



Want to Contact Ross Shafer About YOUR Event?

Helen@RossShafer.com

(910) 256-3495

NOTE: Why not make a complimentary call with Ross to discuss how he would customize for you?

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

How to Future Proof Your Dealership

Ross Shafer



Chuck Shafer named Sales Mgr. - Chuck Colvin Ford Nov. 1958

CURRENT:
Knowing
Skinny
Jeans are
Popular



RELEVANT:

Knowing

They're

NOT for

YOU



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 streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic. The text is centered horizontally and has a slight glow effect.

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

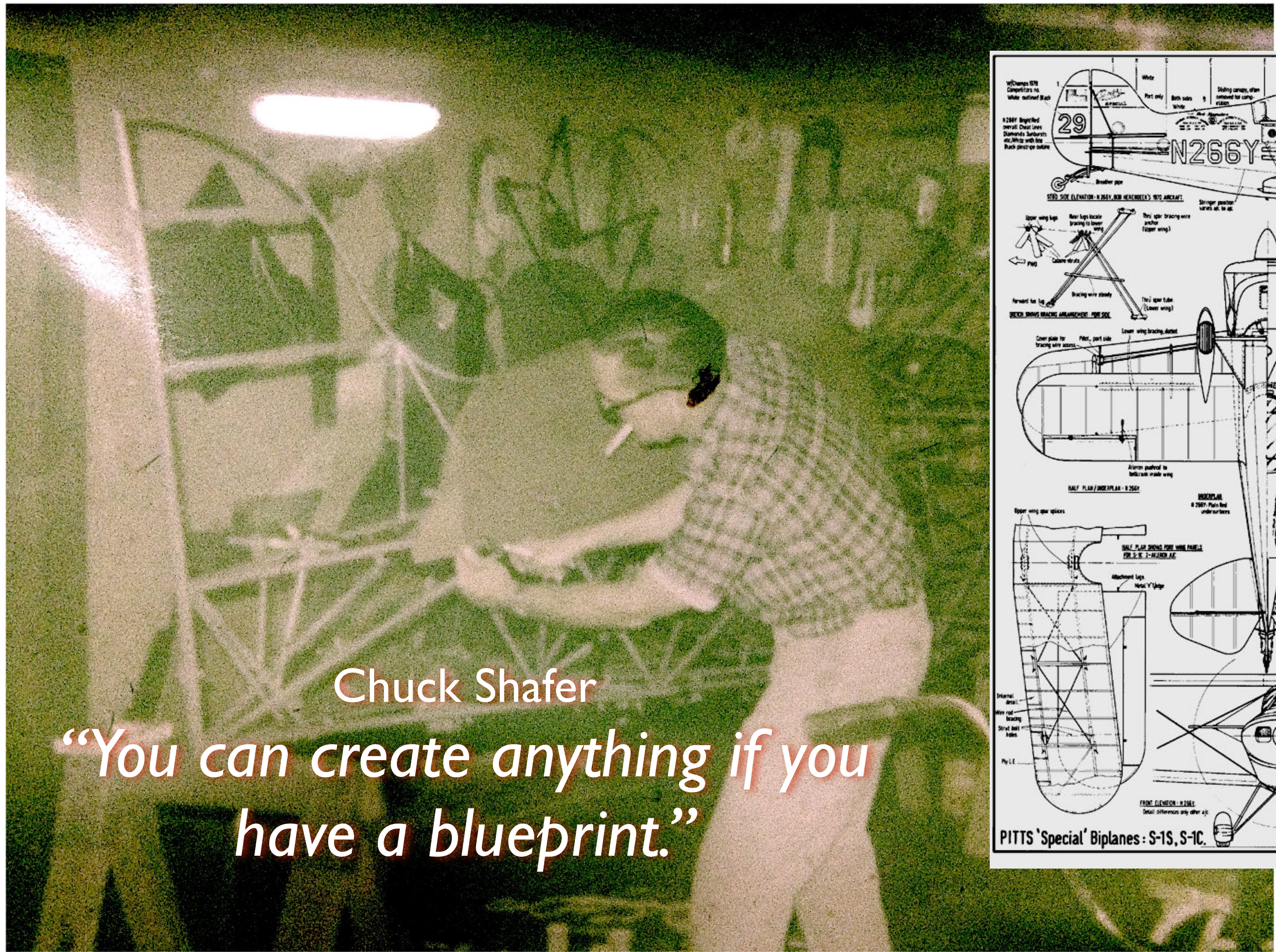
Ross Shafer





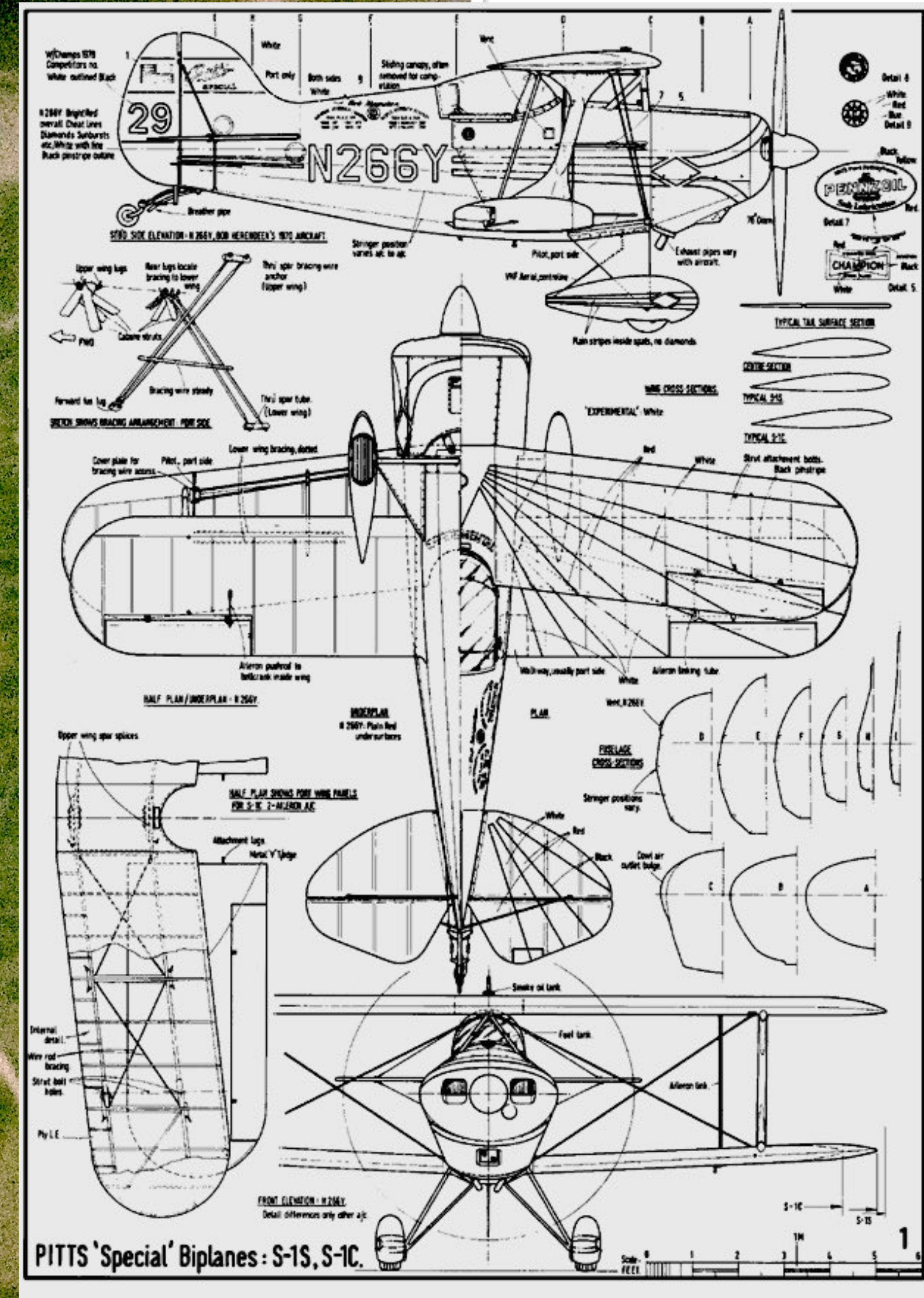


Chuck Shafer 1927-2001



Chuck Shafer

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



Maiden flight - May 1971



“Fear is the enemy of success”

CHUCK SHAFER

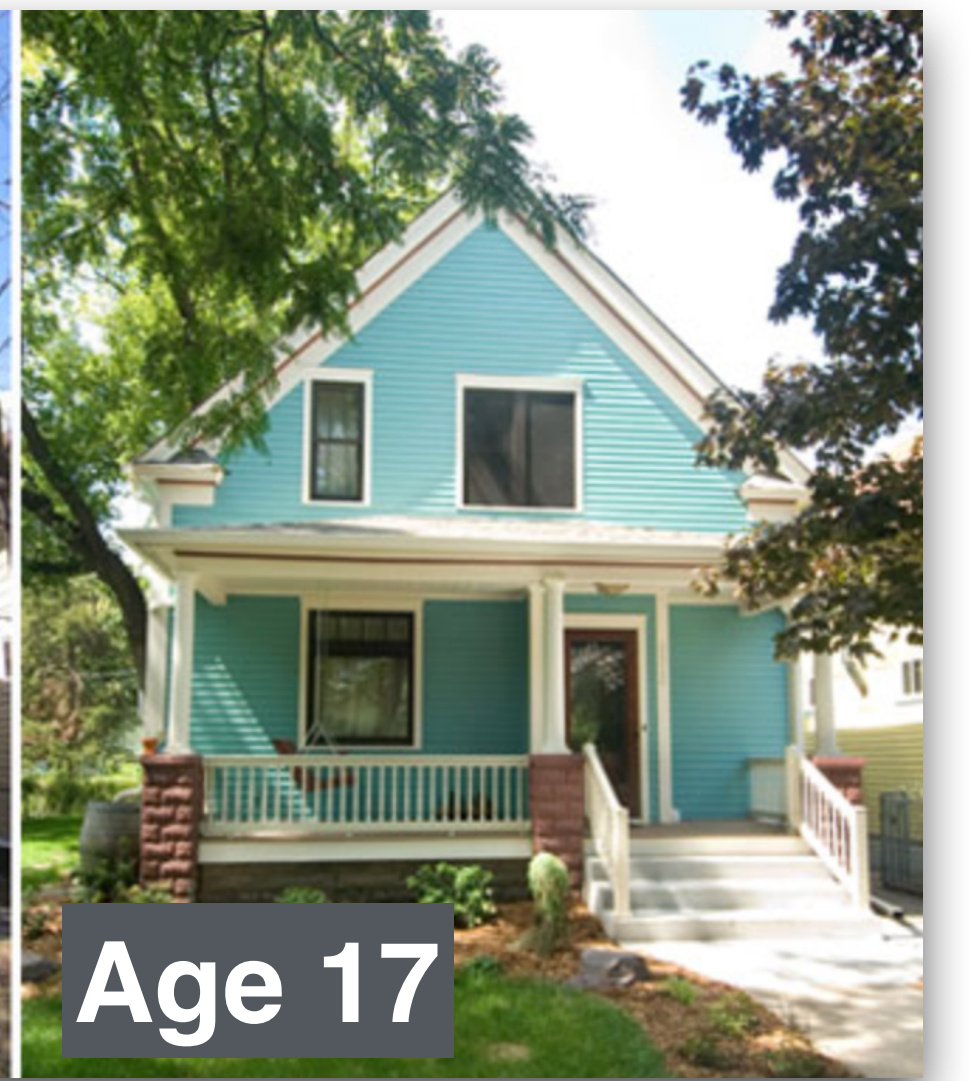




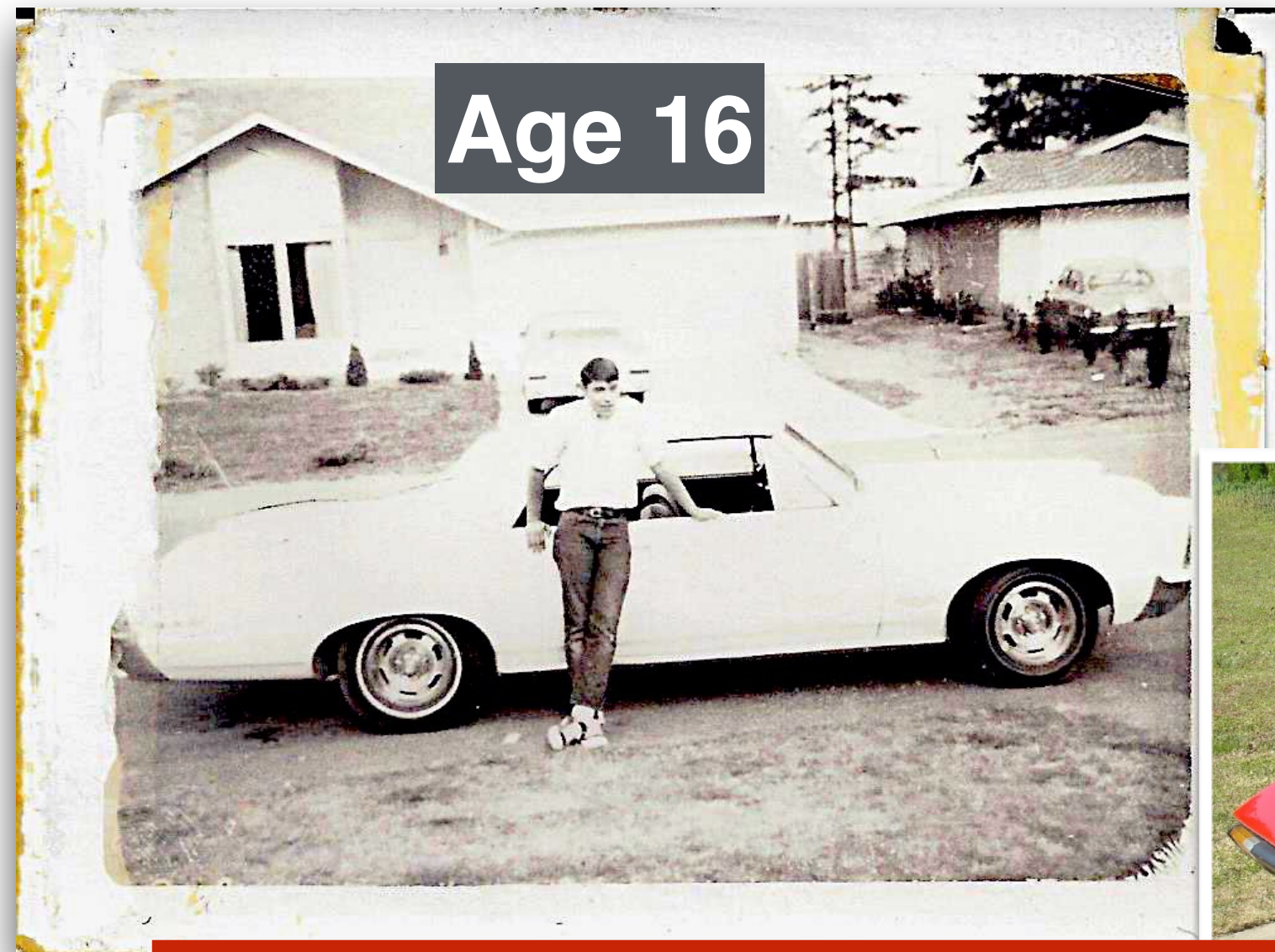
Age 13



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

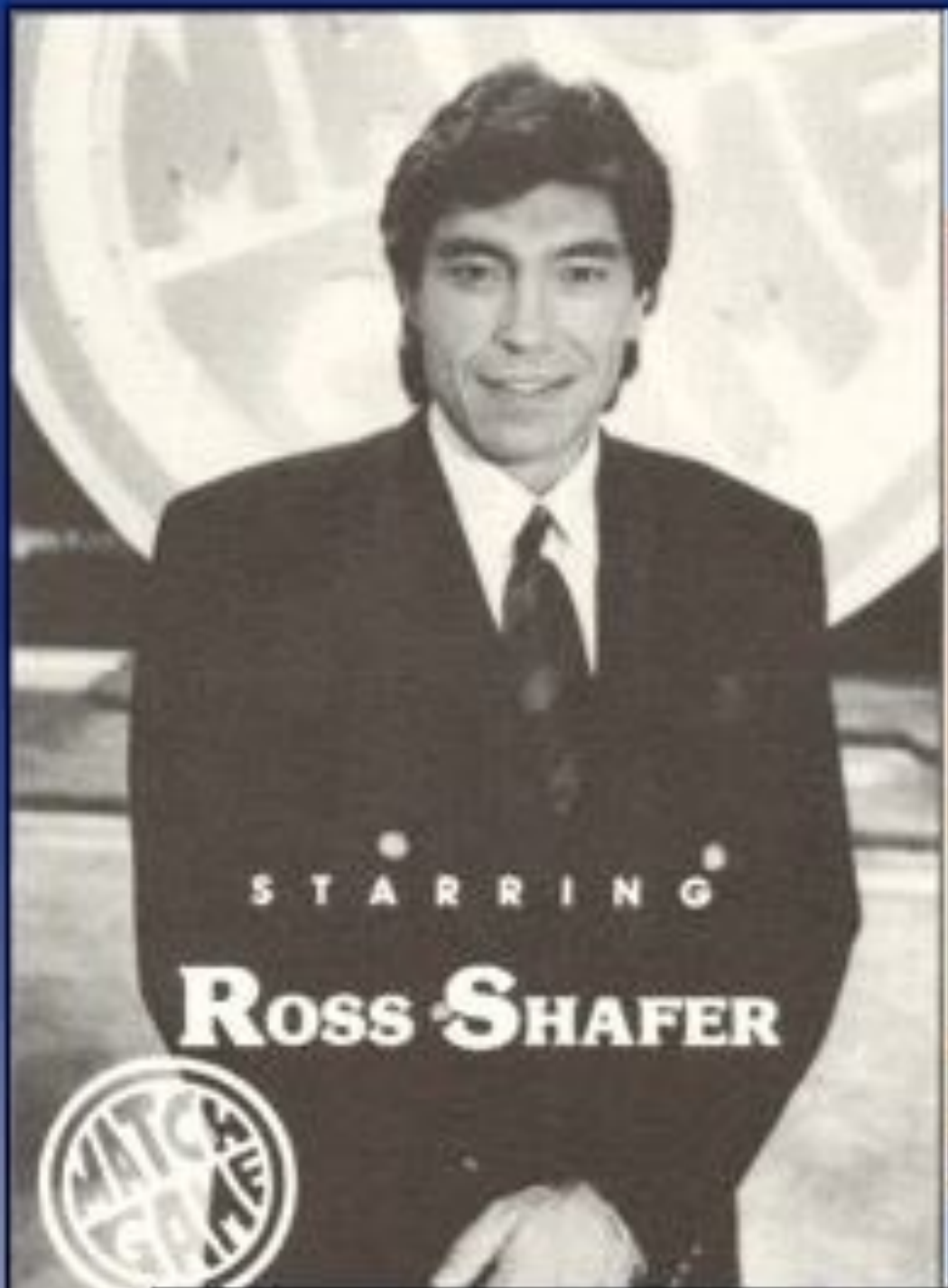
SHAFER
PROJECTION TELEVISION

TV & Film Production

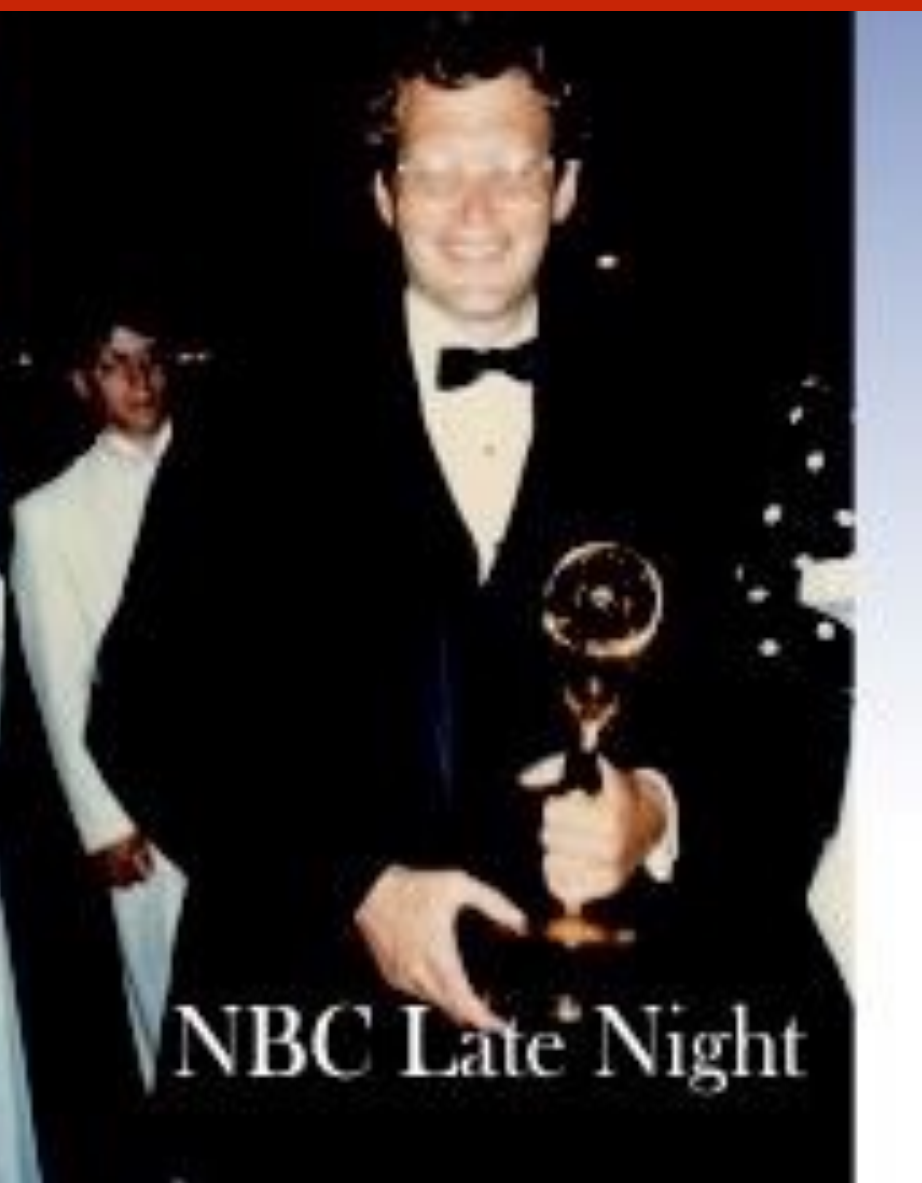


THE ICE CREAM SHOP





Talk & Game Host



The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Overlaid on this are vertical columns of binary code (0s and 1s) in a light blue color, creating a digital or technological atmosphere.

FUTURE PROOF:
Innovate by
Looking Outside
The Car Business

Hotel Events

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



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

CRASH THE WRONG MEETINGS

Committee	Maxis Ballroom	10:00 AM - 11:00 AM
Morrow Technologies		
Client Appreciation Lunch	Grand Ballroom 1 & 2	11:30 AM - 1:30 PM

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





amazon.com

Dogit Silent Dog Whistle by Dogit

\$3.74 Add-on Item

Add it to a qualifying order within **17 hours** to get it by
Tuesday, Oct 15

More Buying Choices

\$3.74 new (6 offers)

\$4.99 used (1 offer)

The background is a complex technical drawing or blueprint in white lines on a blue gradient. It features various geometric shapes, circles, and lines, suggesting a mechanical or architectural plan. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven atmosphere.

FUTURE PROOF:

**Tomorrow's
Dealership?**

INSIDE THE STORE

- ★ Restaurant
- ★ Concierge Wash
- ★ Airport Parking
- ★ Higher Priced Cars



Porsche Taycan - \$150,000

OUTSIDE THE STORE

★ **Millennial Living Habits**

★ **Mobility Services**

★ **Population Growth - (NAR)**

You can still fail if you don't give people what they really want.



FUTURE PROOF:

Eliminate ALL

Transactional

Friction

Comcast
xfinity

amazon

hulu

NETFLIX

Google





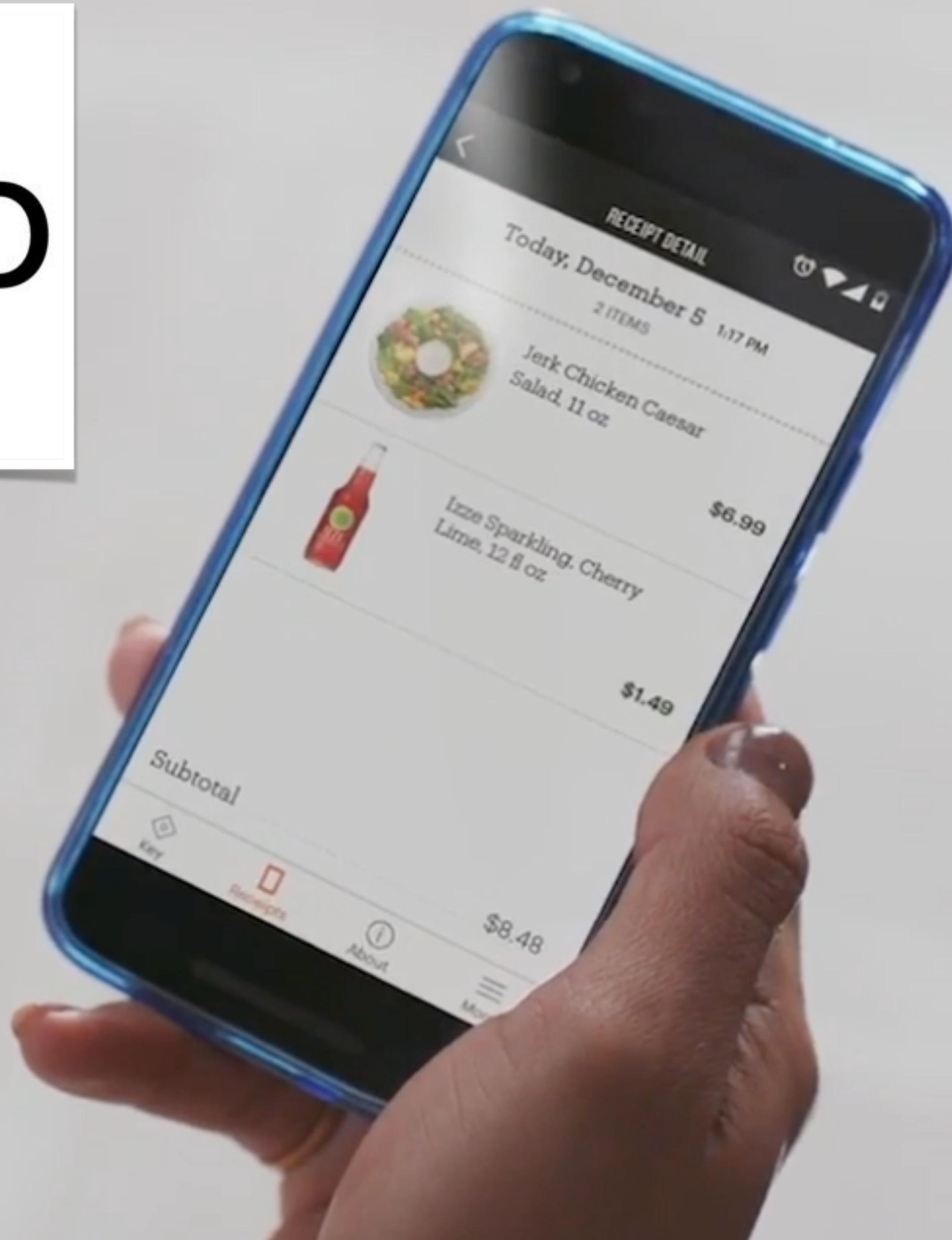
You Don't Have to



Your Customers

amazon go

3,000 cashier-less stores





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.**”

You Don't Have to

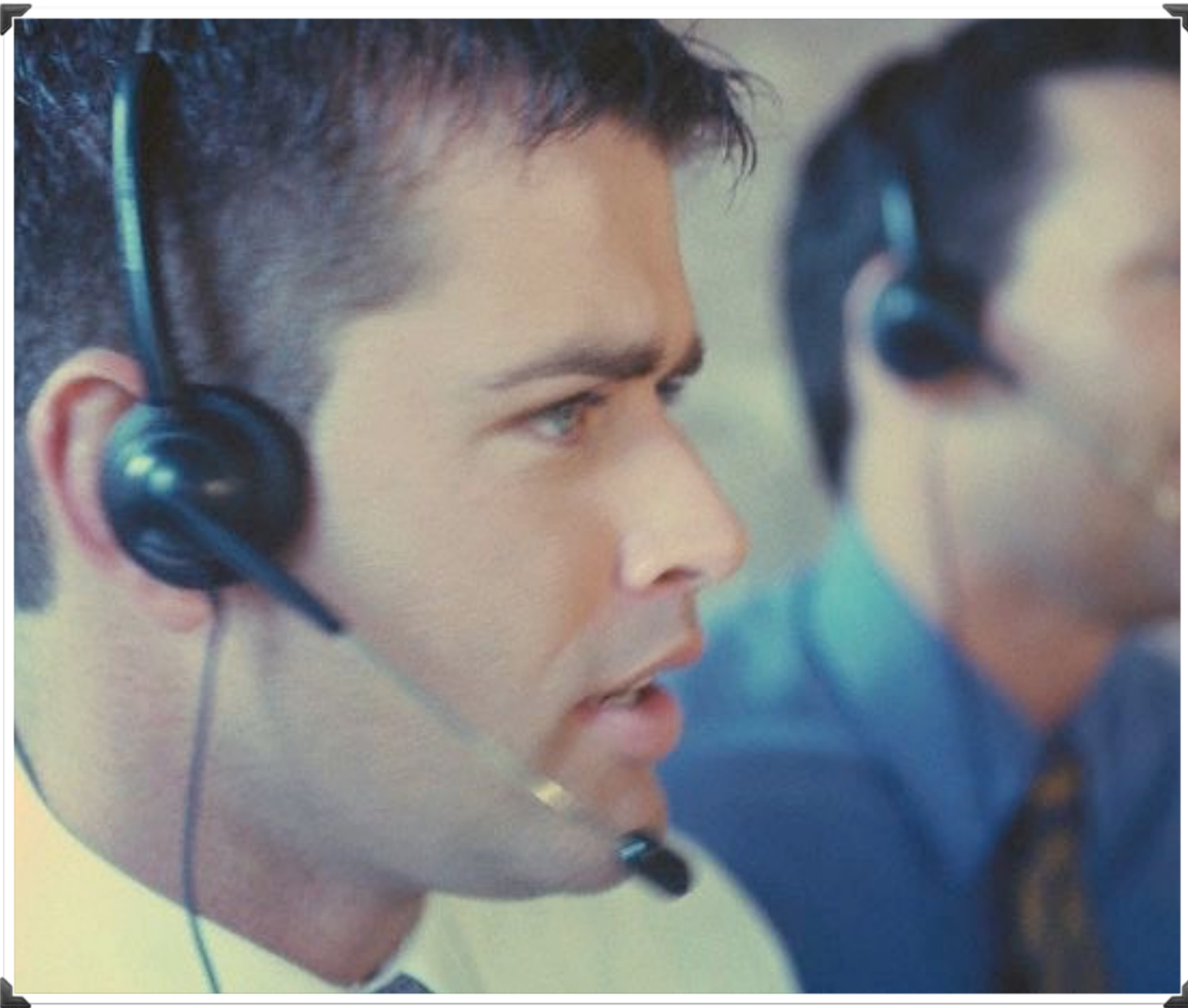


Your Customers

Eliminate the



Moments



**“Thanks for calling.
My name is Jason.
How can I
provide you with
outstanding
customer care?”**



cannot erase



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



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

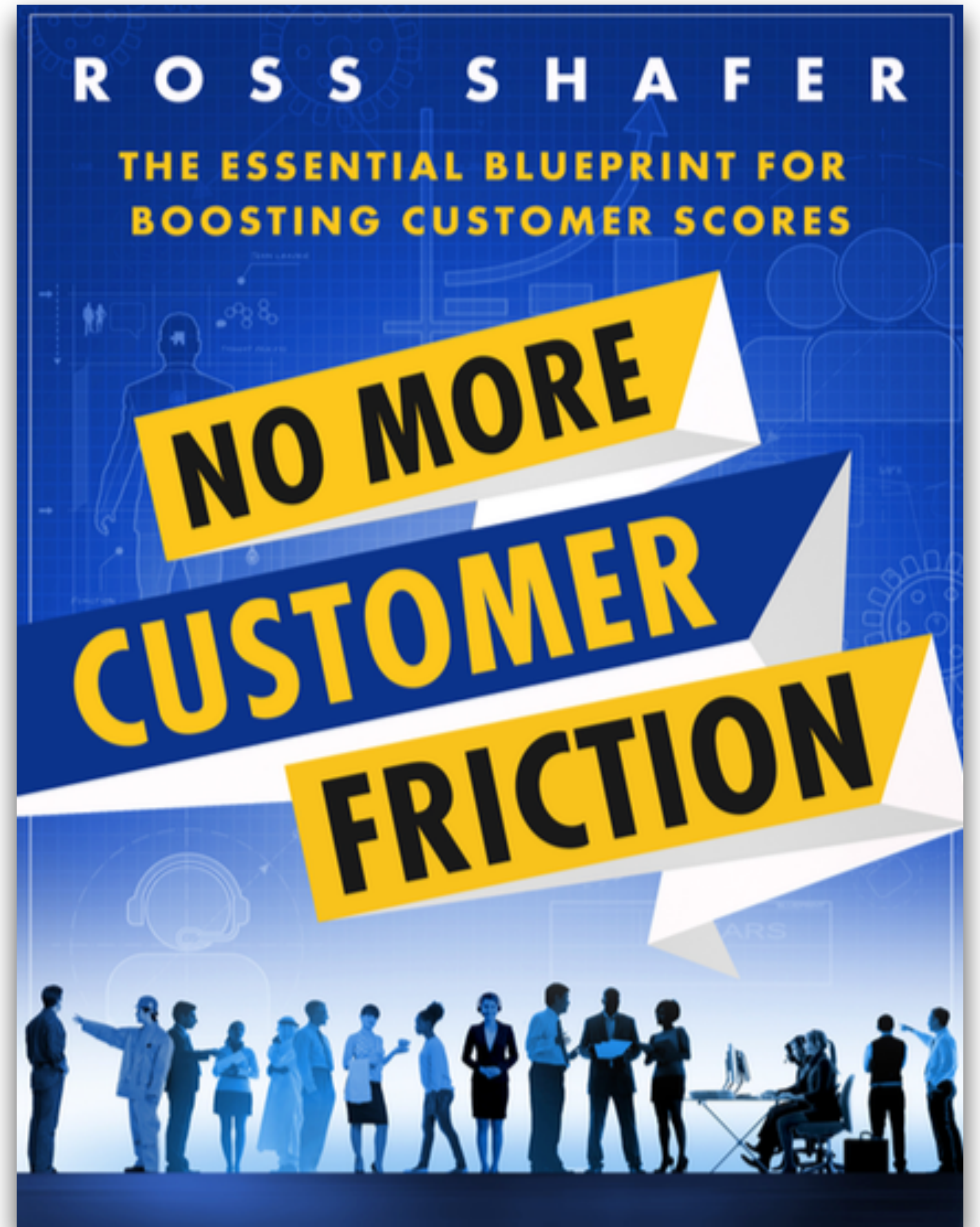
Does



vs.



Work?



comcast[®]
xfinity[™]

10 yrs ago, on the verge of bankruptcy, customers said,
“the toys take long to build.”







**Scores UP 21 points
in 90 days**

Westar Energy®



The background is a vibrant blue gradient overlaid with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Interspersed among these drawings are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a high-tech, digital atmosphere.

FUTURE PROOF:

**Insist on Being
Other-Focused**



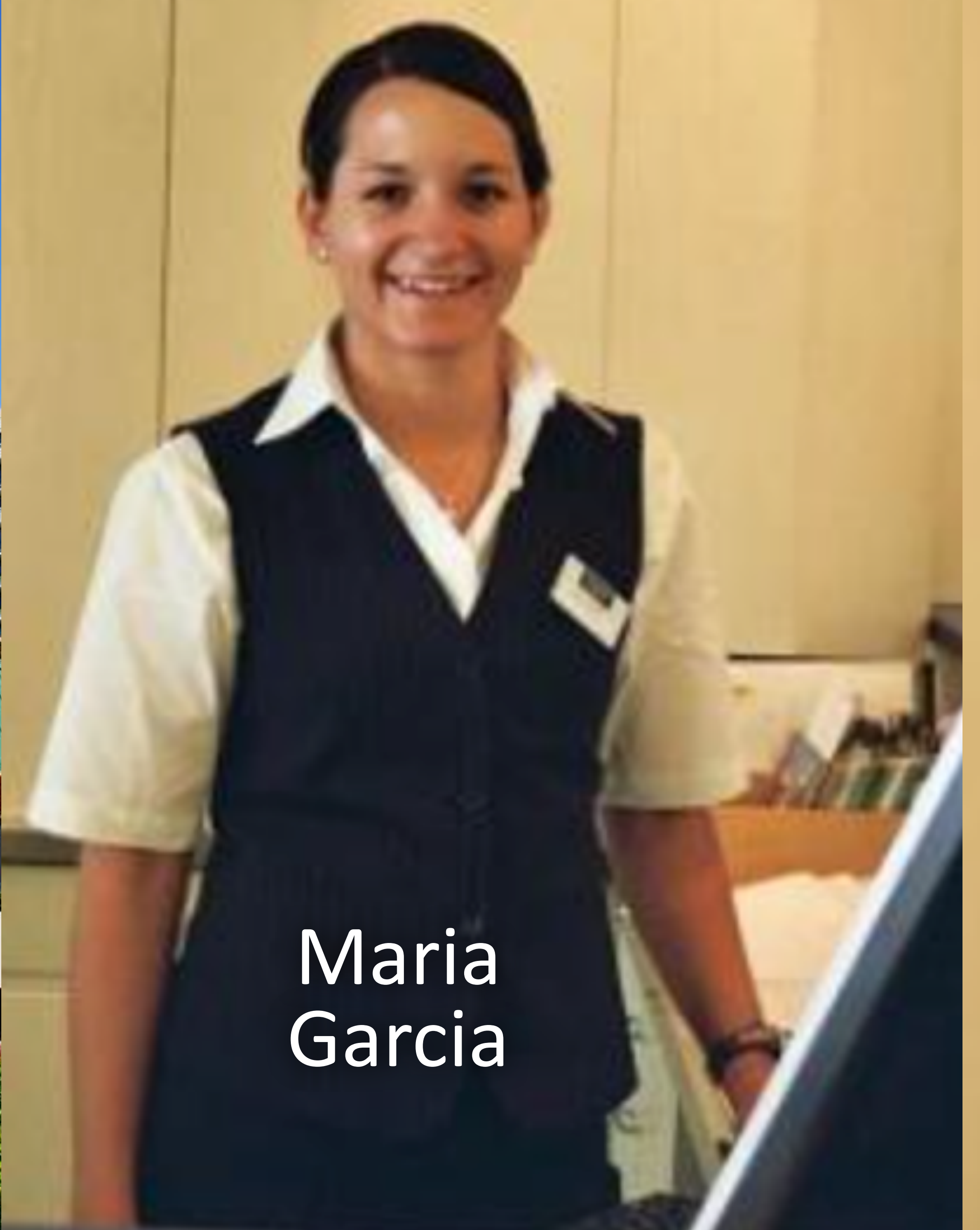
BE PROFESSIONALLY CURIOUS





“73% of managers are discouraged by the communication skills of college-age students.”





Maria
Garcia

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 and engineering aesthetic.

FUTURE PROOF: **Trigger Emotions** **in Customers**

‘We don’t sell motorcycles. What we sell...



Supercar Saturdays

MIKE WARD

INFINITI

MASERATI

McLaren

Alfa Romeo **FIAT**

Just Drive It!





HARGRAVE
CUSTOM YACHTS





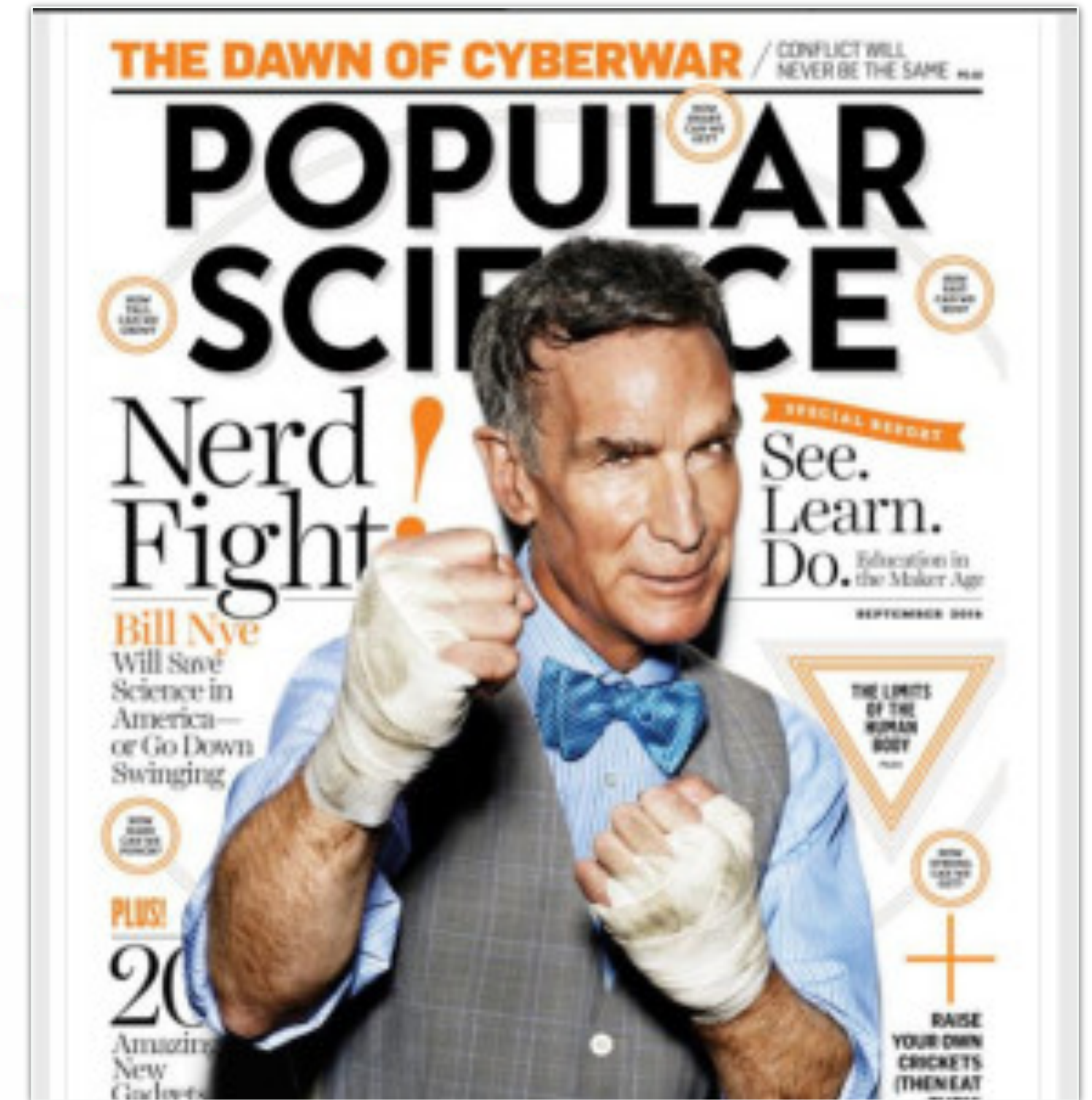
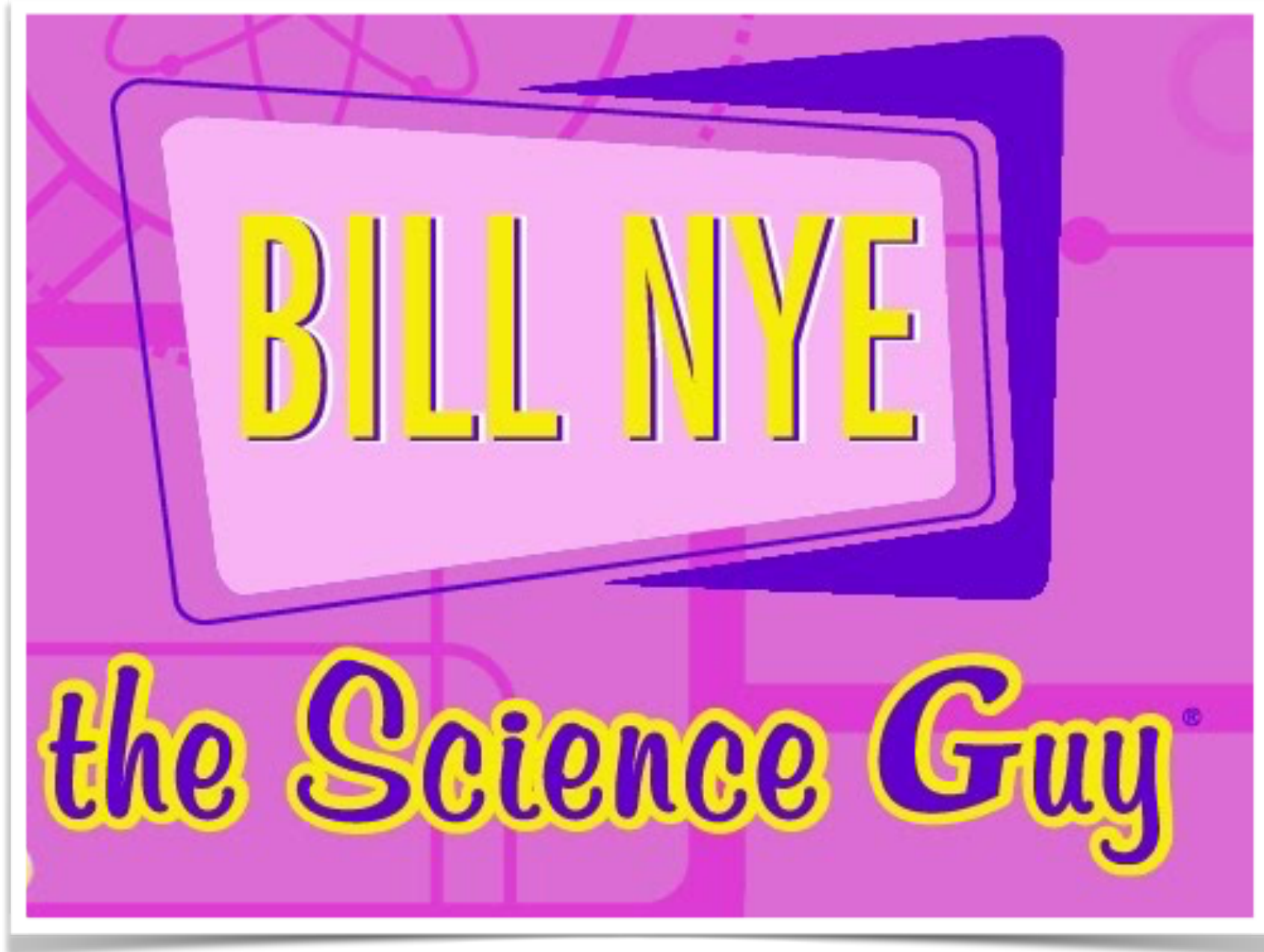


FUTURE PROOF:

Elevate Your

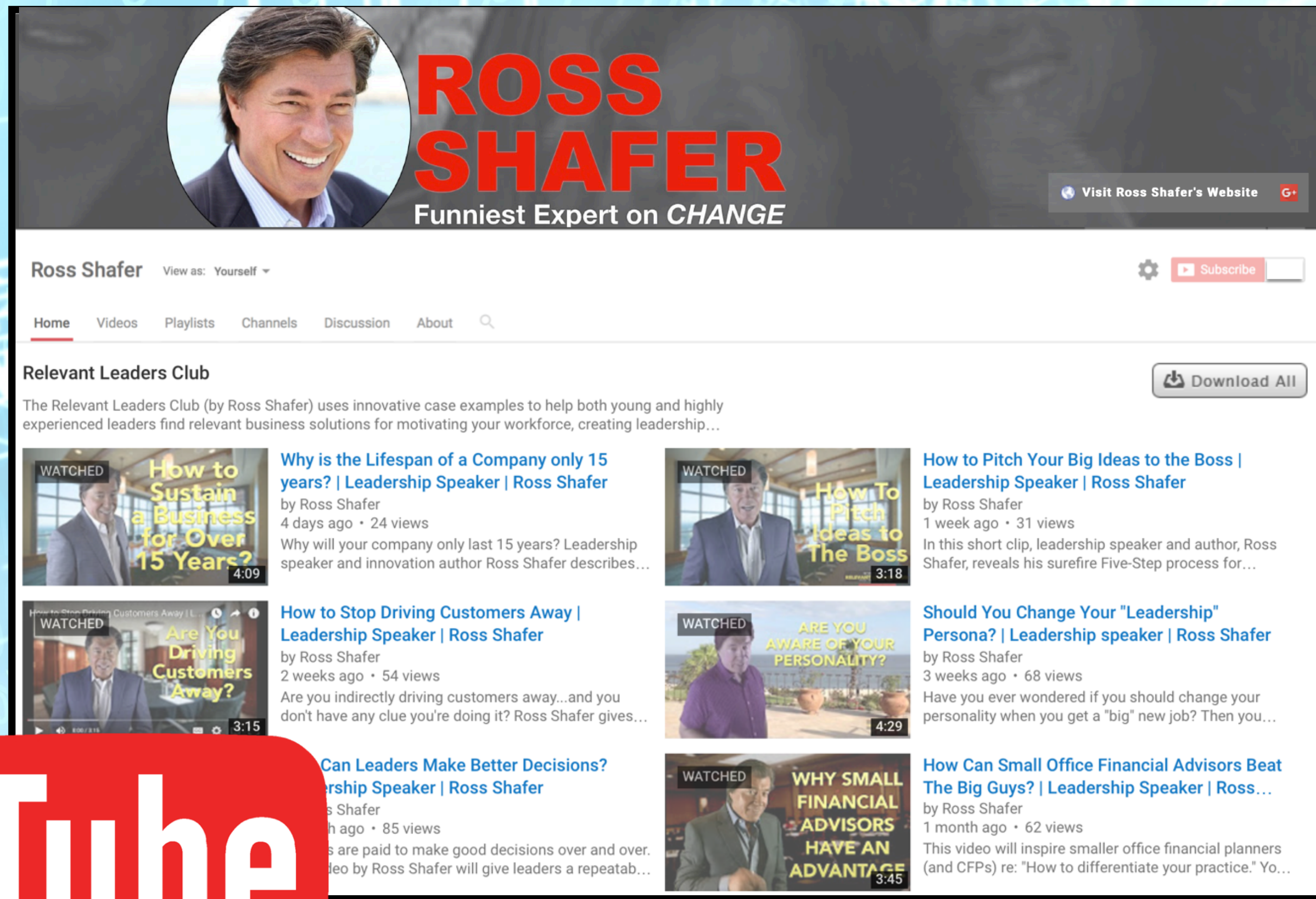
Superstars

Quickly



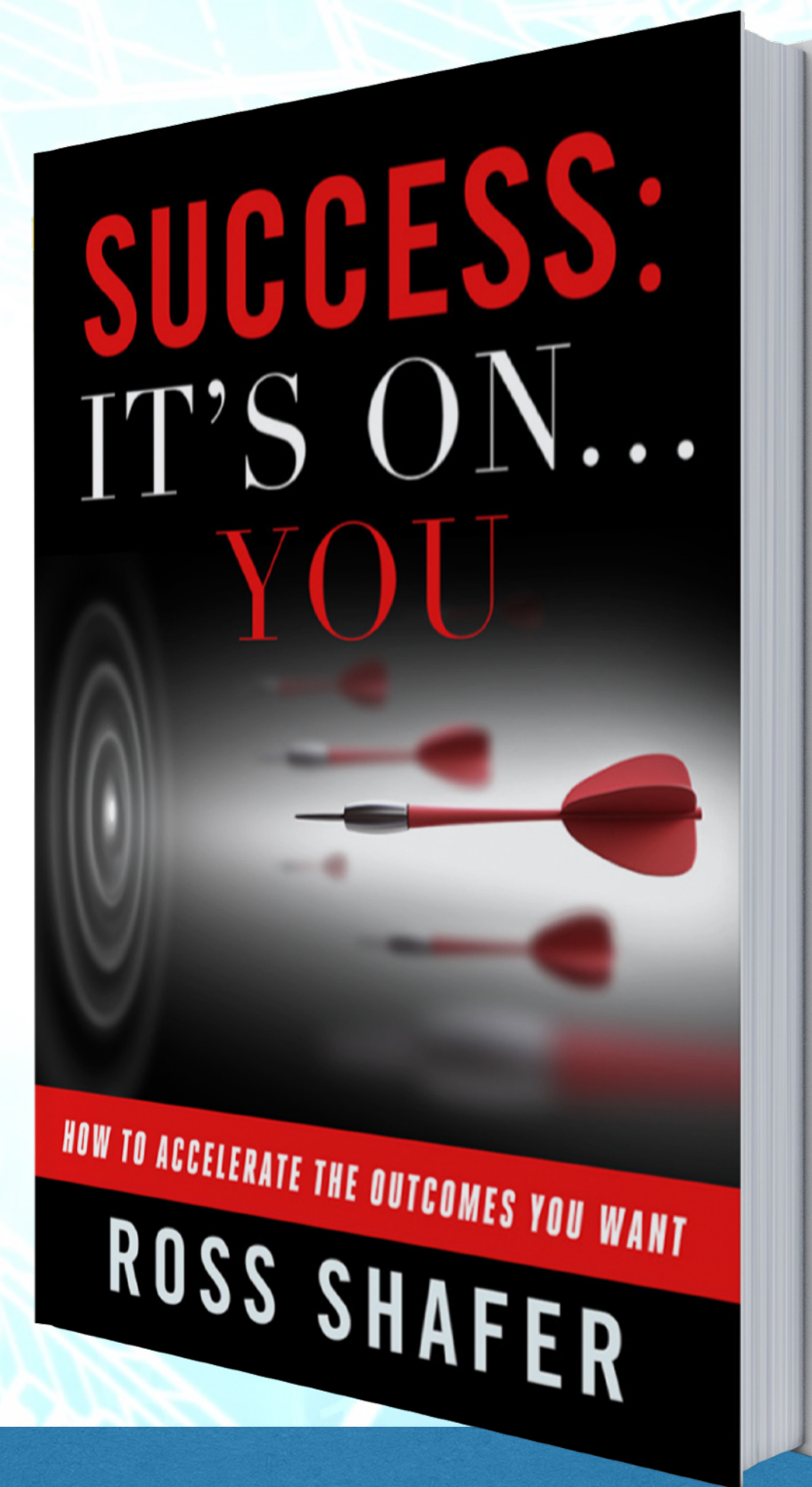


GIVING BACK: FREE RESOURCES



The screenshot shows the YouTube channel for Ross Shafer. At the top, there is a profile picture of Ross Shafer, a man with dark hair and a beard, smiling. Next to it, his name "ROSS SHAFER" is written in large, bold, red letters, with the subtitle "Funniest Expert on CHANGE" below it. A button says "Visit Ross Shafer's Website". Below the header, there are navigation tabs for "Home", "Videos", "Playlists", "Channels", "Discussion", and "About". A "Subscribe" button is visible. The main content area is titled "Relevant Leaders Club" and includes a description: "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...". Below this, there are several video thumbnails with titles and descriptions:

- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer
by Ross Shafer
4 days ago • 24 views
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** | Leadership Speaker | Ross Shafer
by Ross Shafer
1 week ago • 31 views
In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...
- How to Stop Driving Customers Away** | Leadership Speaker | Ross Shafer
by Ross Shafer
2 weeks ago • 54 views
Are you indirectly driving customers away...and you don't have any clue you're doing it? Ross Shafer gives...
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer
by Ross Shafer
3 weeks ago • 68 views
Have you ever wondered if you should change your personality when you get a "big" new job? Then you...
- Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer
by Ross Shafer
1 month ago • 85 views
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 Shafer
by Ross Shafer
1 month ago • 62 views
This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...



Download (2) Free e-Books



www.RossShafer.com

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.

**Provide Ongoing
Encouragement**





Want to Contact Ross Shafer About YOUR Event?

Helen@RossShafer.com

(910) 256-3495

NOTE: Why not make a complimentary call with Ross to discuss how he would customize for you?