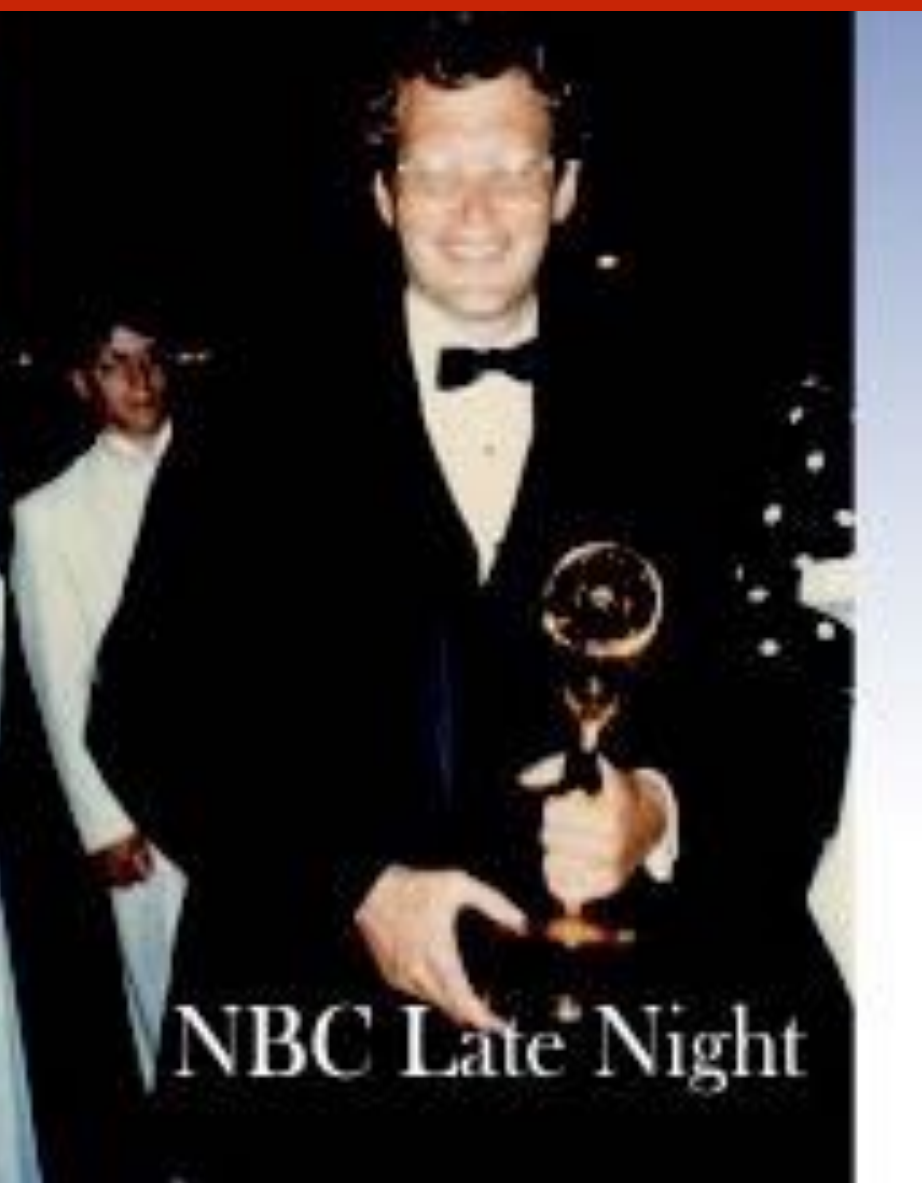



TV & Film Production





Talk & Game Host



The background is a vibrant blue gradient. It is overlaid with a complex pattern of white lines and shapes. On the left and right sides, there are technical drawings or blueprints, showing various mechanical parts and structures. In the center and bottom, there are streams of binary code (0s and 1s) that appear to be moving or flowing. The overall aesthetic is that of a high-tech or digital environment.

**High End Buyers
Expect you to
Stay Fresh &
Brilliant**

Robb Report

MAGAZINE FOR THE LUXURY LIFESTYLE™



WATCHES & JEWELRY

ART Electronics

Cars BOATS JETS

Travel
Decor

Fashion

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

Harvest Innovation from Unlikely Sources

Hotel Events

FRIDAY 78° HIGH 78° LOW 68°
SATURDAY 77° HIGH 67° LOW
SUNDAY 76° HIGH 66° LOW
9:34

November 6, 2018



Group/Event	Room	Time
GENERAL ELECTRIC		
BREAK OUT SESSION A		
Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

CRASH THE WRONG MEETINGS

Association of Human Nature Convention



[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

[ABOUT US](#)

[Restaurant Home](#)

[Make A Reservation](#)

[Map & Directions](#)

[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)








LARAMAR

55,000 UNITS



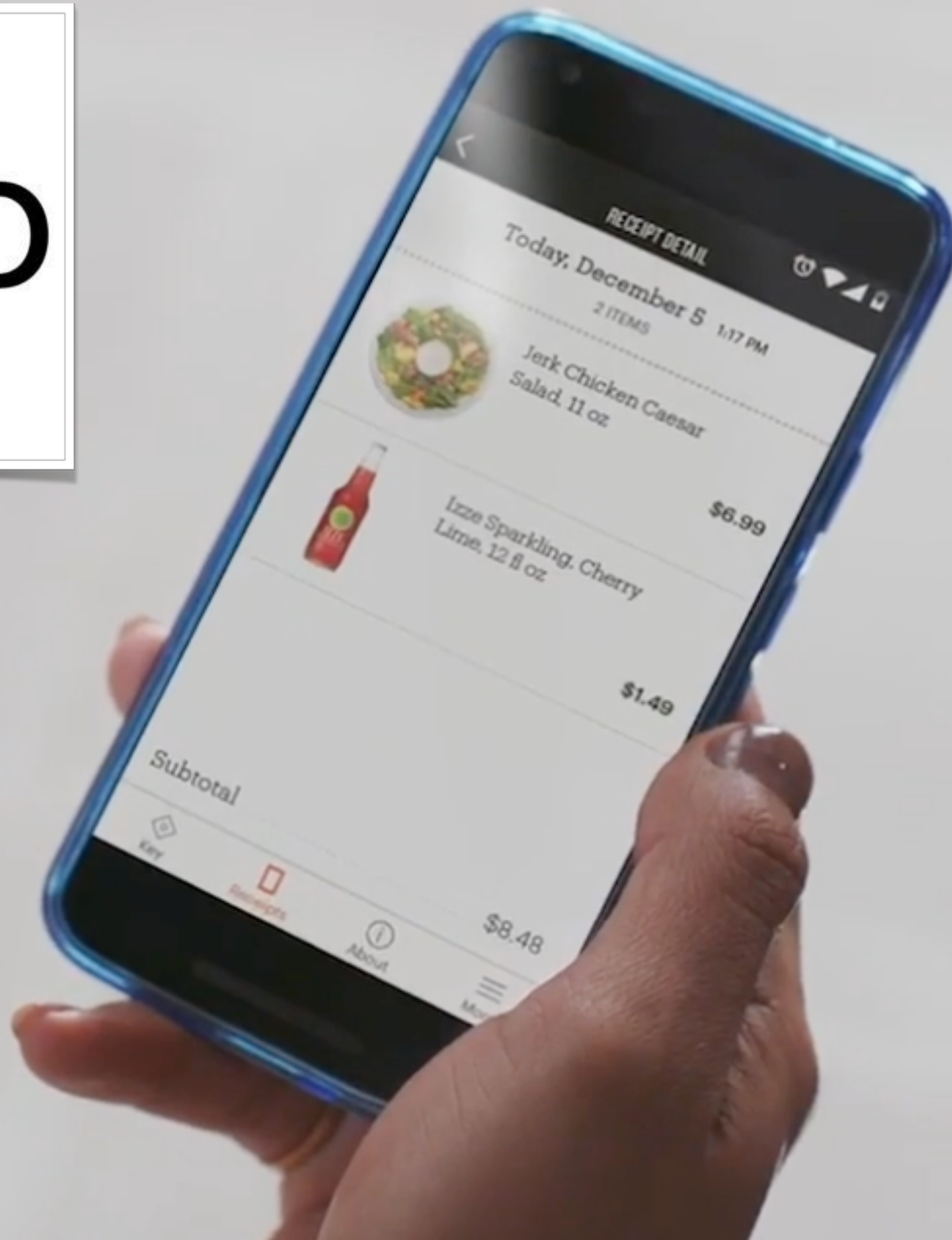
The background is a complex technical drawing or blueprint, rendered in white lines on a blue gradient. It features various geometric shapes, circles, and lines, typical of an engineering or architectural plan. Overlaid on this are faint, semi-transparent binary code strings (0s and 1s) scattered across the image, suggesting a digital or data-driven theme.

**Buyers Judge You
from Other
Experiences**



amazon go

3,000 cashier-less stores



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and shafts. Overlaid on this are several streams of binary code (0s and 1s) in a light blue color, creating a digital or data-driven aesthetic.

Eliminate Transactional Friction

R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



2,500,000+
patients love
“Virtual” Doctor
Visits

You Don't Have to



Your Customers

Eliminate the



Moments



erases



sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”



**“Your margin is
my opportunity.”**

Jeff Bezos

amazon.com

Relationship Selling

Solution Selling

Consultative Selling

“Challenger” Selling



Tell a Better Brand & Property Story

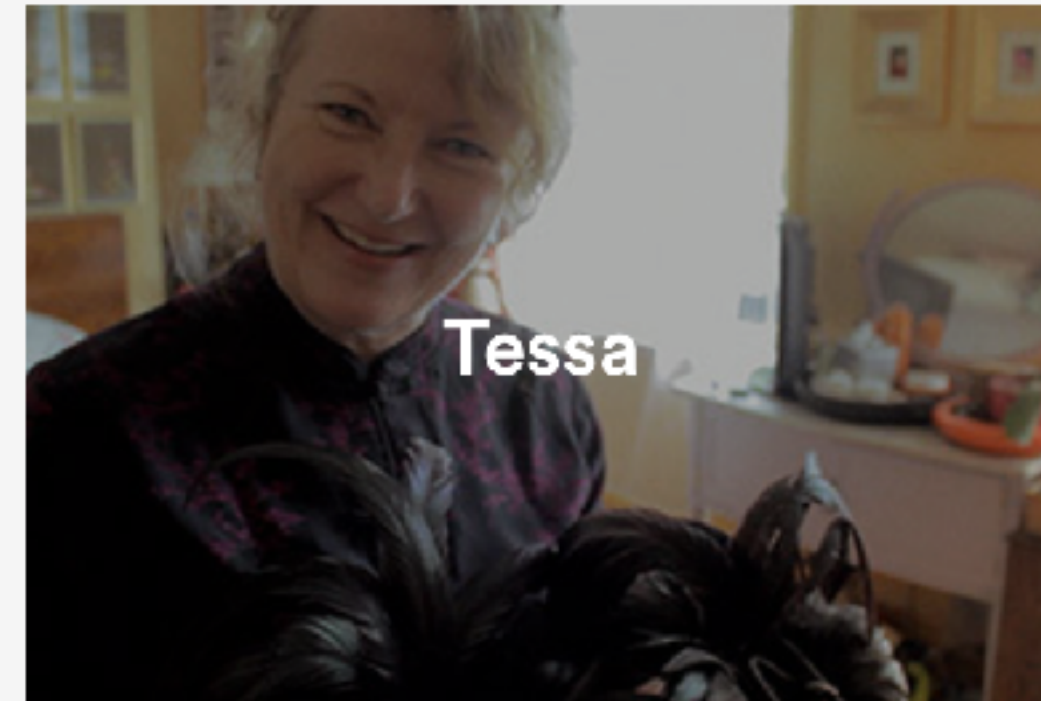
“We don’t sell motorcycles. Instead, we sell...”



Airbnb Community are Brand Ambassadors



New York, United States
A busy New Yorker keeps pace with tradition



London, United Kingdom
Second Act: A new beginning



New York, United States
New Chapter: Breaking bread together...again



London, United Kingdom
Sowing the Seeds: Of love, and of vegetables



Los Angeles, United States
The Art of Receiving: A host transforms his home, his work—and his life



New York, United States
Full House: An invitation to friends, both old and new

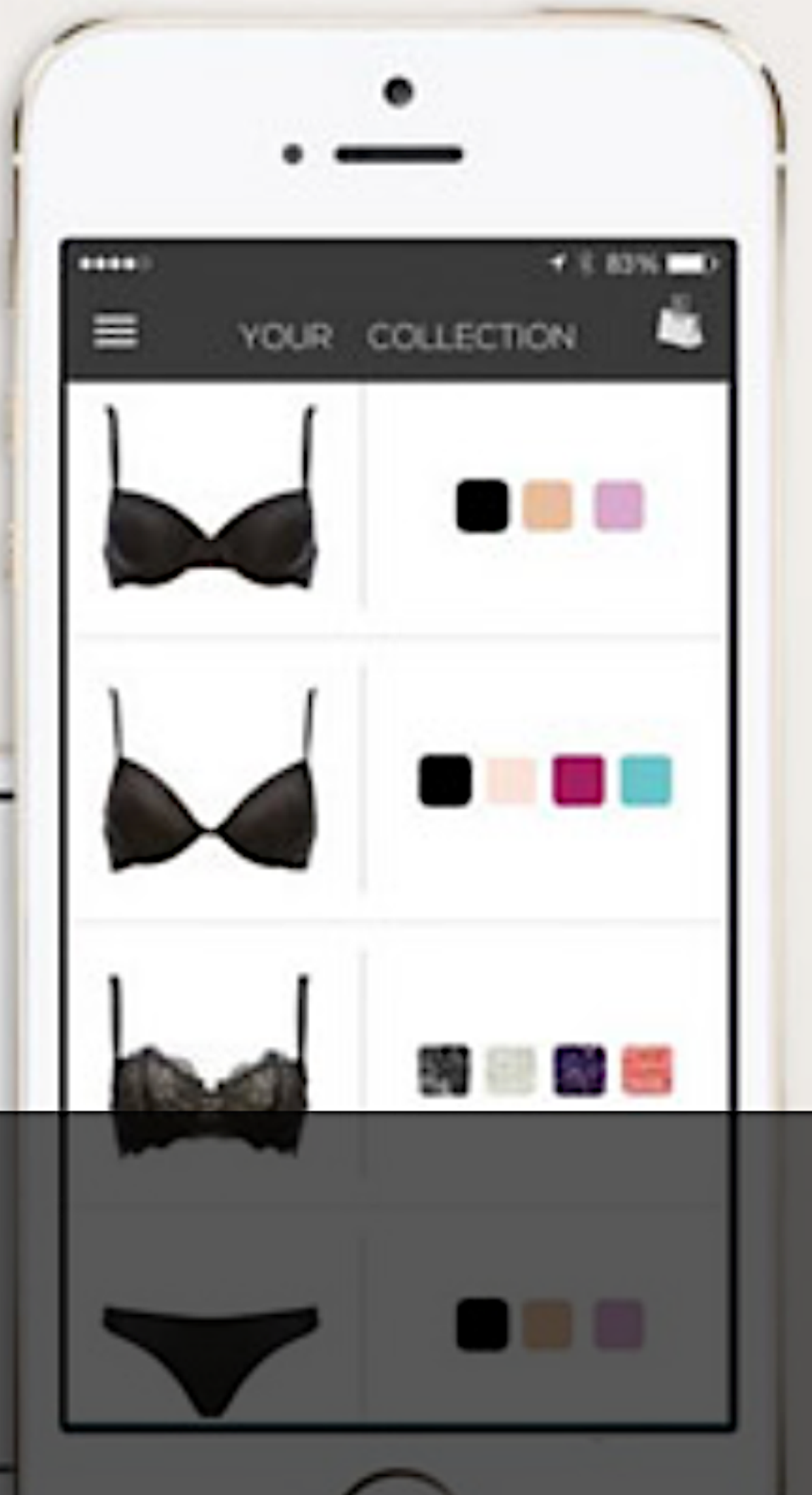
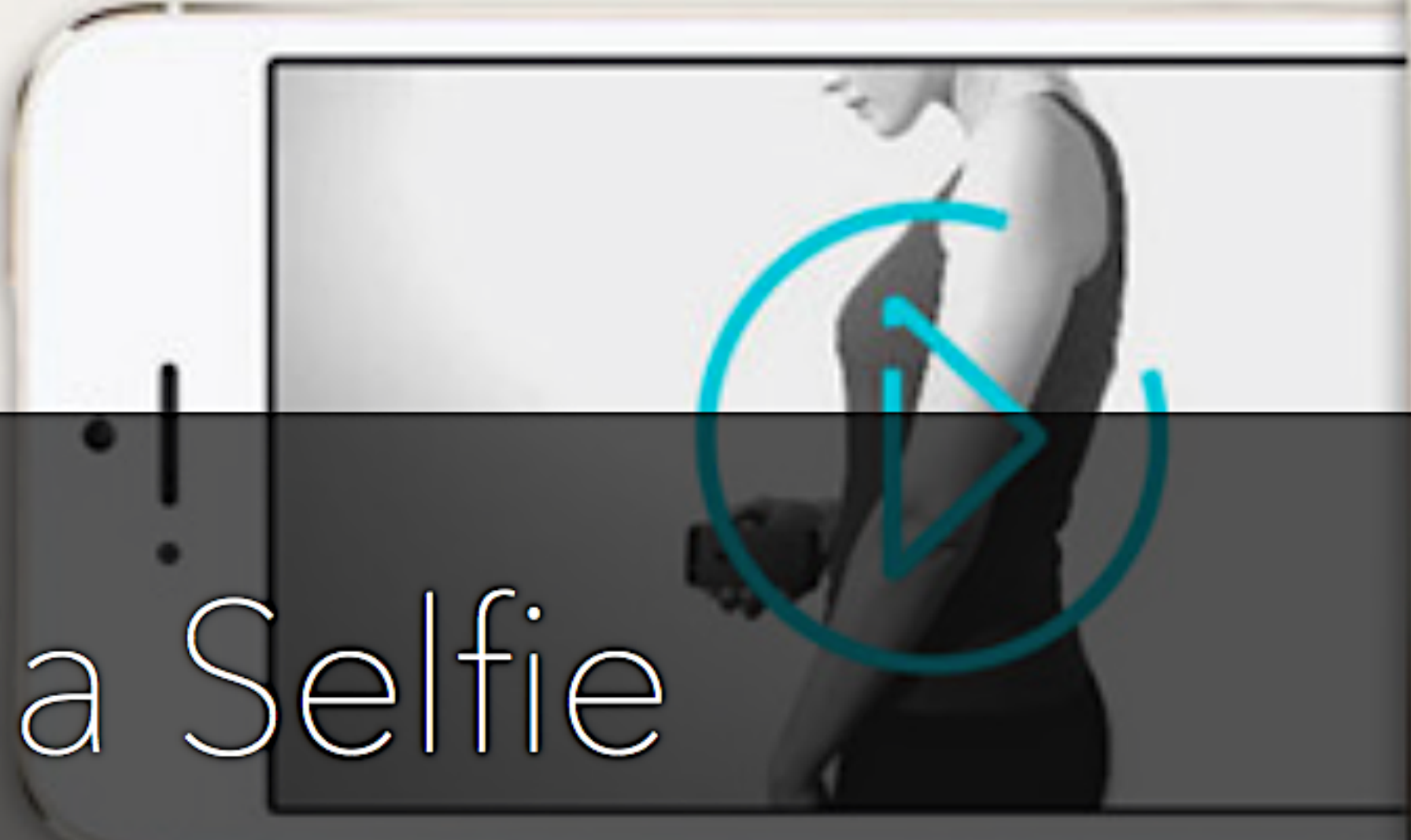


Airbnb encourages their customers to share how the brand impacted their lives.



 **THIRDLOVE**

Our Half-Cup Sizes Come
with a 100% Guaranteed Fit



Bra Shopping via Selfie



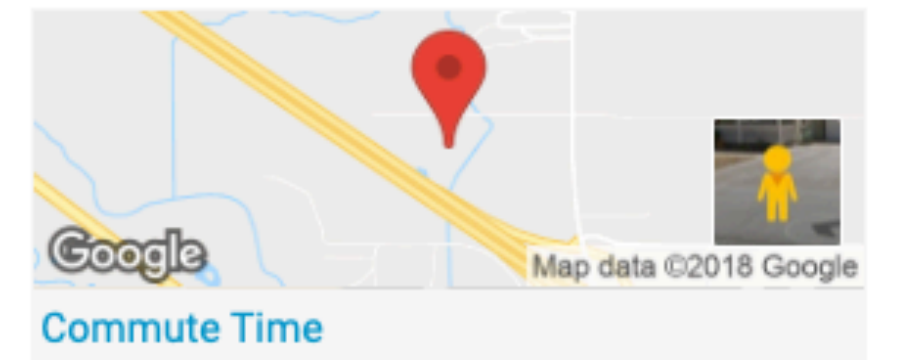
Chuck & Lois Shafer



\$459,000

2310 Morada In Ashland, OR 97520

3 beds 2 baths 1,820 sq ft



Property Type	Single Family Home	Last Sold	\$84,000 in 1982	Days on Realtor.com	6 days
Year Built	1982	Price per sqft	\$339	Garage	8 cars



realtip

Home includes a 1,000 sf RV shop Did you find this useful?

Ask a question

Share this home



Open Houses



Property Details



In 1983, Chuck and Lois Shafer bought the single level, 3-bedroom 2-bath home at 2310 Morada Lane as their retirement villa. They had no idea that location would become one of the most valuable in Ashland. The 1,820 sq. ft home is located in an upscale neighborhood within minutes of Southern Oregon University, Lithia Park, the Ashland Golf Club, the Shakespearian theaters, Bellview Elementary School, and the Ashland fixed based airport; where Chuck's 2nd greatest passion, (his two airplanes) were only four minutes from home.

Lois was crazy about her two "G"s...golf and gardening. Each year, their friends (and wonderful neighbors) eagerly awaited the fresh fruits and vegetables Lois pulled from the expansive TID irrigated garden on their 1/3+ acre lot.

Chuck not only loved his planes but anything with a motor. So, in addition to their two car garage, he built a 1,000 sf matching shop where he could tinker on his cars, boats, and motorcycles. Of course, he left lots of room for their 31-foot 5th wheel travel trailer; which was served by a separate RV driveway.

These days, Chuck undoubtedly tells his famous 'fish stories' in Heaven; while Lois recently celebrated her 91st birthday (with 74 friends) at a beautiful retirement community just two miles away.

Are you ready to create your own memorable life here, too?



What is the Most Dangerous Threat to Your Business?




facebook



You Tube



Linked in

 **snapchat**

FOMO



🔍 Find a Therapist (City or Zip)



Susan Krauss Whitbourne
Ph.D.

Fulfillment at Any Age



Is Facebook Making You Depressed?

New research suggests who's at risk for depression from too much Facebook use

Posted Oct 14, 2017

[f SHARE](#) [🐦 TWEET](#) [✉ EMAIL](#) [🔗 MORE](#)

That experience of “FOMO,” or Fear of Missing Out, is one that psychologists identified several years ago as a potent risk of Facebook use. You're alone on a Saturday night, decide to check in to see what your Facebook friends are doing, and see that they're at a party and you're not. Longing to be out and about, you start to wonder why no one invited you,

“Un-Friending” Melt Downs

Mood Swings Based Upon CLICKS & LIKES

DISTRACTION ERRORS AT WORK

CO-WORKER TENSION

Self-Absorbed. Self- Obsessed.

DISTRACTIONS COST \$650,000,000,000b

Workers are interrupted once every 10.5 minutes by things like

IMs

Tweets

and
Facebook
messages

It then takes 23 minutes for those social media users to get back on task.

Each User
Costs the
Company
\$4,452.00/year

DISTRACTIONS COST \$650,000,000,000b

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**We Coach (28)
Behaviors
that Make
Co-Workers
and Customers
LOYAL**

*Living an
Other-Focused™ Life*



Ross Shafer

Garry Poole

Less Work Drama

More Friends

MORE RESPECT

More Freedom

More Likes and Comments

More Recognition

More Invitations to Parties





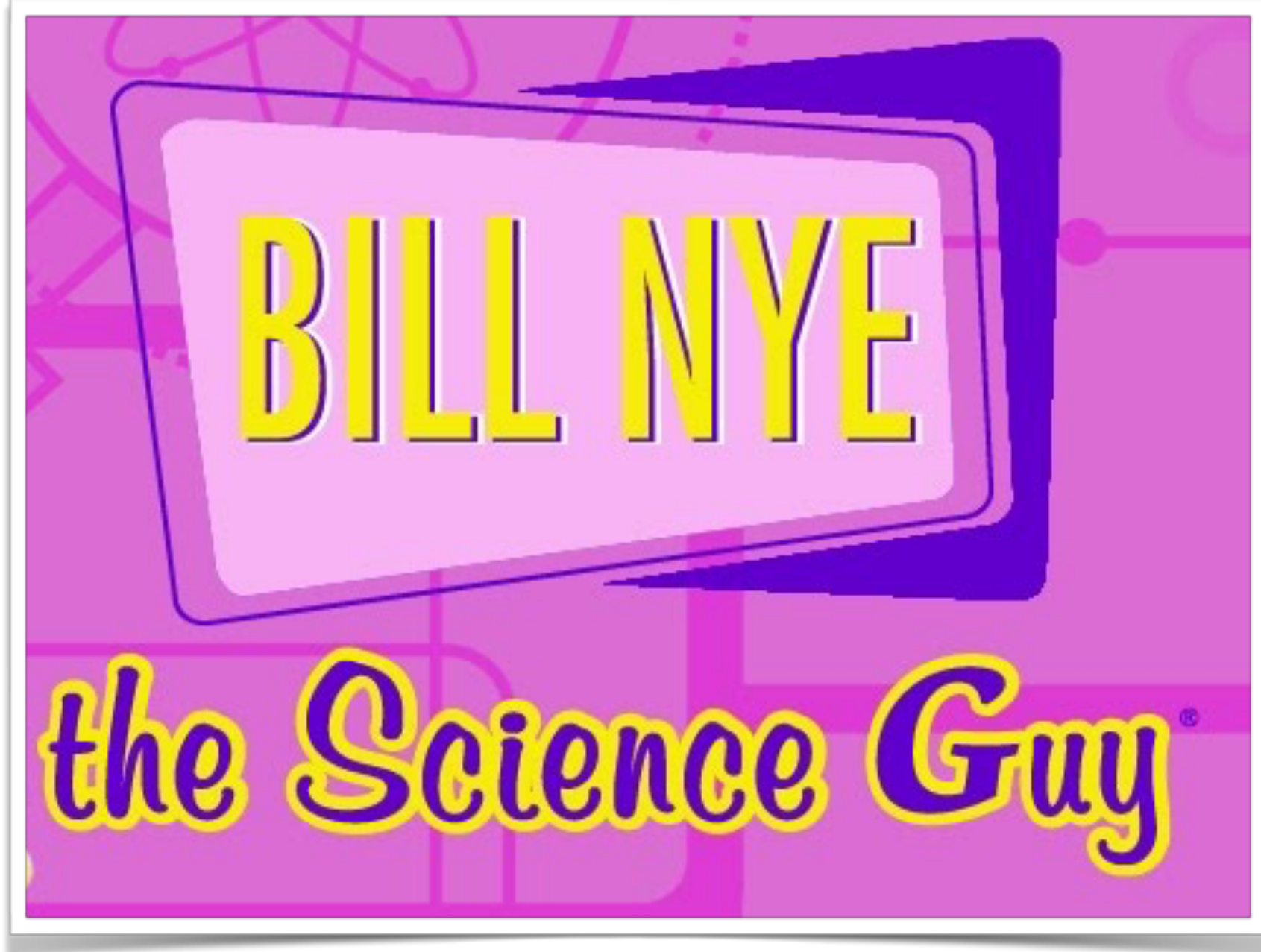
*We Teach People to be **CURIOUS***





The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a sense of digital data and engineering precision.

**Elevate Your
Superstars
Quickly**



AFTER TODAY'S MEETING: FREE RESOURCES

ROSS SHAFER
Making Change Fun

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

Relevant Leaders Club Download All

The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help both young and highly experienced leaders find relevant business solutions for motivating your workforce, creating leadership...

How to Sustain a Business for Over 15 Years?
4:09

Why is the Lifespan of a Company only 15 years? | Leadership Speaker | Ross Shafer
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Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...

How to Pitch Your Big Ideas to the Boss
3:18

How to Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer
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In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...

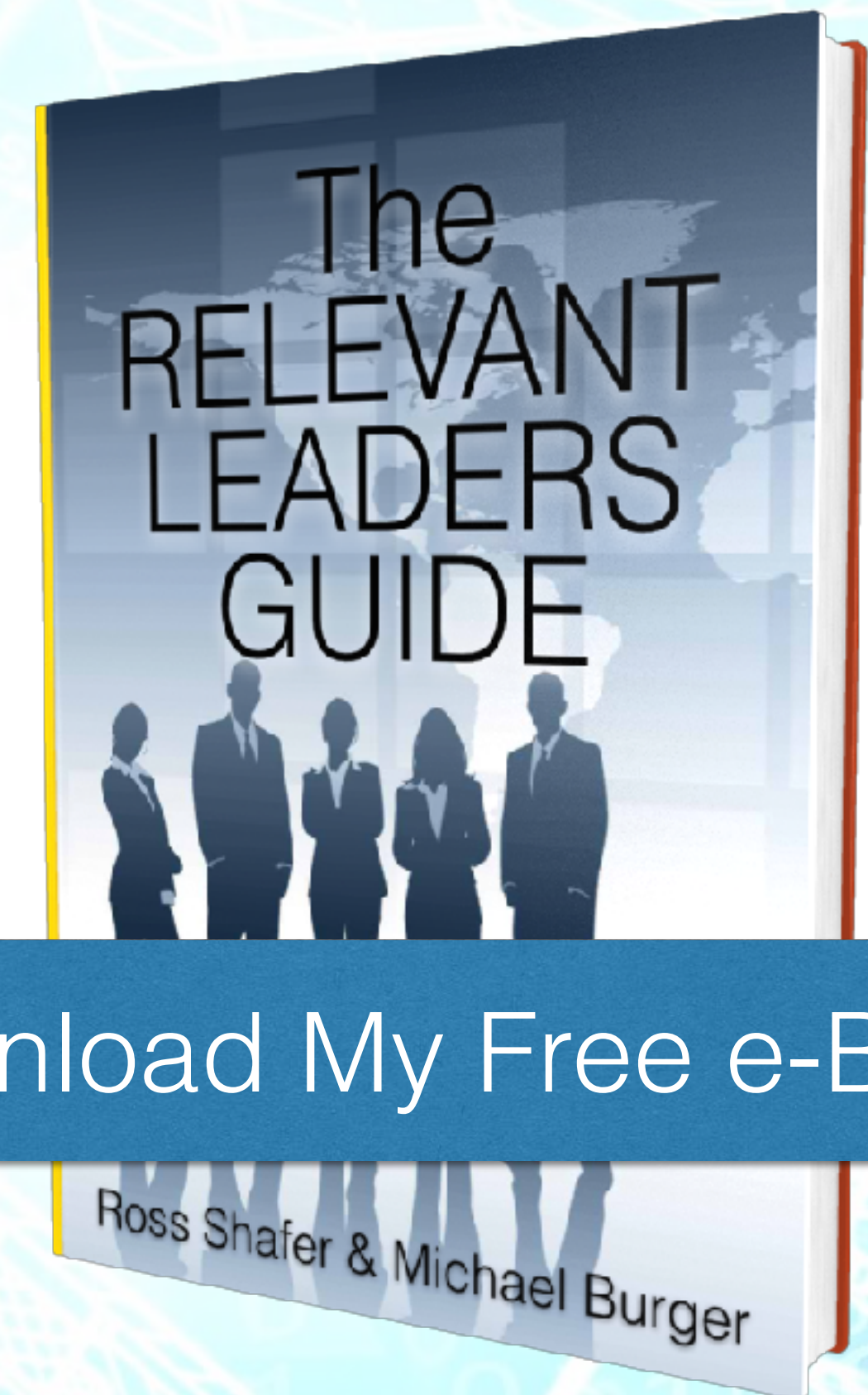
Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer
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Have you ever wondered if you should change your personality when you get a "big" new job? Then you...

How Can Leaders Make Better Decisions? | Leadership Speaker | Ross Shafer
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Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatable...

How Can Small Office Financial Advisors Beat The Big Guys? | Leadership Speaker | Ross...
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This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Leadership Video Blog

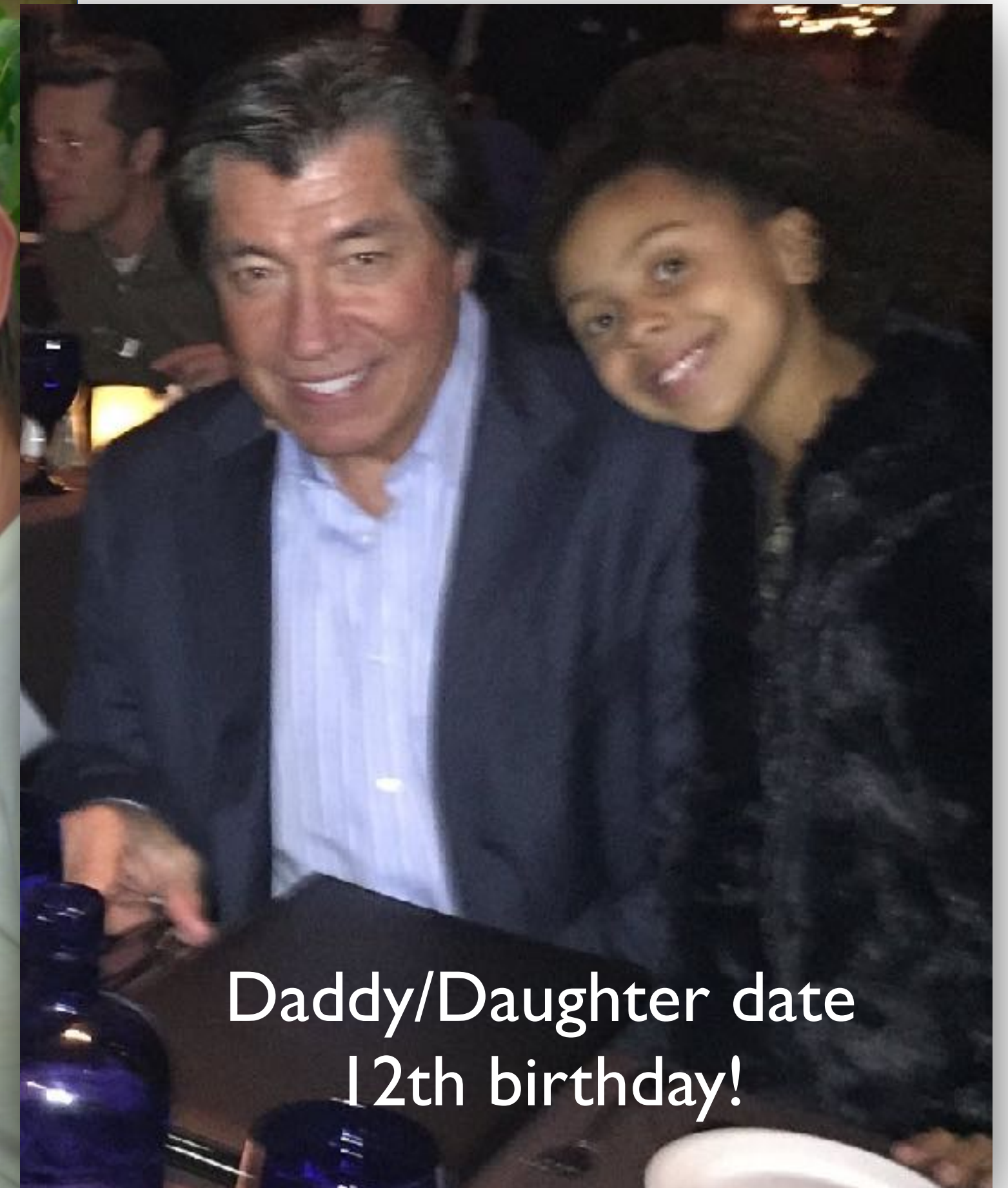
Download My Free e-Book



www.RossShafer.com



Leah, Ross, Lauren (Lolo),
Ryan & Adam Shafer



Daddy/Daughter date
12th birthday!

The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**Provide Ongoing
Encouragement**



Ross
Shafer

Want to book Ross?

CONTACT:

Esther Eagles

Esther@EaglesTalent.com

800-345-5607