

Thank you requesting Ross Shafer's slides from the Cable TV Labs event in Keystone Colorado August 6, 2016

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Jay Callahan

703.516.4000

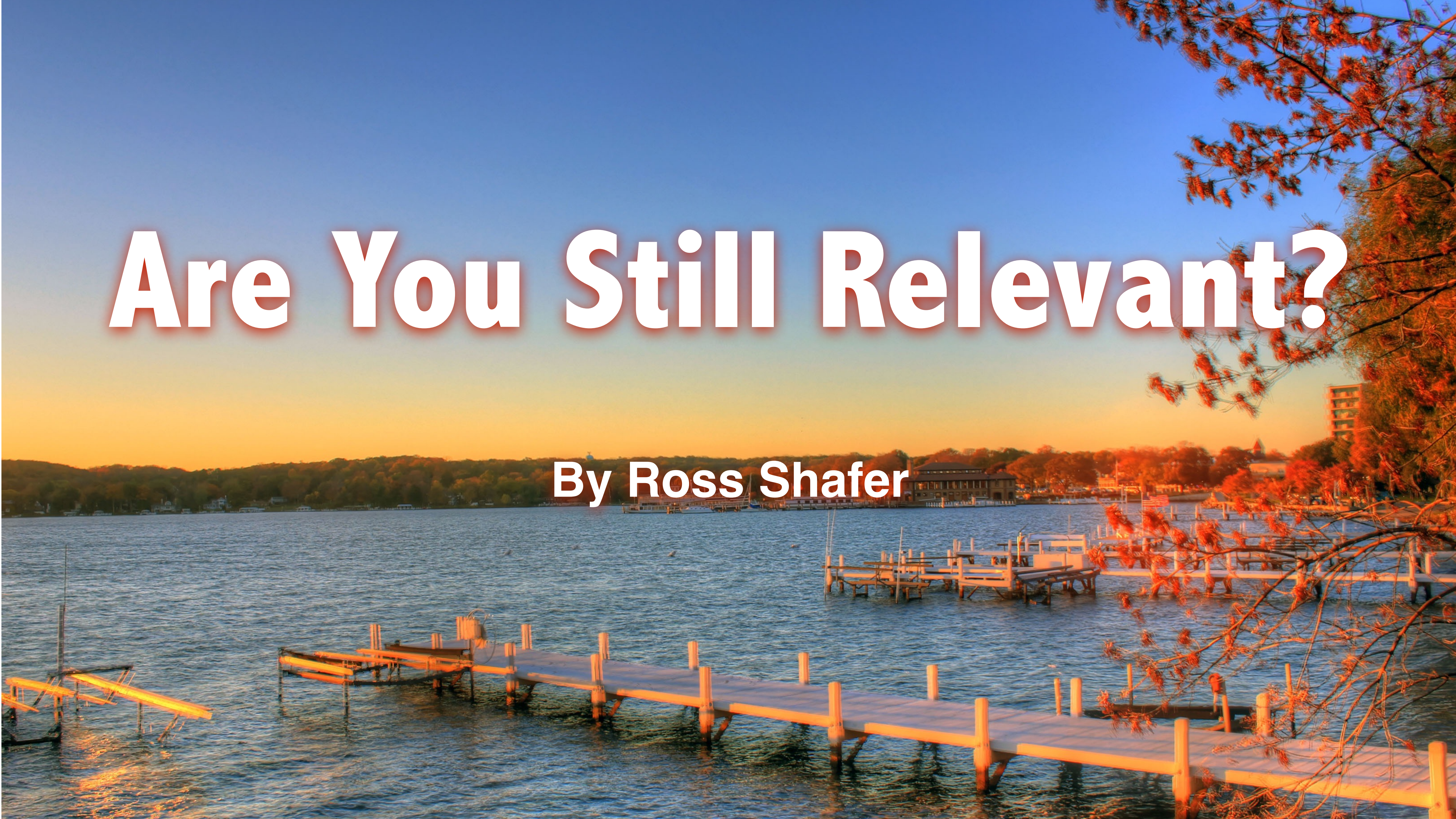
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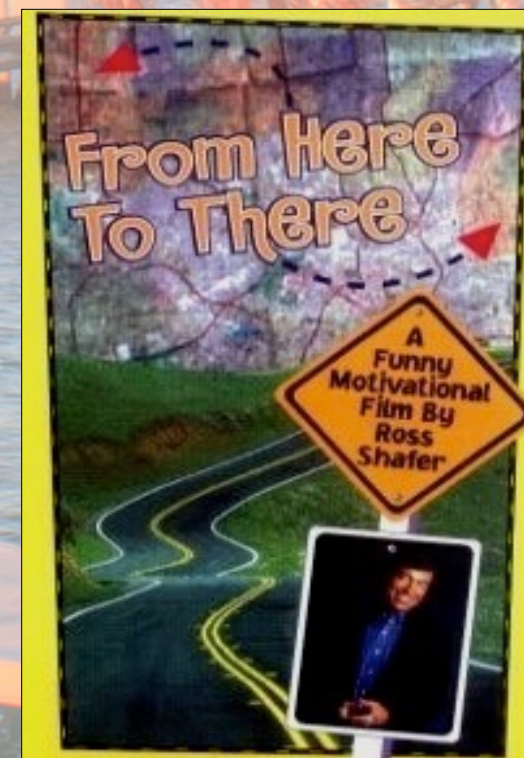
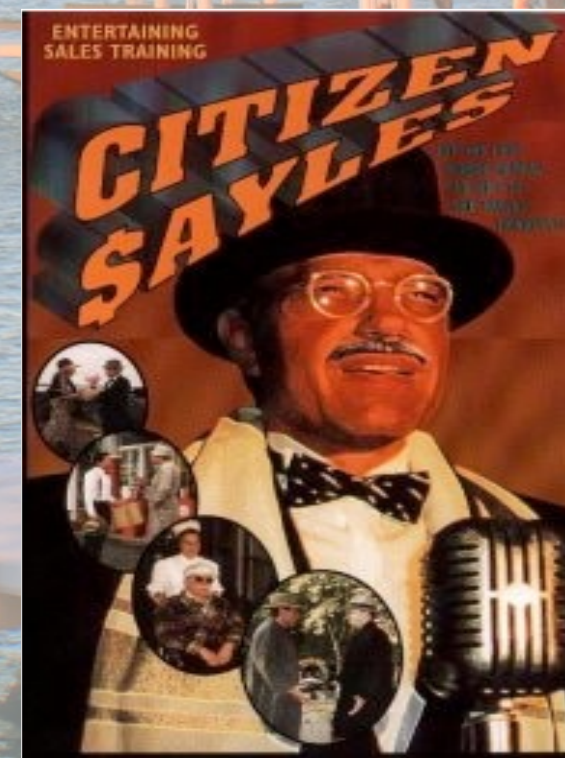
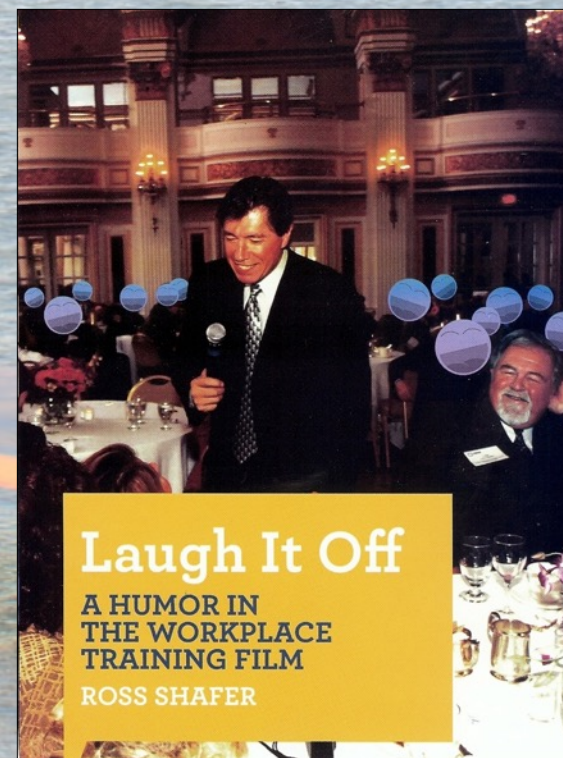
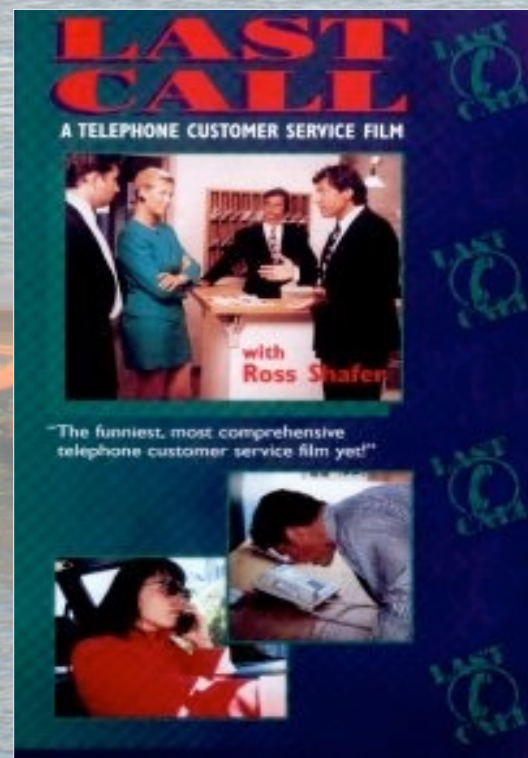
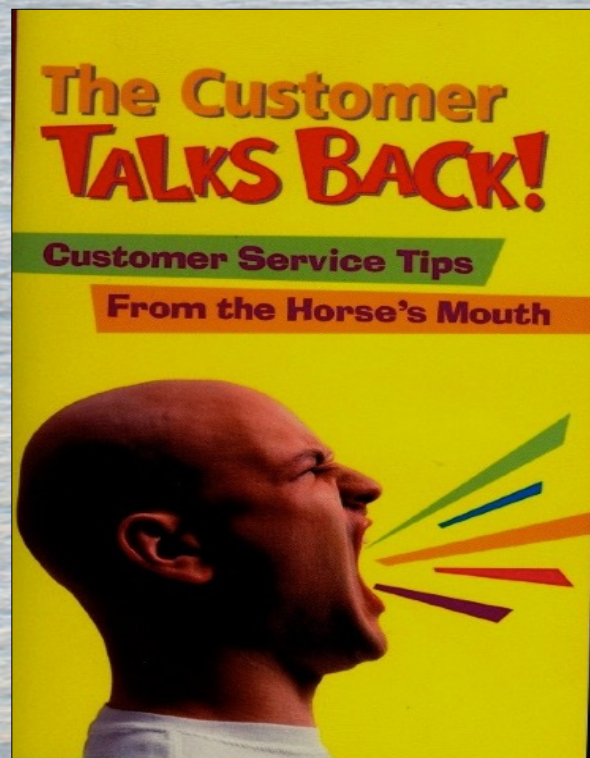
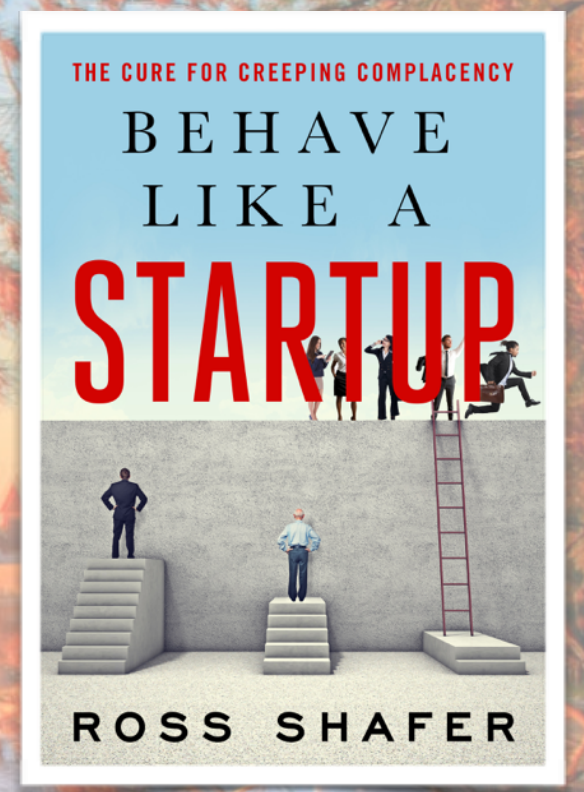
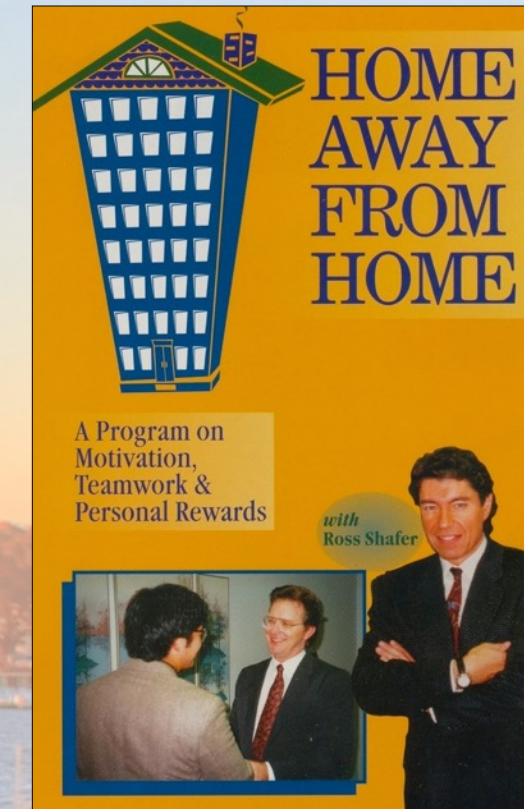
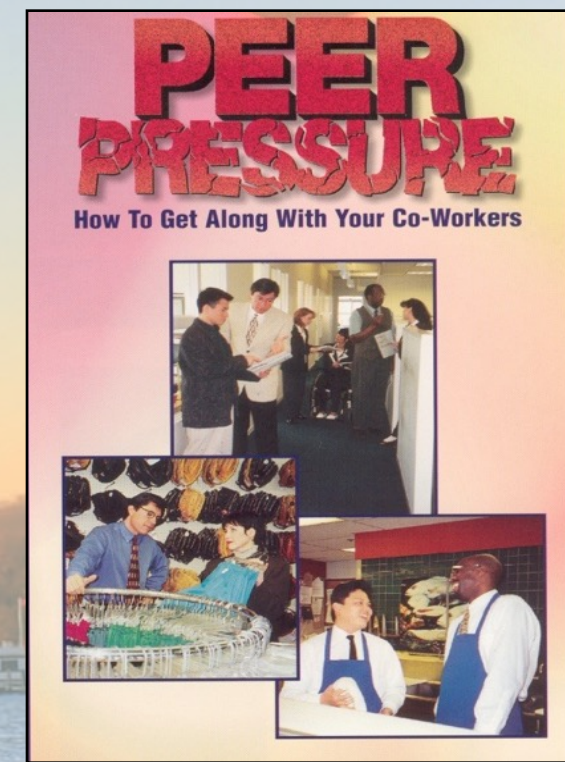
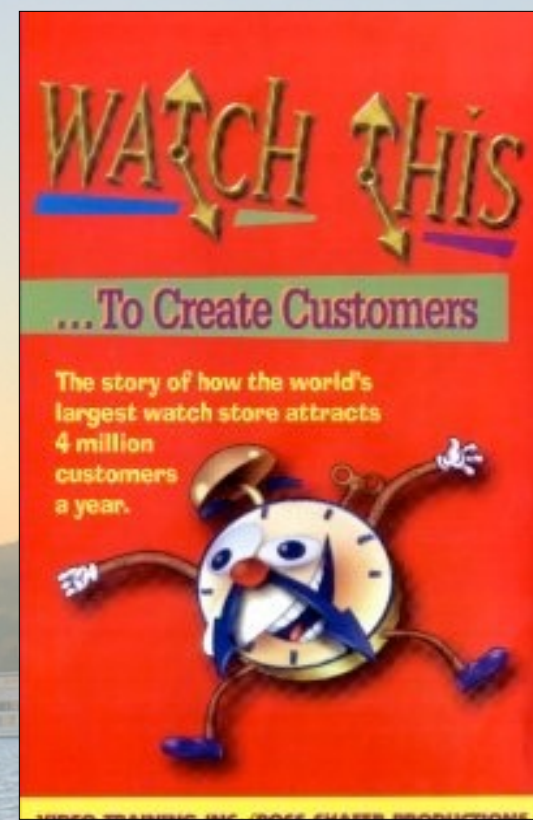
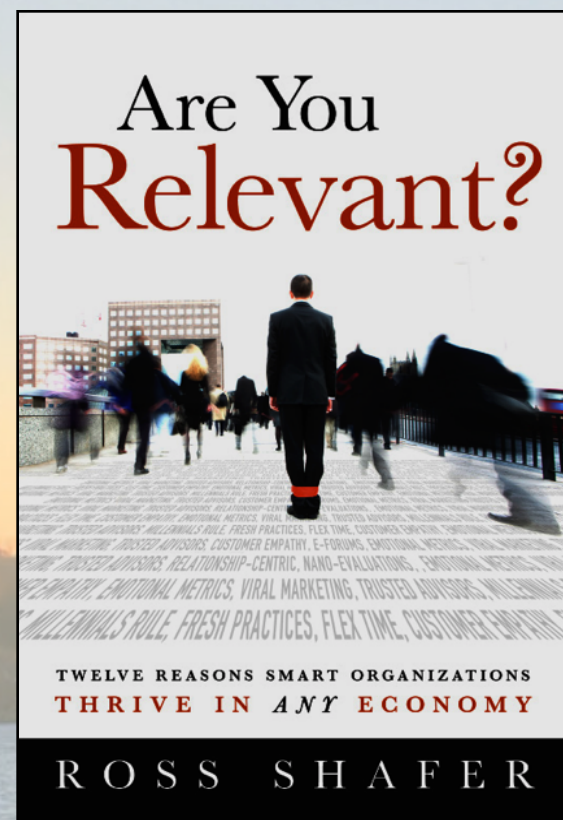
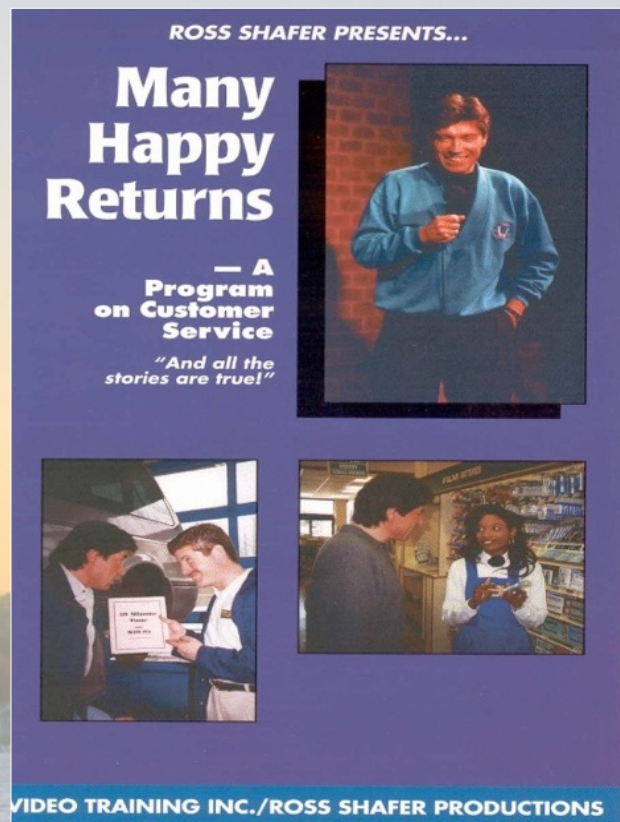
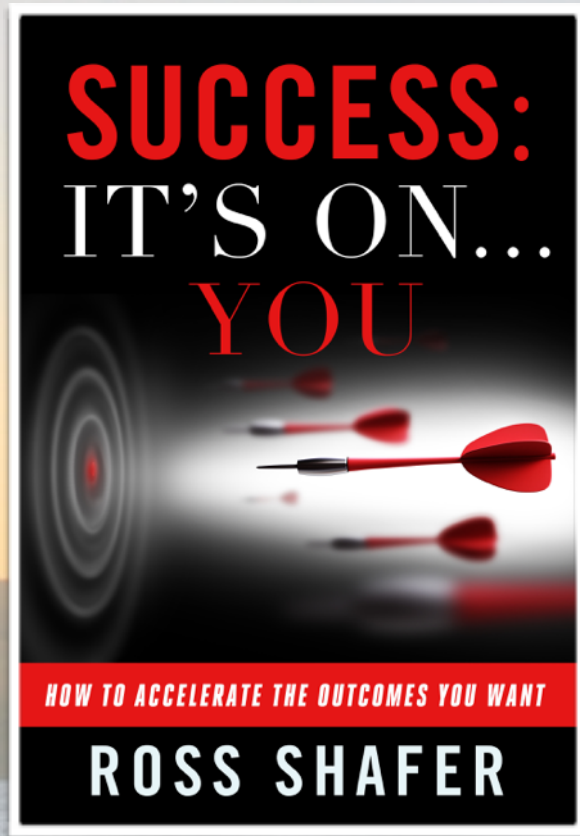
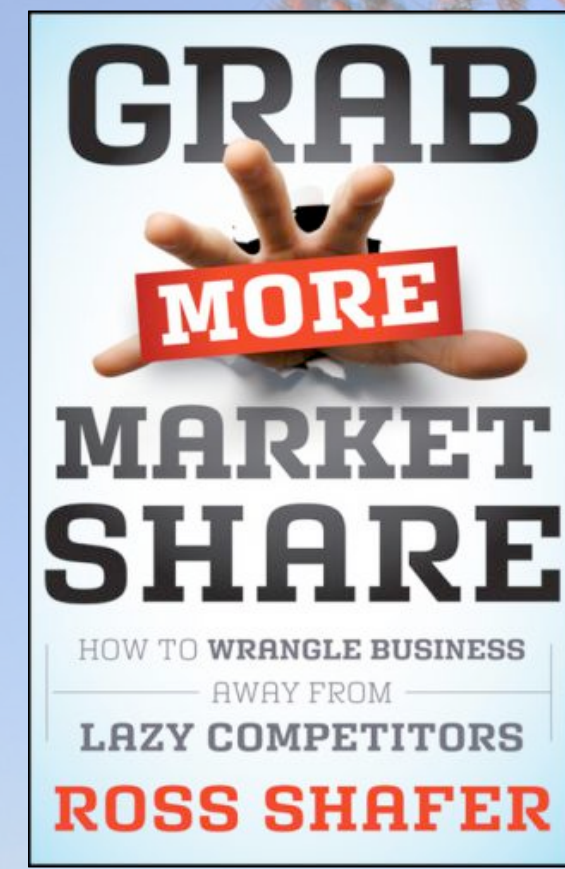
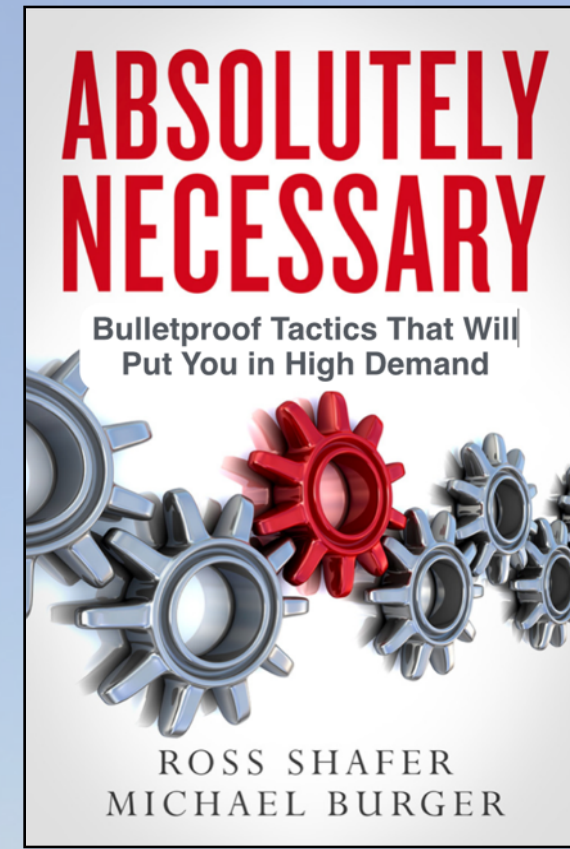
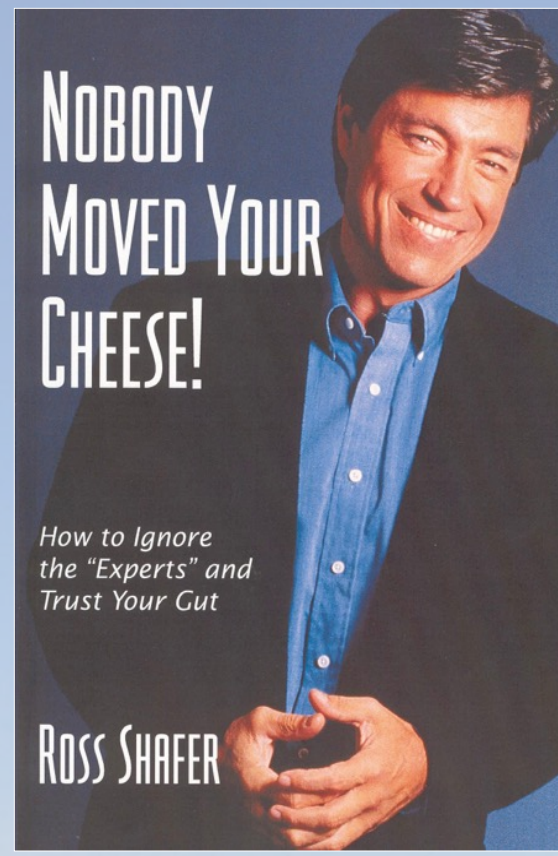
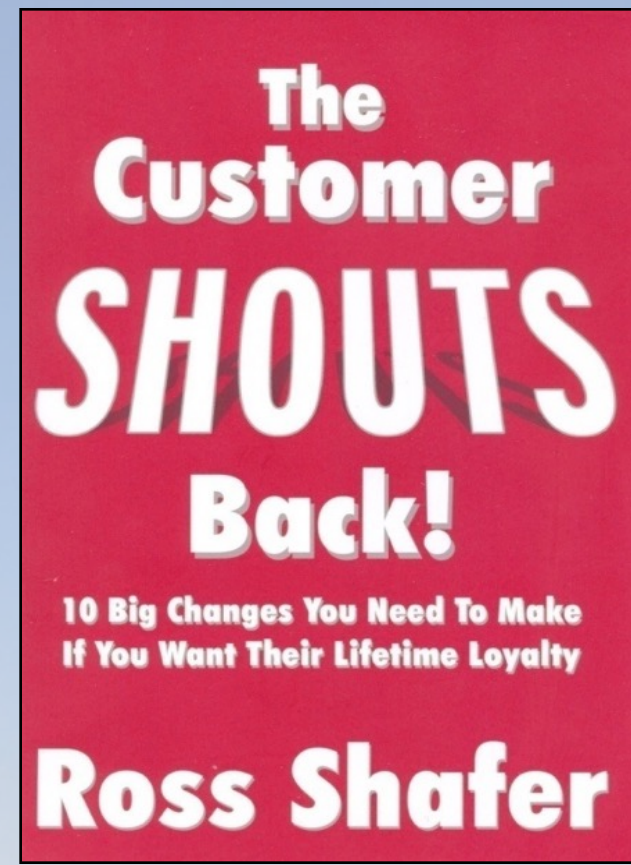
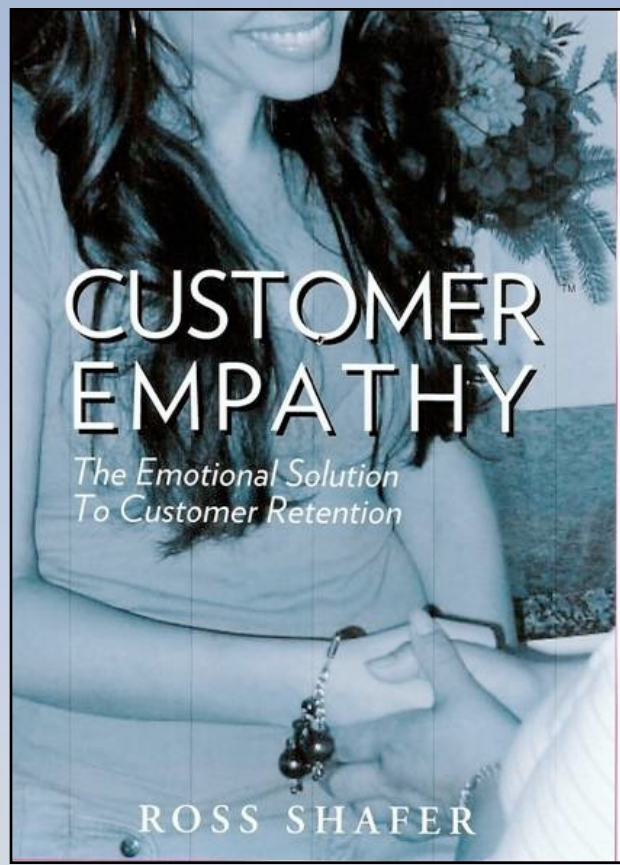
3030 Clarendon Blvd

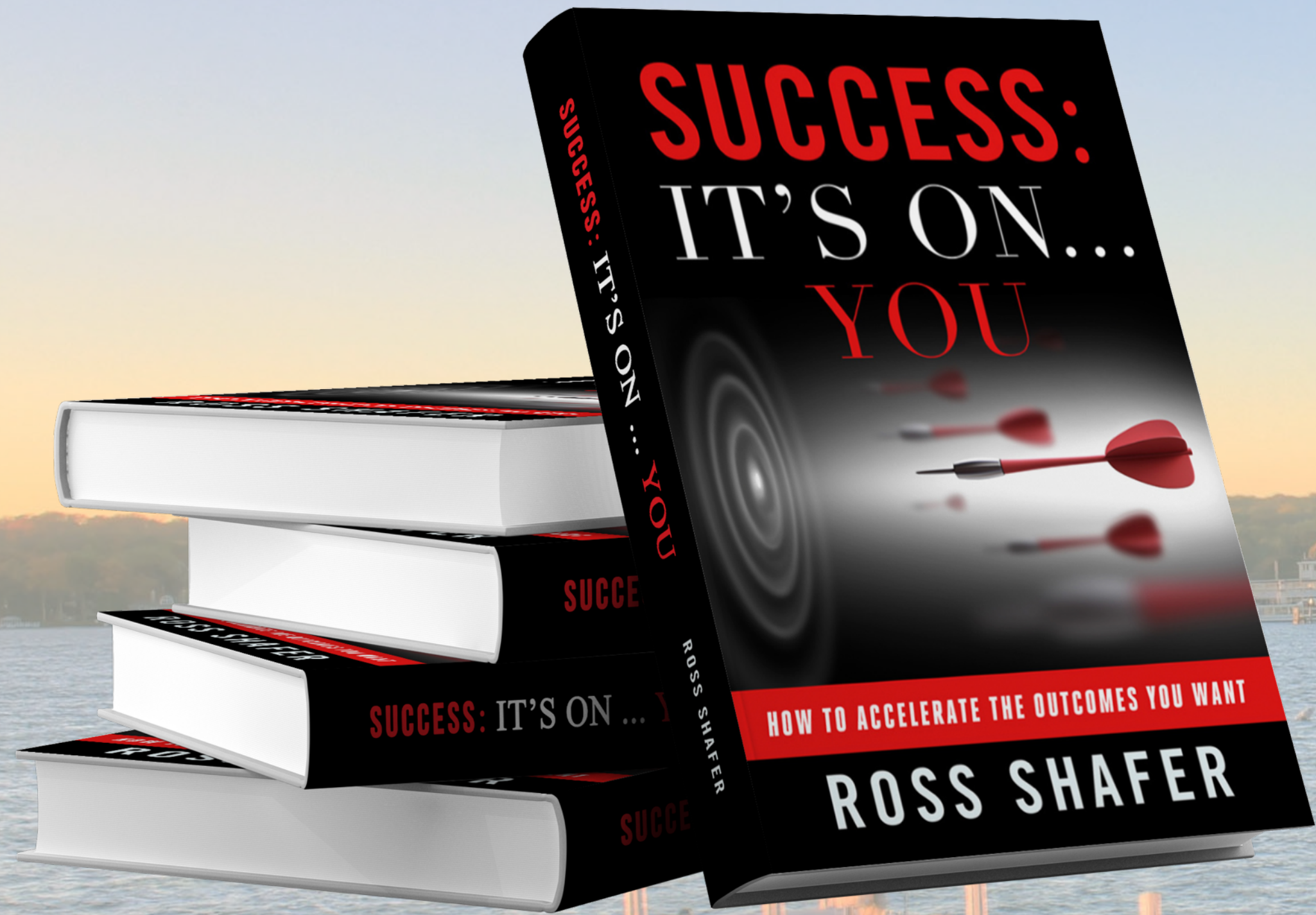
Arlington, VA 22201

Are You Still Relevant?

By Ross Shafer









Relevance Rule:
**There are NO Perfect
Companies**

Everybody Suffers From 'Tech Terror' of Falling Behind



“Lifespan” of S & P 500 Companies

In 1968 - Companies lasted an average of 70 years



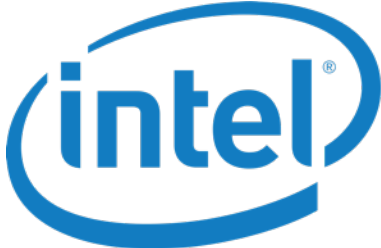






By 1980 - Companies lived only 25 years

2016 - Less than 15 years

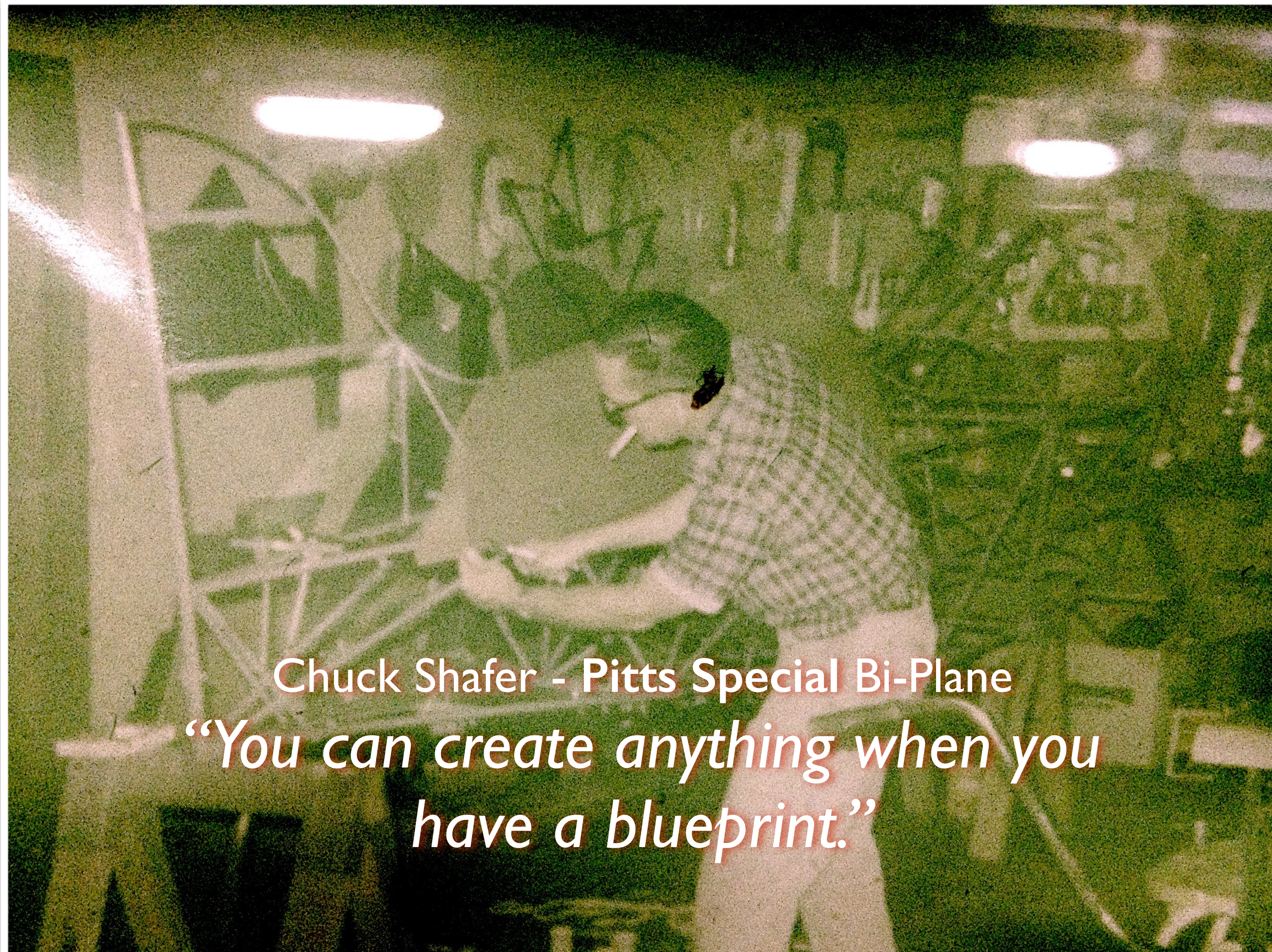
NOTE #1: S & P replaces companies on average every two weeks! 75% of them will be replaced by 2027

NOTE #2 Standard & Poor's Index is an American stock market index based on the market capitalizations of 500 large companies having common stock listed on the NYSE or NASDAQ.

Source:<http://www.theatlantic.com/business/archive/2015/04/where-do-firms-go-when-they-die/390249/>

	104 yrs old
 HEWLETT [®] PACKARD	77
	52
	47
 Microsoft	41
	40
	39
	31
	22

**I Never Thought
I'd Be Here**



Chuck Shafer - Pitts Special Bi-Plane

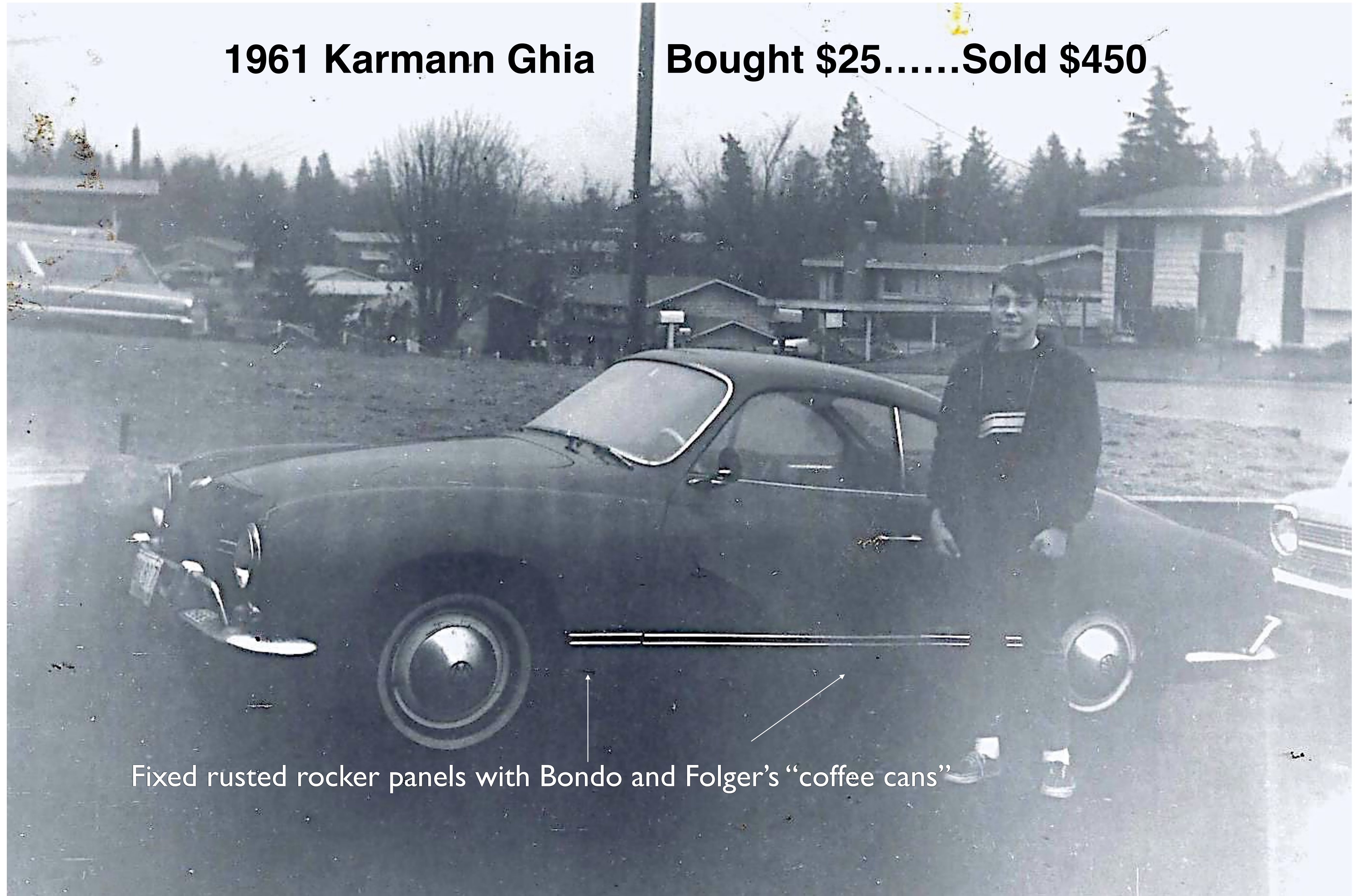
“You can create anything when you have a blueprint.”

Maiden flight - May 1971



1961 Karmann Ghia

Bought \$25.....Sold \$450



Fixed rusted rocker panels with Bondo and Folger's "coffee cans"

Bought \$530....Sold \$1,700



1965 Pontiac GTO Convertible

1970

1984 Ferrari 308 GTS Bought \$9,800

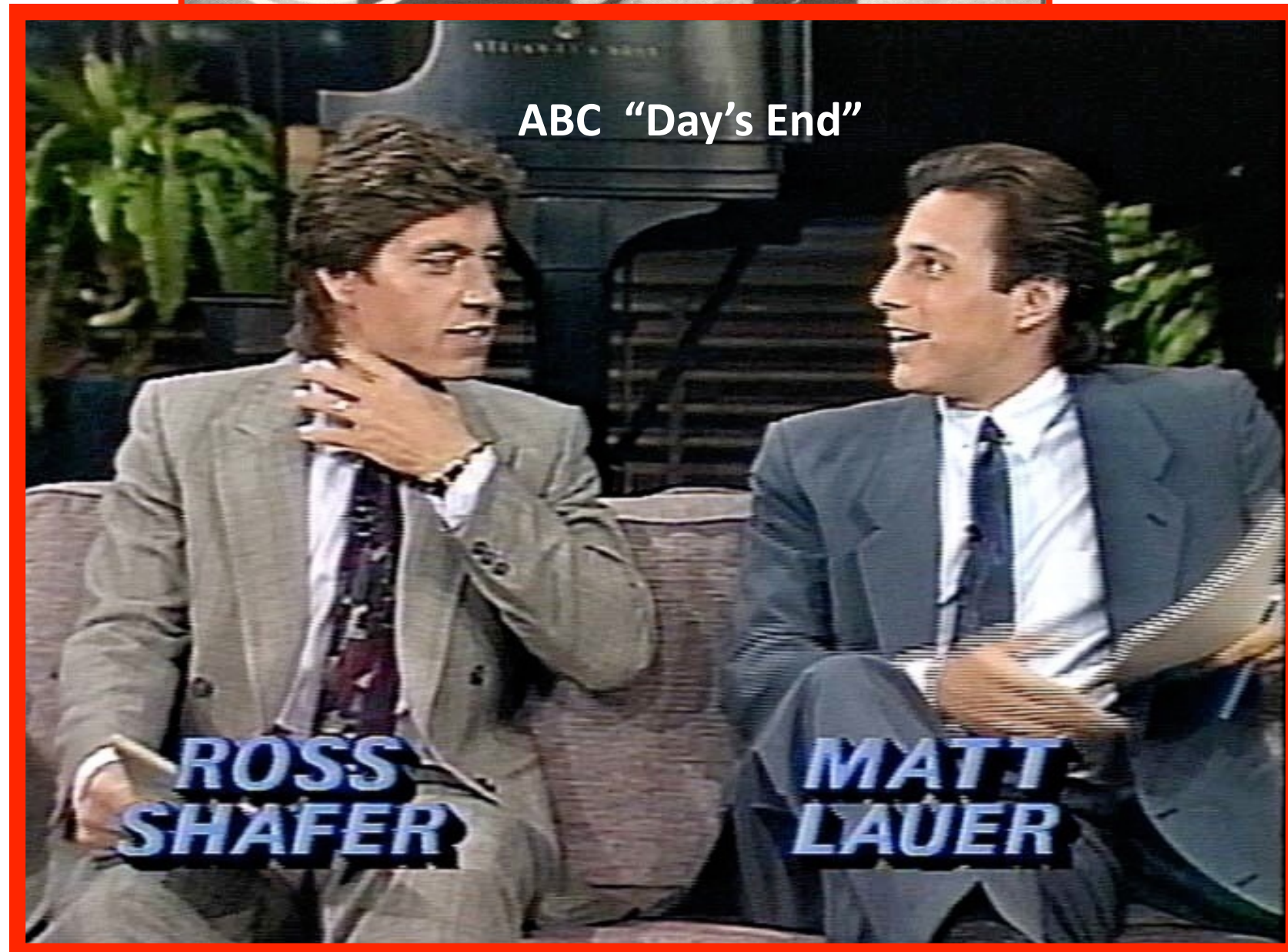
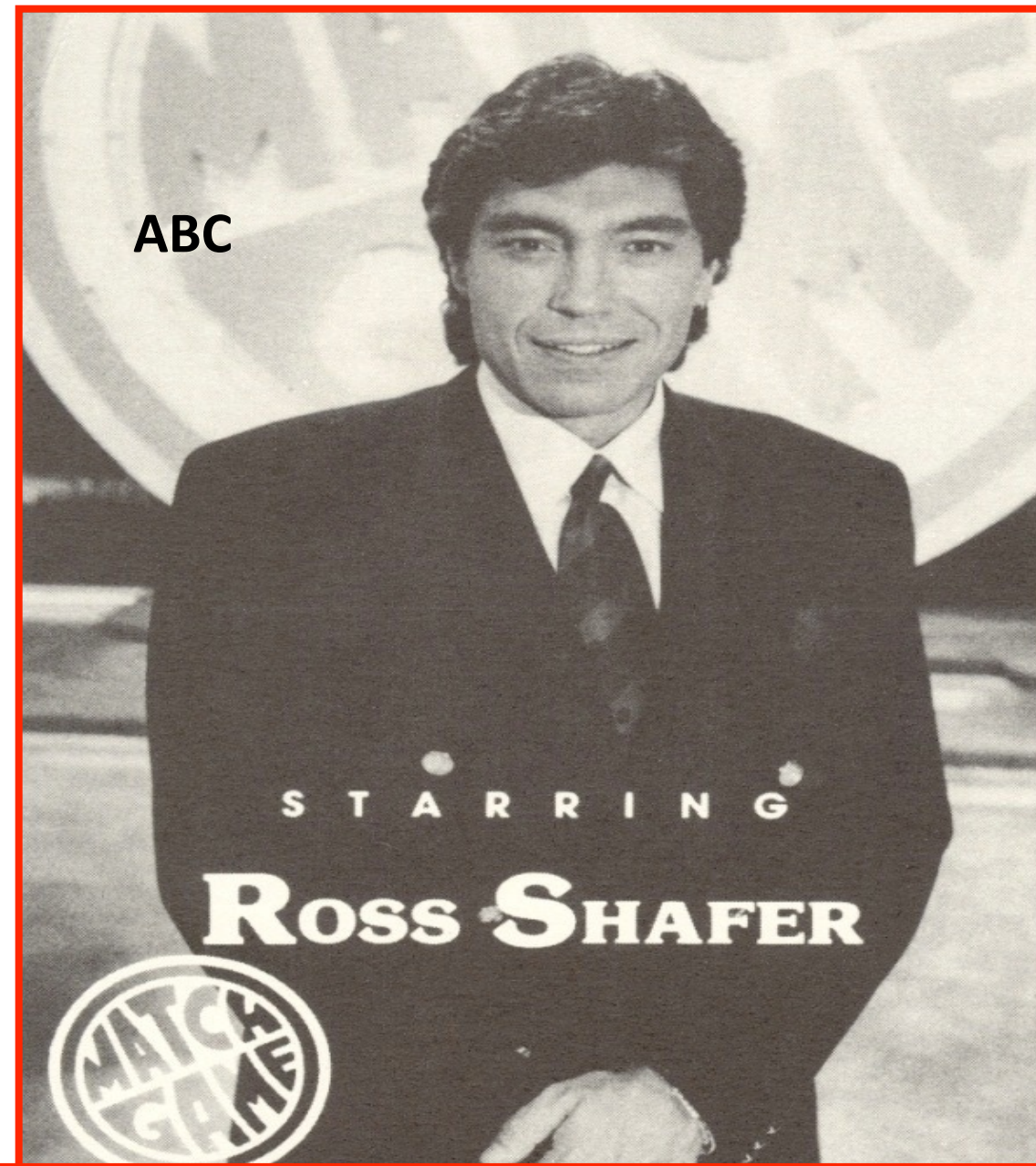




Sold it for \$38,500







A scenic view of a lake at sunset. The sky is a mix of blue and orange, with the sun low on the horizon. In the foreground, several wooden docks extend into the water. The water is dark blue with some ripples. In the background, there are trees and some buildings on the shore. The overall mood is peaceful and serene.

Relevance Rule:
The Customer
Predicts Future Trends

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





A scenic view of a lake at sunset. The sky is a mix of blue and orange. In the foreground, there are several wooden docks extending into the water. In the background, there are buildings and trees on the far shore. The text is overlaid on the top half of the image.

Relevance Rule: Who is the Most Influential Customer?

Women Buy Everything!

85% of ALL CONSUMER & B2B PURCHASES.

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, & Building Design

91% of Family Apparel (74% of men's clothing)

90% of Consumer Electronics (TV's, phones, tablets, computers)

89% of Investment Services, Insurance & Bank Accounts

86% of I.T. Infrastructure Decisions at work

85% of Pet ownership (mean income \$65,000)

80% of Healthcare & Dental decisions

73% of New Cars --- (45% of Light Trucks & SUV's)





She-Commerce

“Women over 50 currently control \$19 trillion in Net Worth...**3/4** of the entire U.S. Financial Wealth.”

And Female Wealth is Growing...

“By 2020, women will control between \$30-\$40 Trillion in U.S. consumer wealth.”

28% of women (over 65 yrs. old) have tattoos



“92% of women will share information re: quality and value to an average of 21 other people.”



(not counting social media)

“Men only
recommend to
2.6 other
people.”



A scenic view of a lake at sunset. The sky is a mix of blue and orange, with the sun low on the horizon. In the foreground, several wooden docks extend into the water. The water is dark blue with some ripples. In the background, there is a line of trees and some buildings, including a prominent one with a red roof. The overall atmosphere is peaceful and beautiful.

Relevance Rule:
You Don't Need to
'WOW' The Customer

WOW!



WOW!



POW!



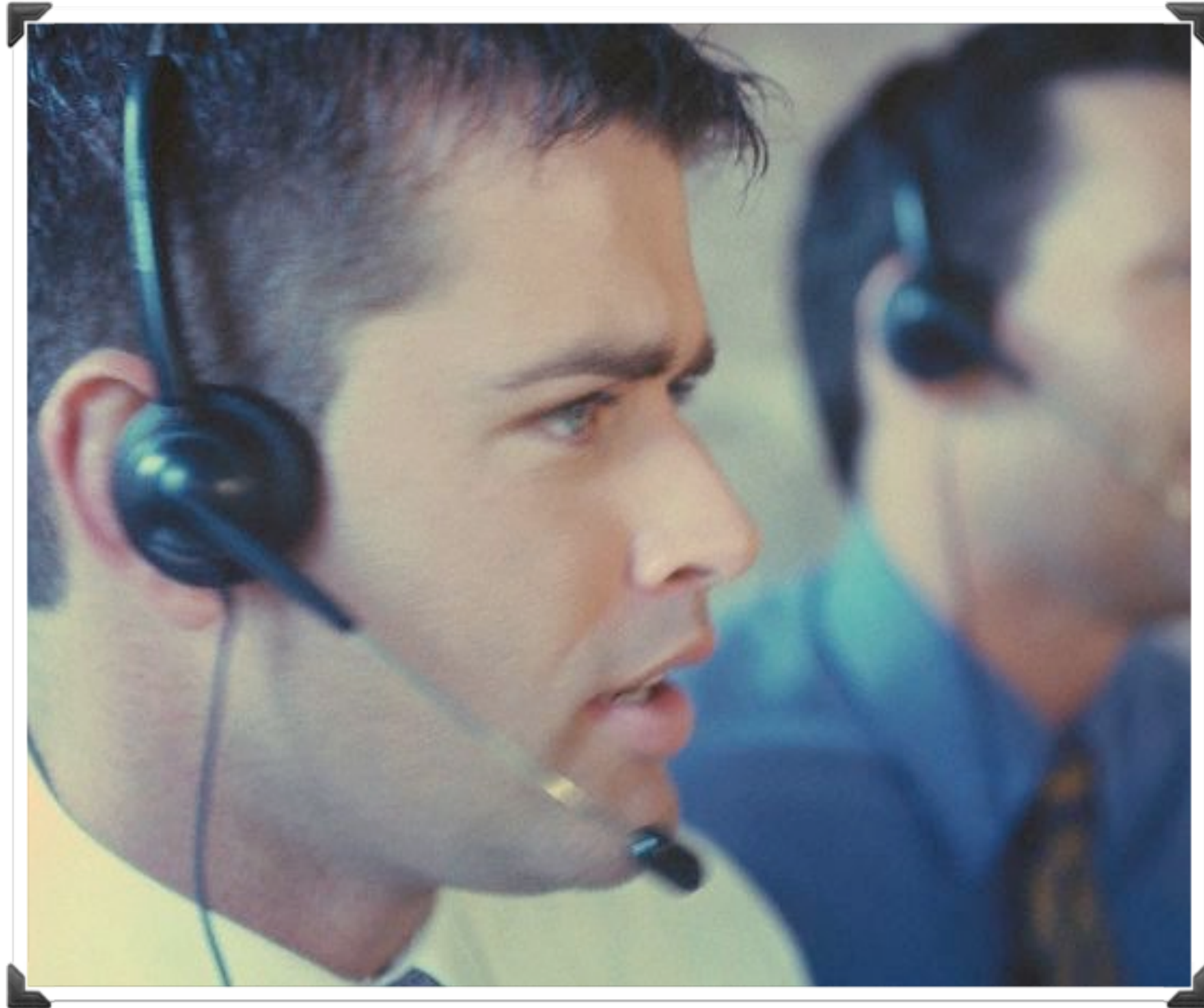


Surprised. Delighted.
Gratified. Happy.
You Feel Smart. Safe.
Positive Viral Outcome.



Punched-in-the Gut.
Betrayed. Confrontational.
Inconvenienced. Afraid.
Negative Viral Risk.

Every Person Reflects The Brand



“Thank you for calling.

(can't say name)

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 oxyg...

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:



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

(1) POW erases

(5) WOWs

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

if he...

makes you laugh.

KISSES YOUR FOREHEAD.

says he's sorry.

makes an effort.

HOLDS YOUR HAND.

works hard.

attempts to understand you.



...then, believe it or not,

he's quite perfect.



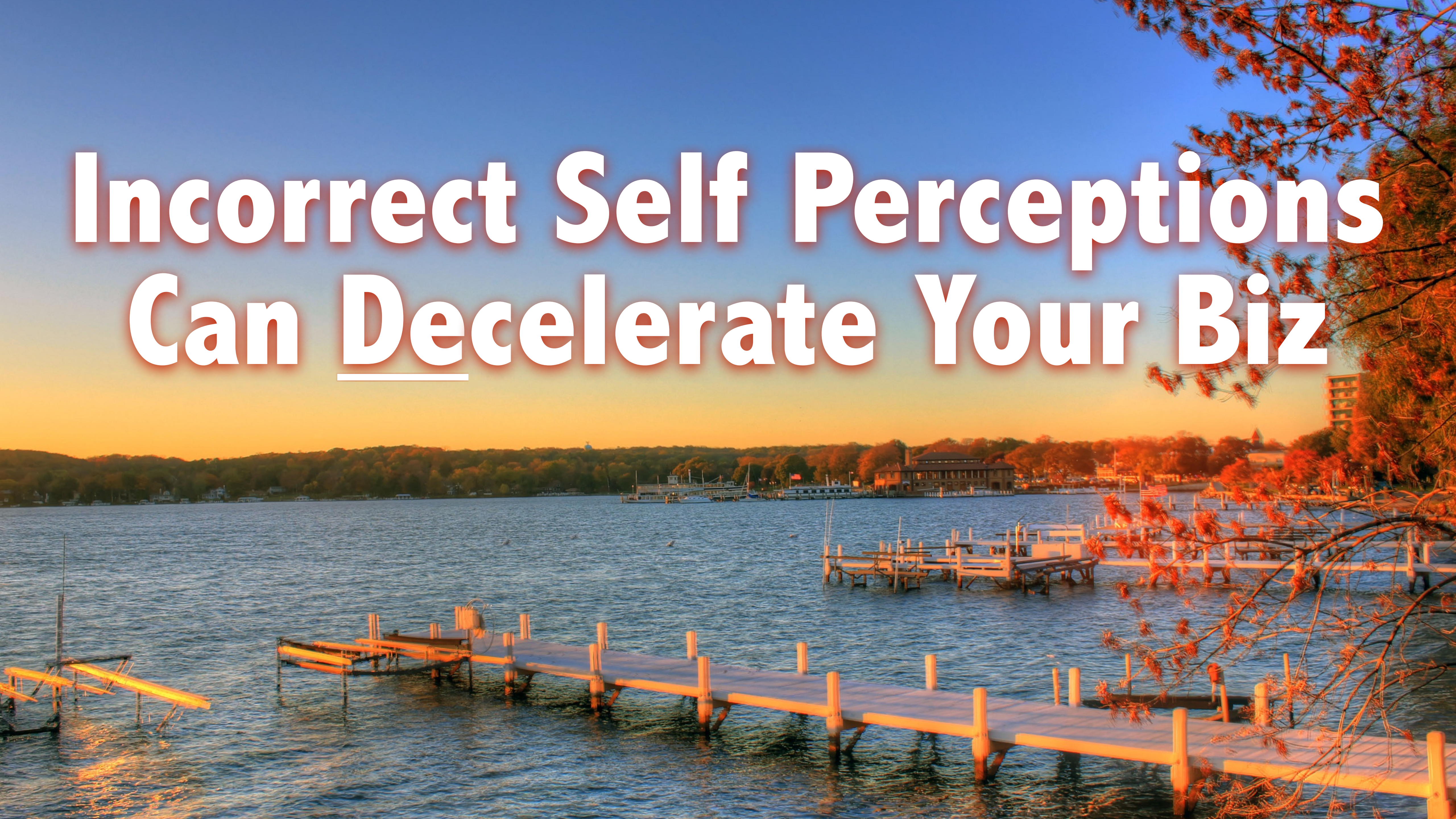
BEWARE:

Your **WOW**

Could be Their POW

(At 10:00am knock on the door?)

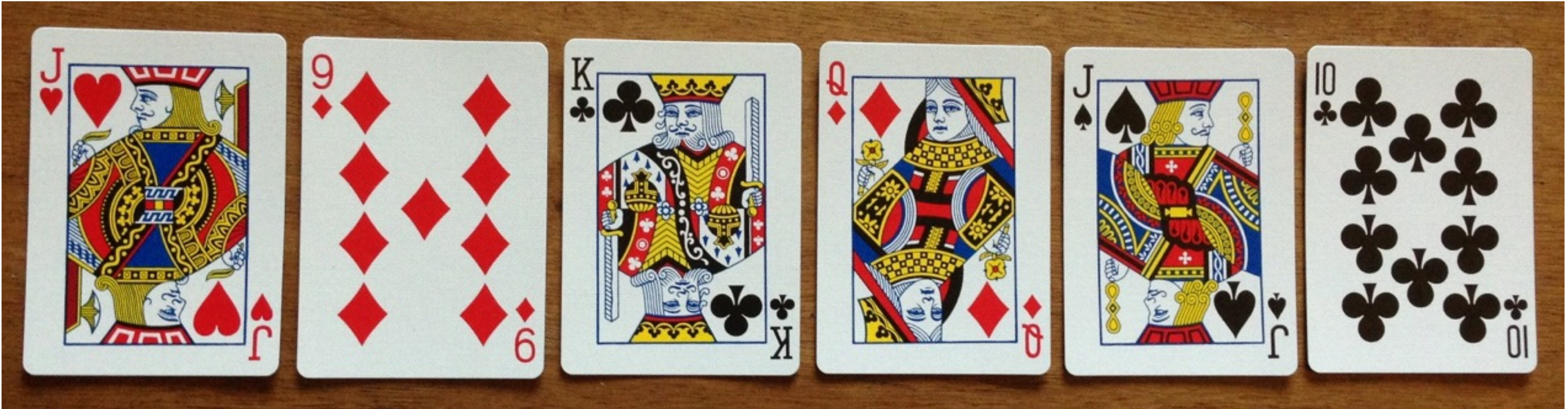
Incorrect Self Perceptions Can Decelerate Your Biz



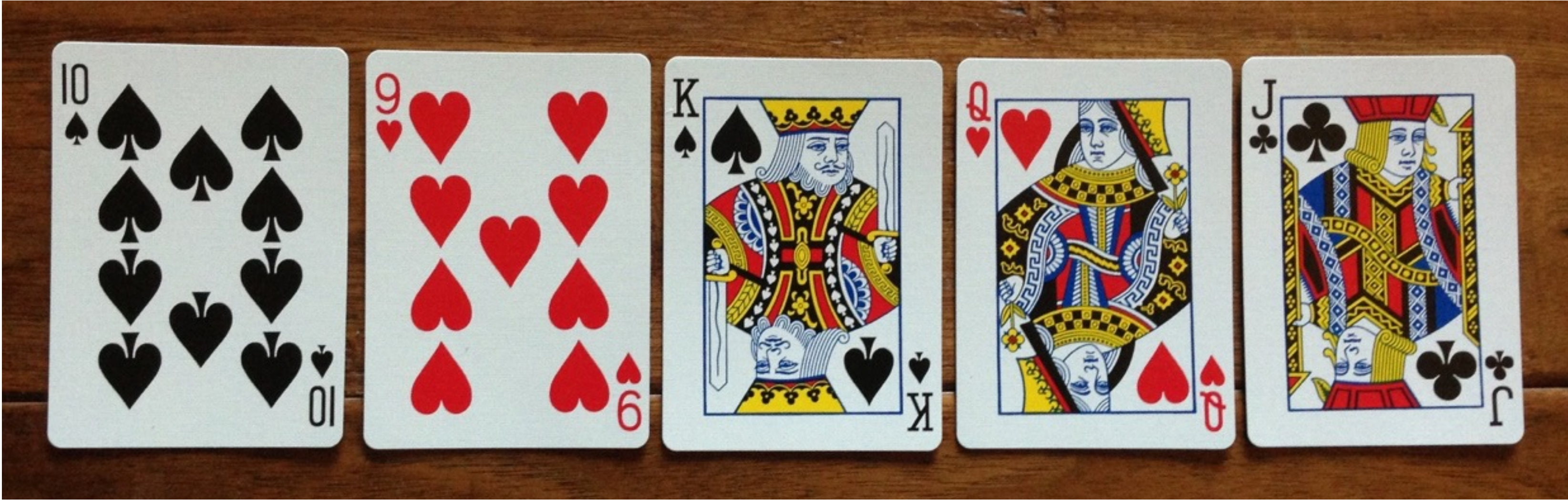
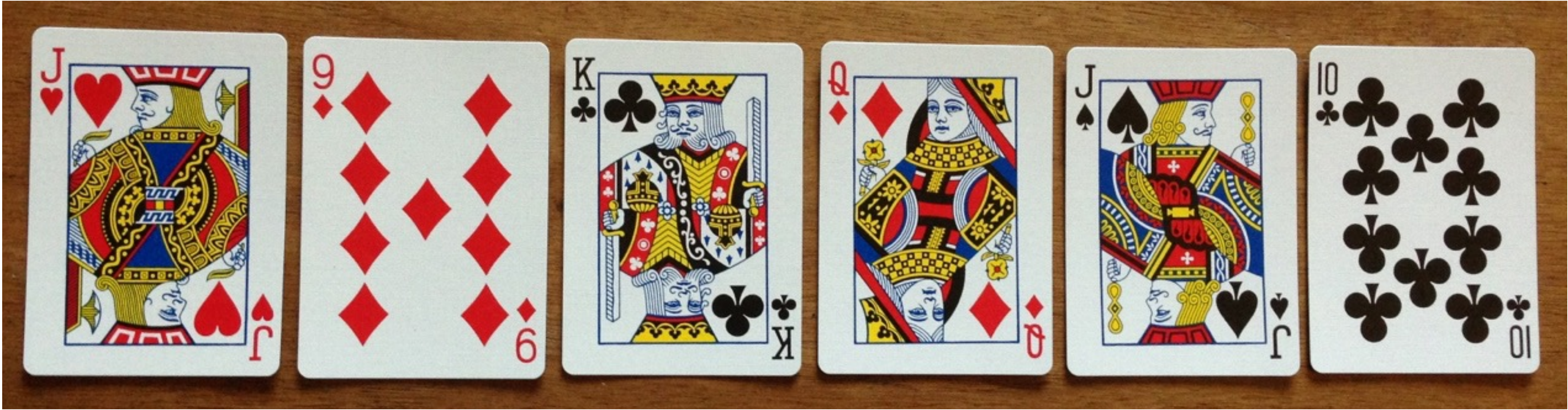
“I know if I complain to my cable or phone company, they will give me a discount.”

Relevance Rule: Innovate Every Day









Peripheral Vision Testing



Coca-Cola®



- TIME STARVATION

- URGENCY

|

Here's how it looks...

“73% of customers/clients 18-45 will bolt to a competitor after just **one** negative experience...”

Avaya Research: TMCNet.com

Here's what's worse

...And, 85% will tell their friends via a social network.”

Avaya Research: TMCNet.com

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Back Pain Meds





Laramar Apartment Homes - 55,000 units

A scenic view of a lake at sunset. The sky is a mix of blue and orange, with the sun low on the horizon. In the foreground, several wooden docks extend into the water. The water is dark blue with some ripples. In the background, there are trees and buildings on the far shore. The text "Relevance Rule: Curiosity Drives Revenue" is overlaid on the image in a large, white, sans-serif font with a slight shadow.

Relevance Rule: Curiosity Drives Revenue



Show extreme curiosity...*in others*

**“People want to
feel valued and
appreciated.
They want to
feel interesting”**



Katie Couric



Search for people, places and things



Ross Shafer
Edit Profile

FAVORITES

News Feed

Messages 99+

Photos

Browse

PAGES

Pages Feed 20+

Like Pages 20+

Create Ad

GROUPS

University of Puget Soun...

Update Status Add Photos/Video

What's on your mind?

SORT ▾



Nancy Vogl

Is anyone else having problems posting on FB today?

Like · Comment · Share · 10 hours ago near Traverse City, MI ·

Monika Laschkolnig and 7 others like this.

View 21 more comments



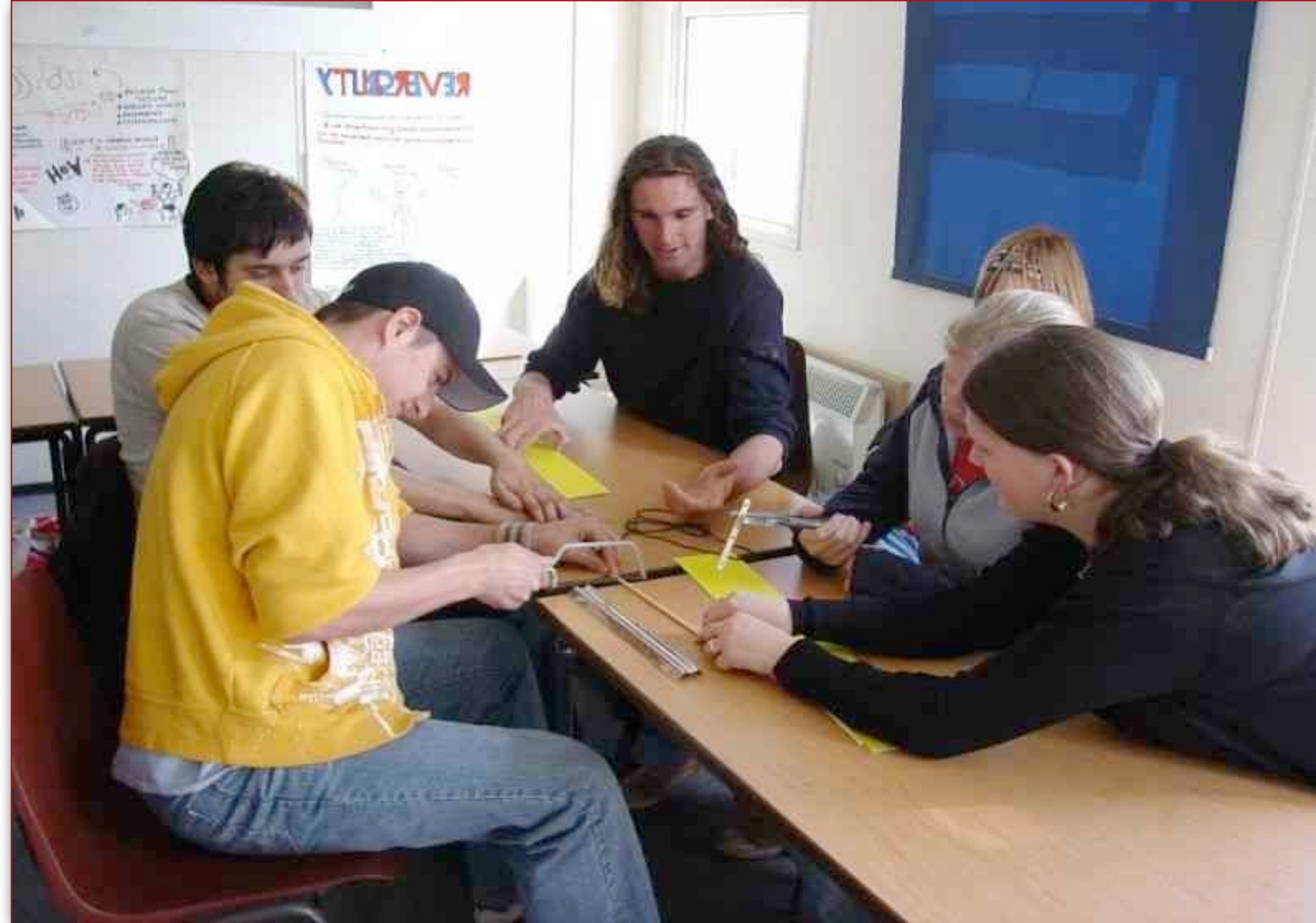
Aileen Bennett Thank you - I thought i had broken the internet (again)

6 hours ago · Like · 1

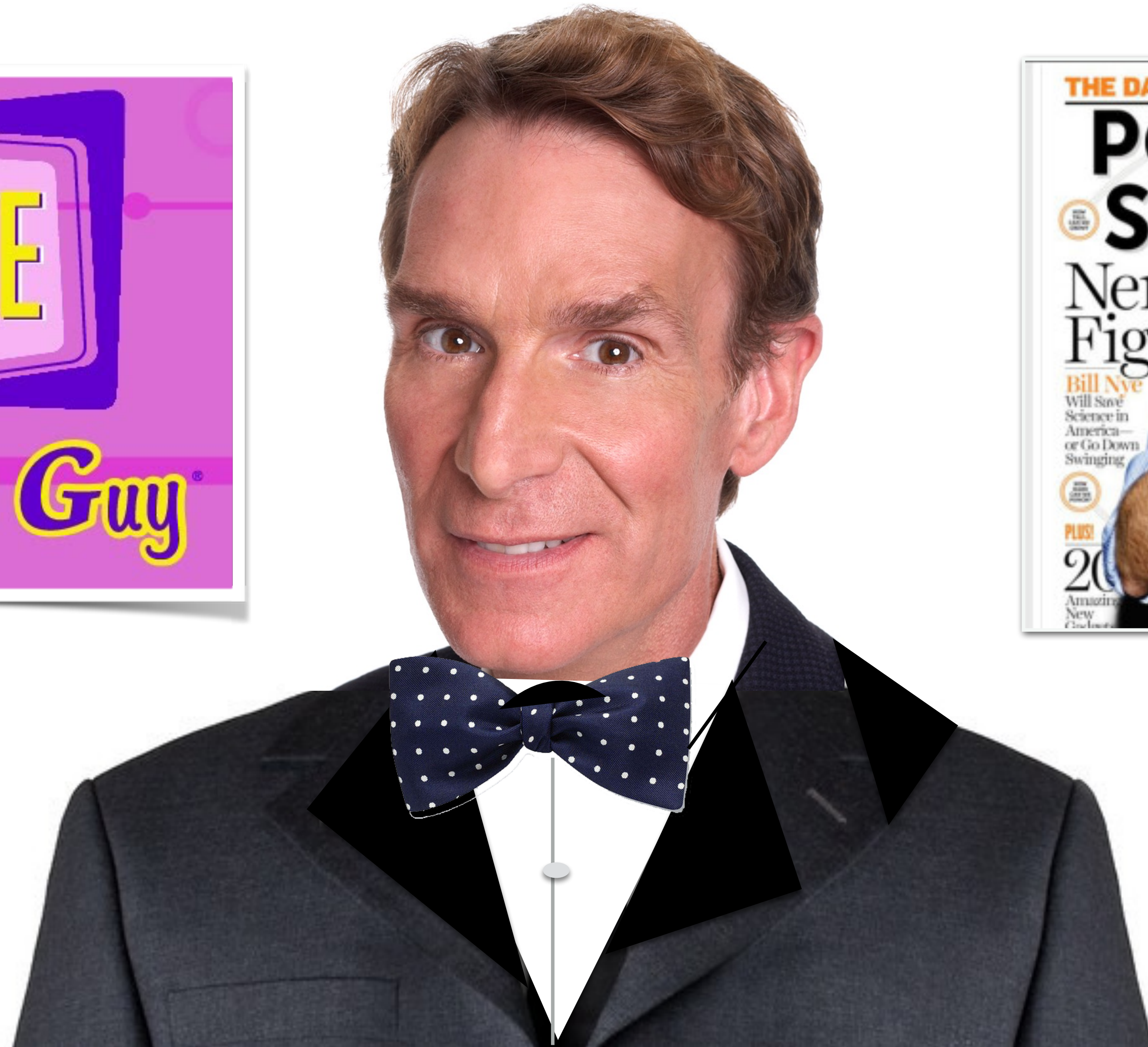
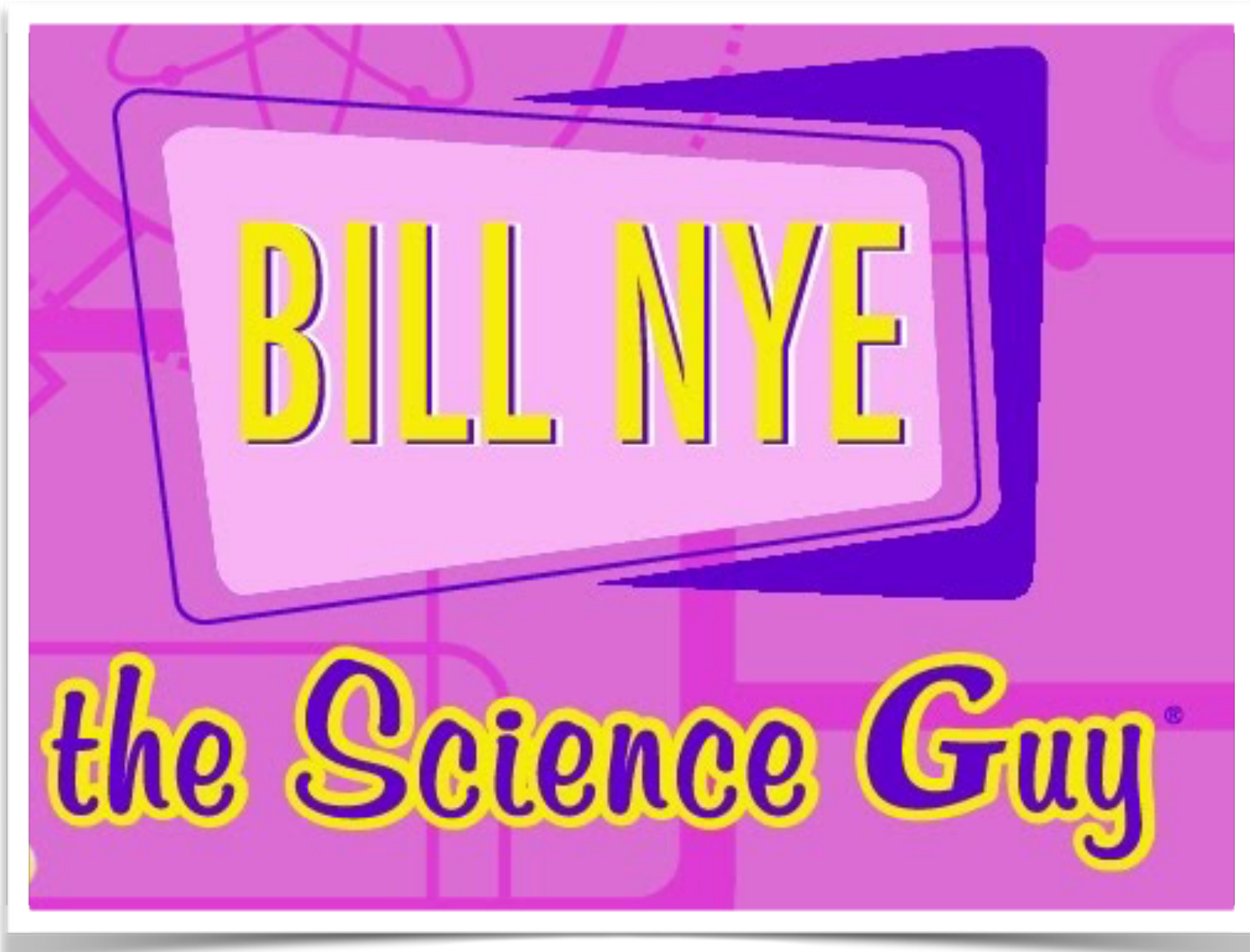


Kathleen Hassan yup

5 hours ago · Like · 1



“48% of employers are dissatisfied with the oral communications skills of college students.”



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Relevance Rule: Tell a Better Story

“We promise
our plumbers
will show up on
time and smell
good.”



WESTIN[®]

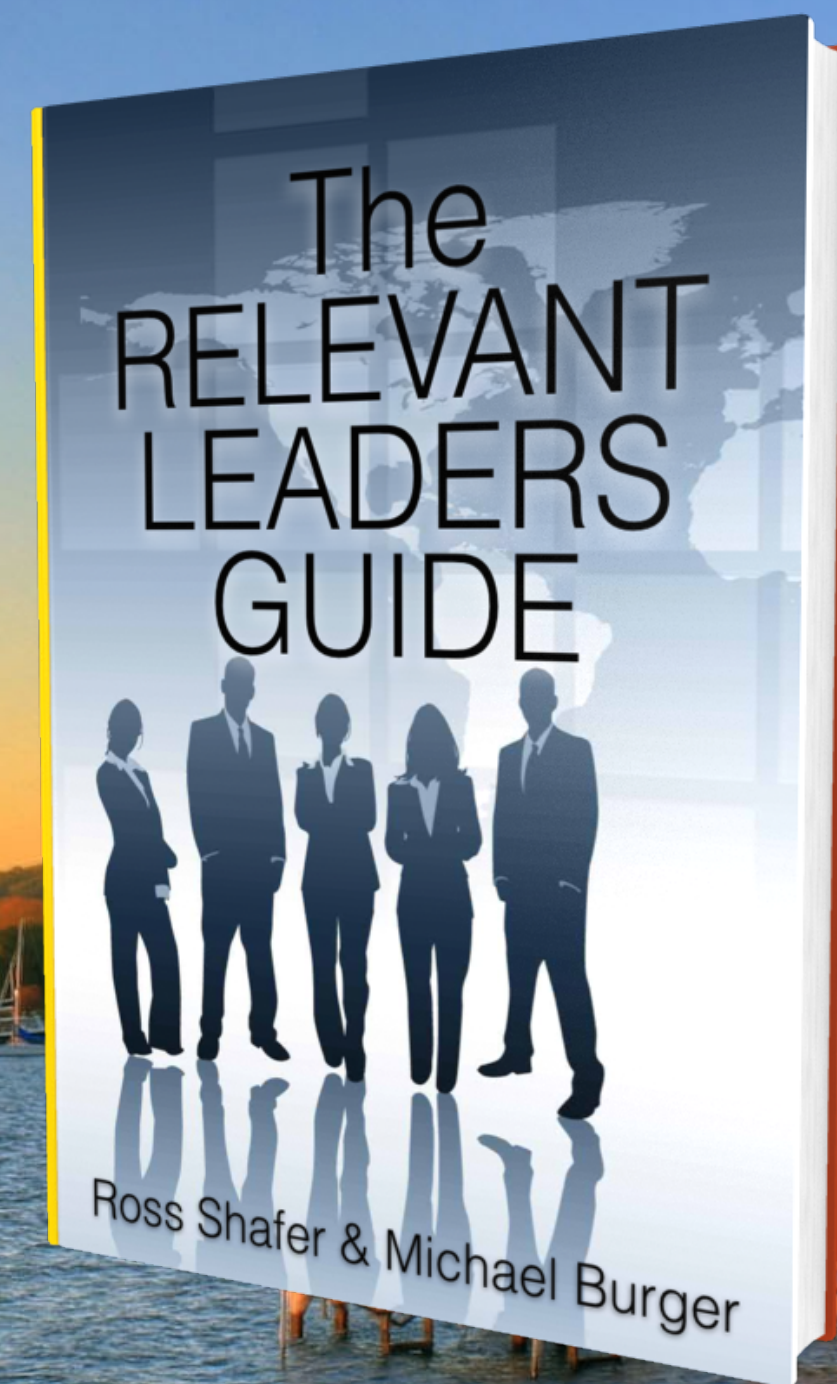
HOTELS & RESORTS



“We have a better story...so it follows that we can charge more money.”



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A NEW VIDEO EVERY WEEK

One Final Thought re: Authenticity





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