



Ross  
Shafer

# Want More?

## Contact:

**Richard Schelp**

**901-754-9404**

**[Richard@ExecutiveSpeakers.com](mailto:Richard@ExecutiveSpeakers.com)**



# **Staying Profitable in a Disruptive Market**

**Ross Shafer**



**All Pro Chem Dry**

Jedediah Cali - Technician

303-252-0517

Cali@AllProChemDry.com



Your **Healthy** Home  
**Starts Here™**

Superior Carpet & Upholstery Cleaning

**Green & Clean**



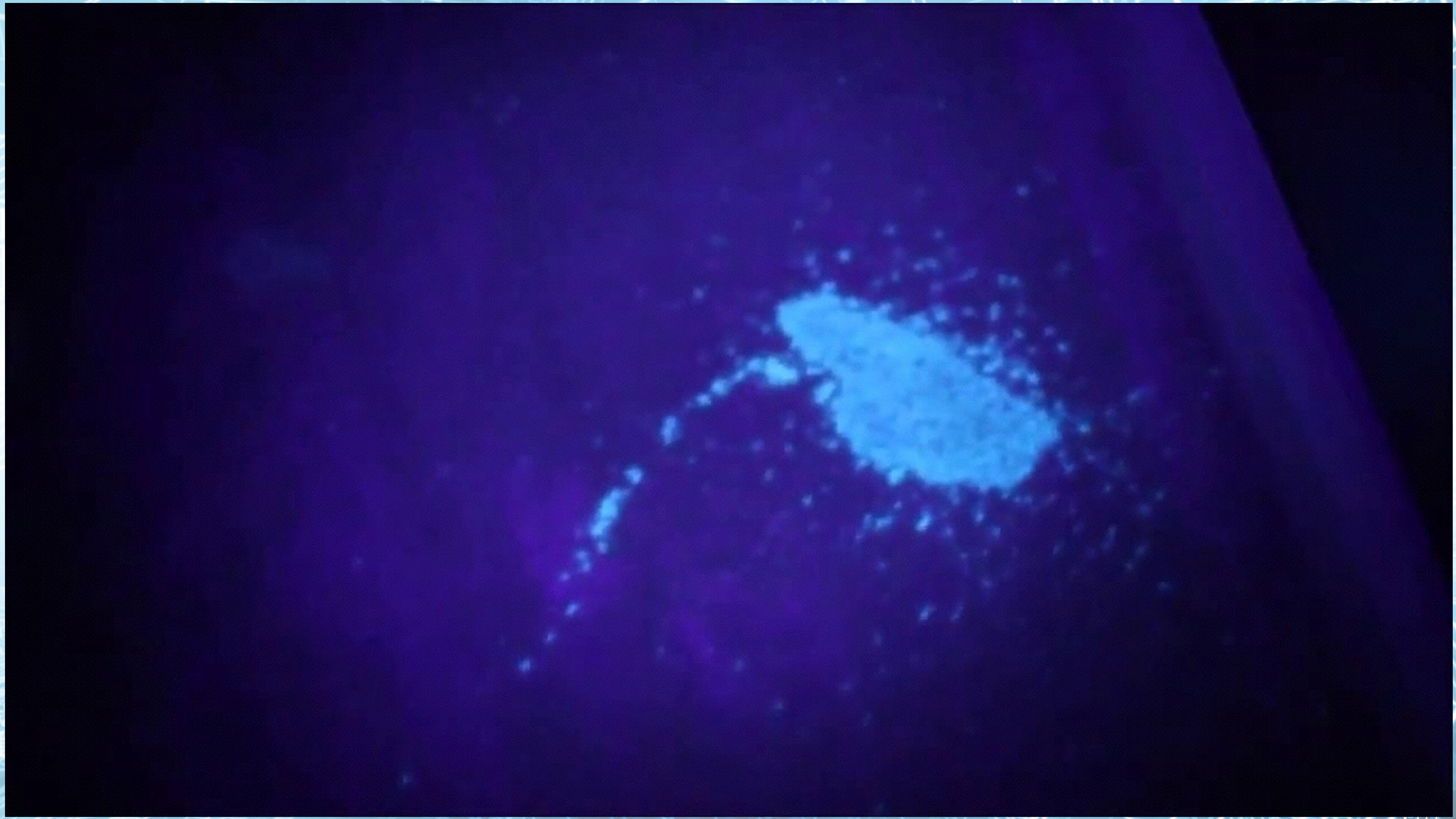
Independently Owned & Operated

Serving the Denver Area Including Douglas & Elbert Counties



[www.AllProChemDry.com](http://www.AllProChemDry.com)





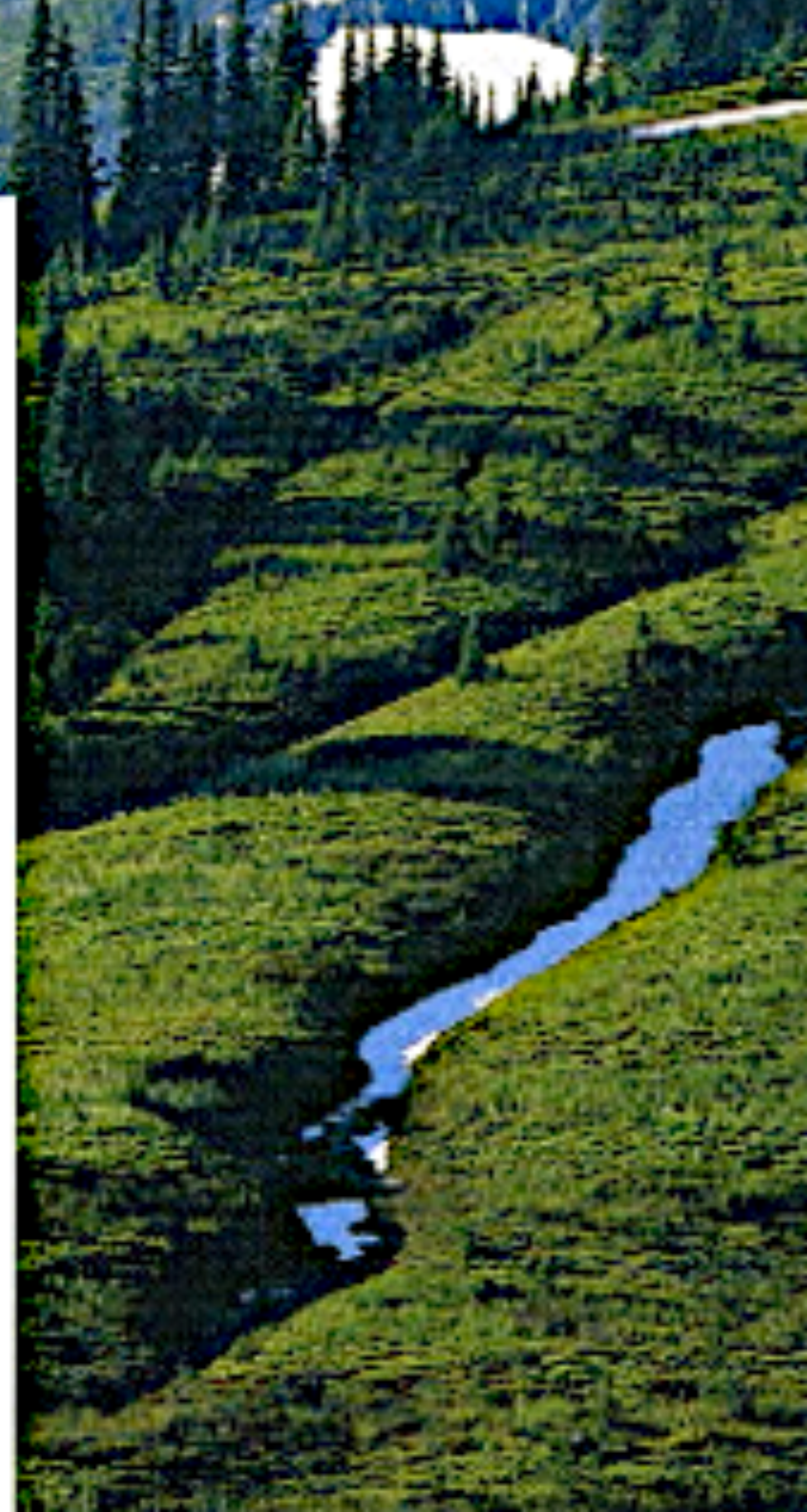




# Blackfoot Nation

Chemeketa Reservation land  
(Salem, Oregon)

Puyallup Indian Reservation  
(Puyallup, Washington)





Restaurants/Food Service



1

Retail Clothing



TV & Film Production



Building Industry



**SHAFER® PROJECTION TV**

Turn your Den or Rec Room Into a Video Theatre

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

At least 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.**

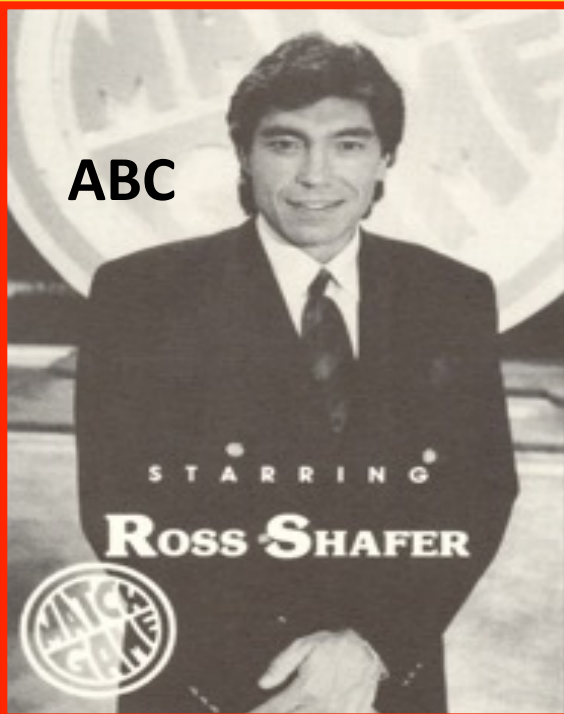
For Home Demonstration Information CALL COLLECT (206) 848-8300

STUDIO in Puyallup

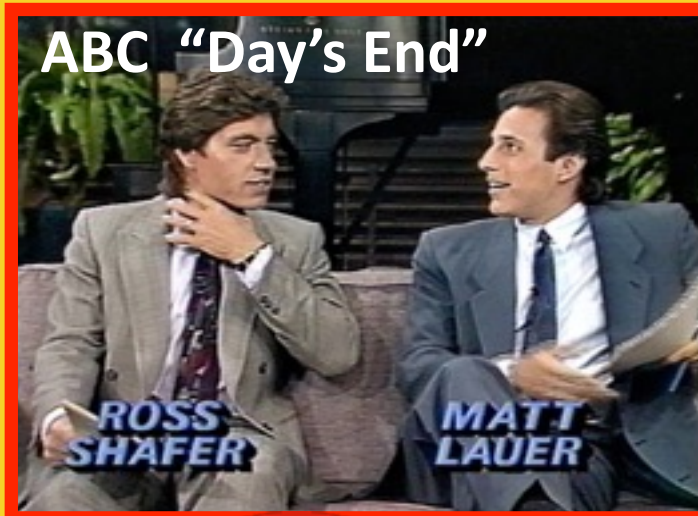
**SHAFER** PROJECTION TELEVISION

119 Hi Ho Shopping Center Puyallup, Wash. 98371

ABC



ABC "Day's End"



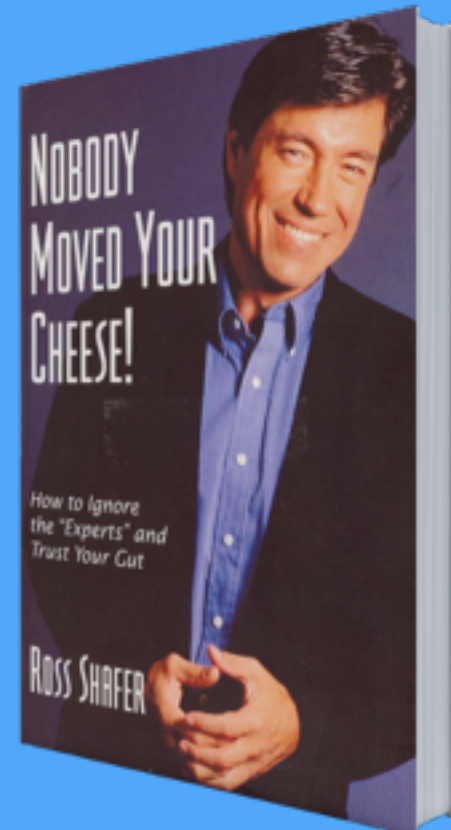
USA



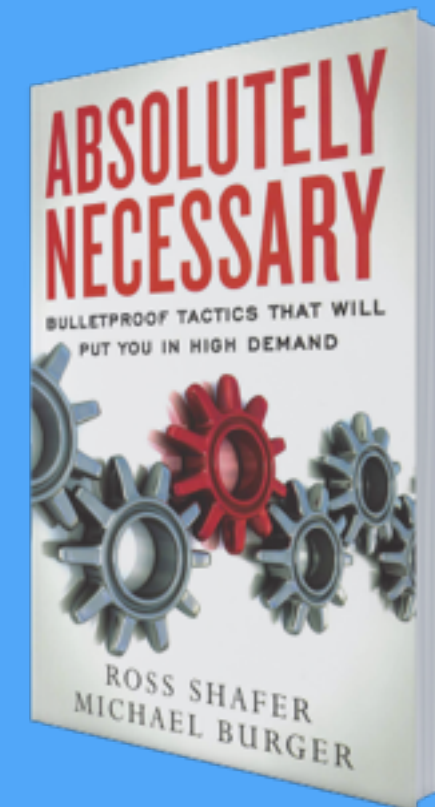
FOX "LATE SHOW"



2



3







# Follow the Tracks of the Herd

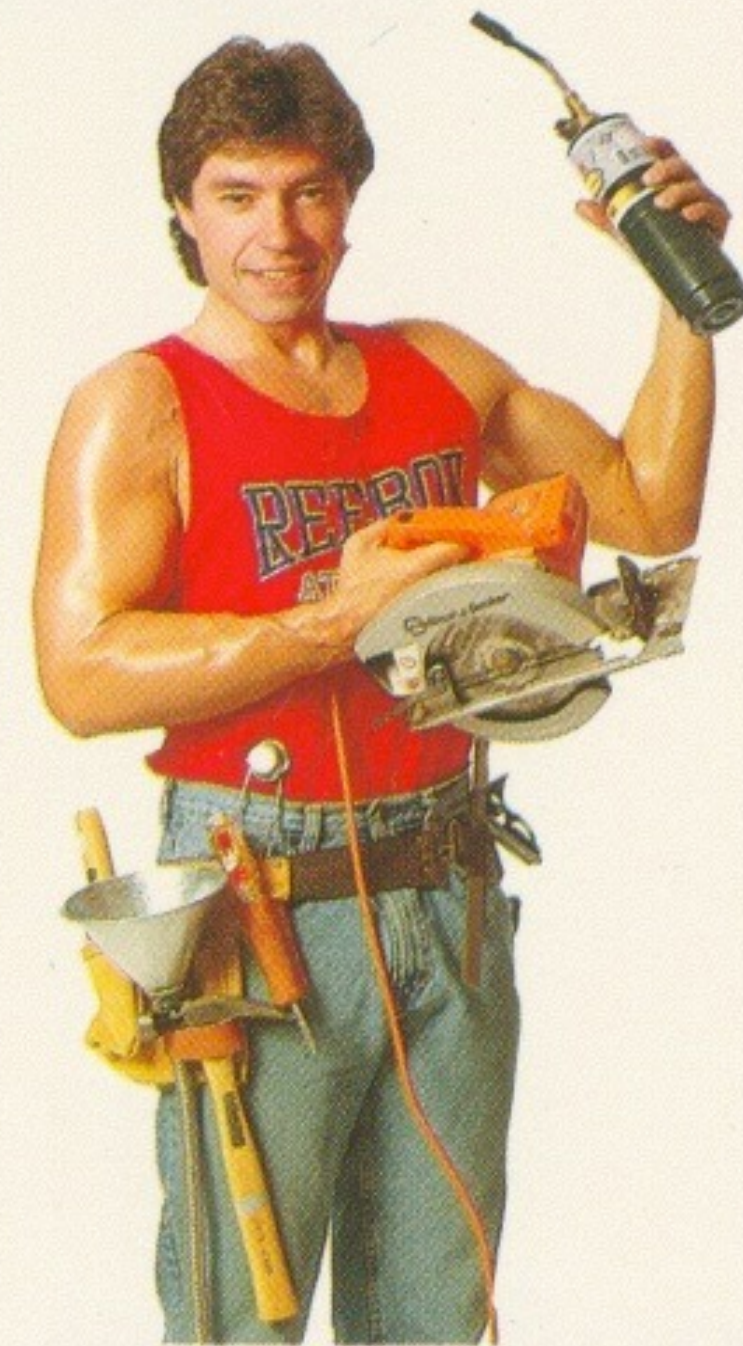


# COOK-LIKE- A-STUD

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

Foreword by  
JEFF "THE FRUGAL GOURMET" SMITH

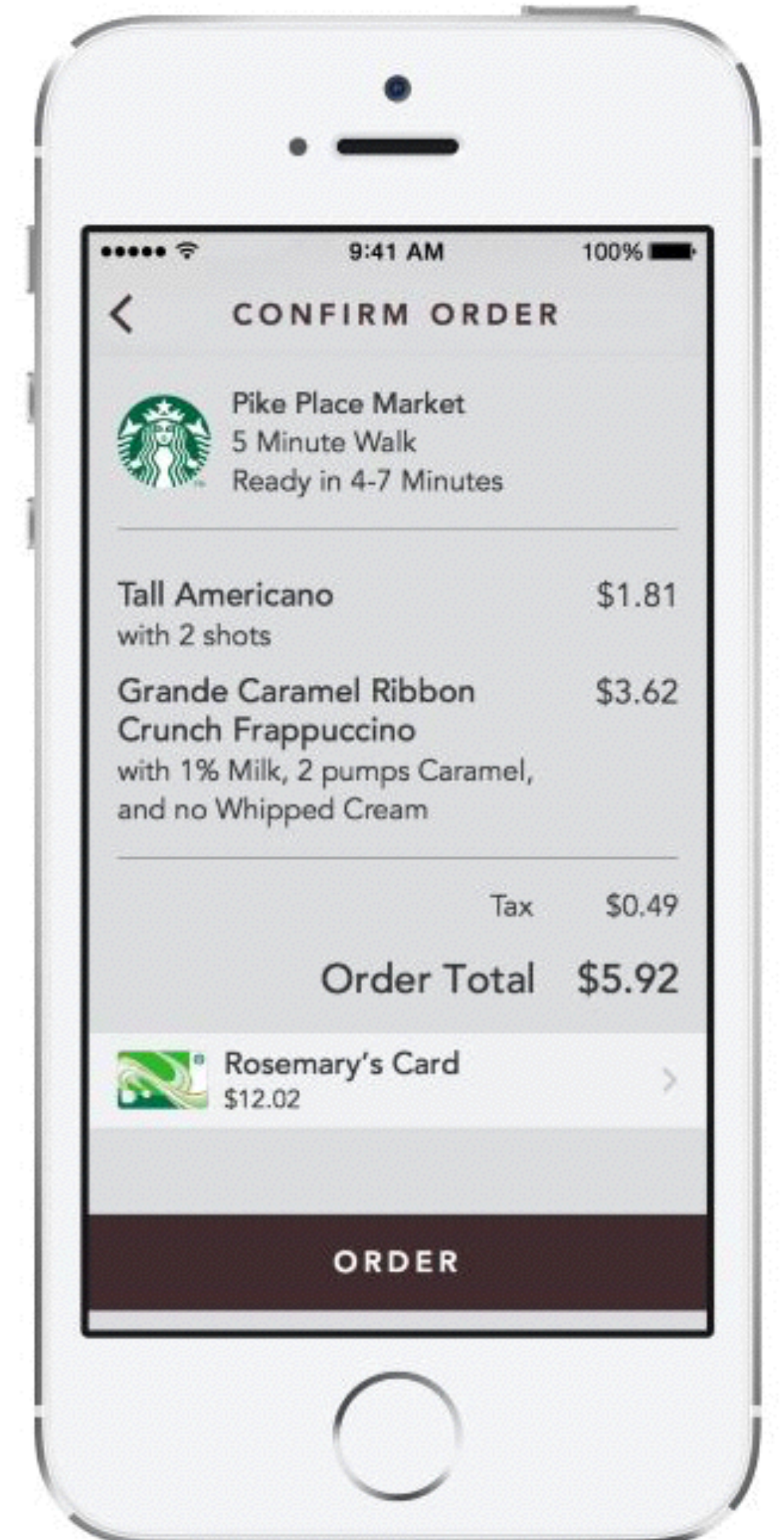
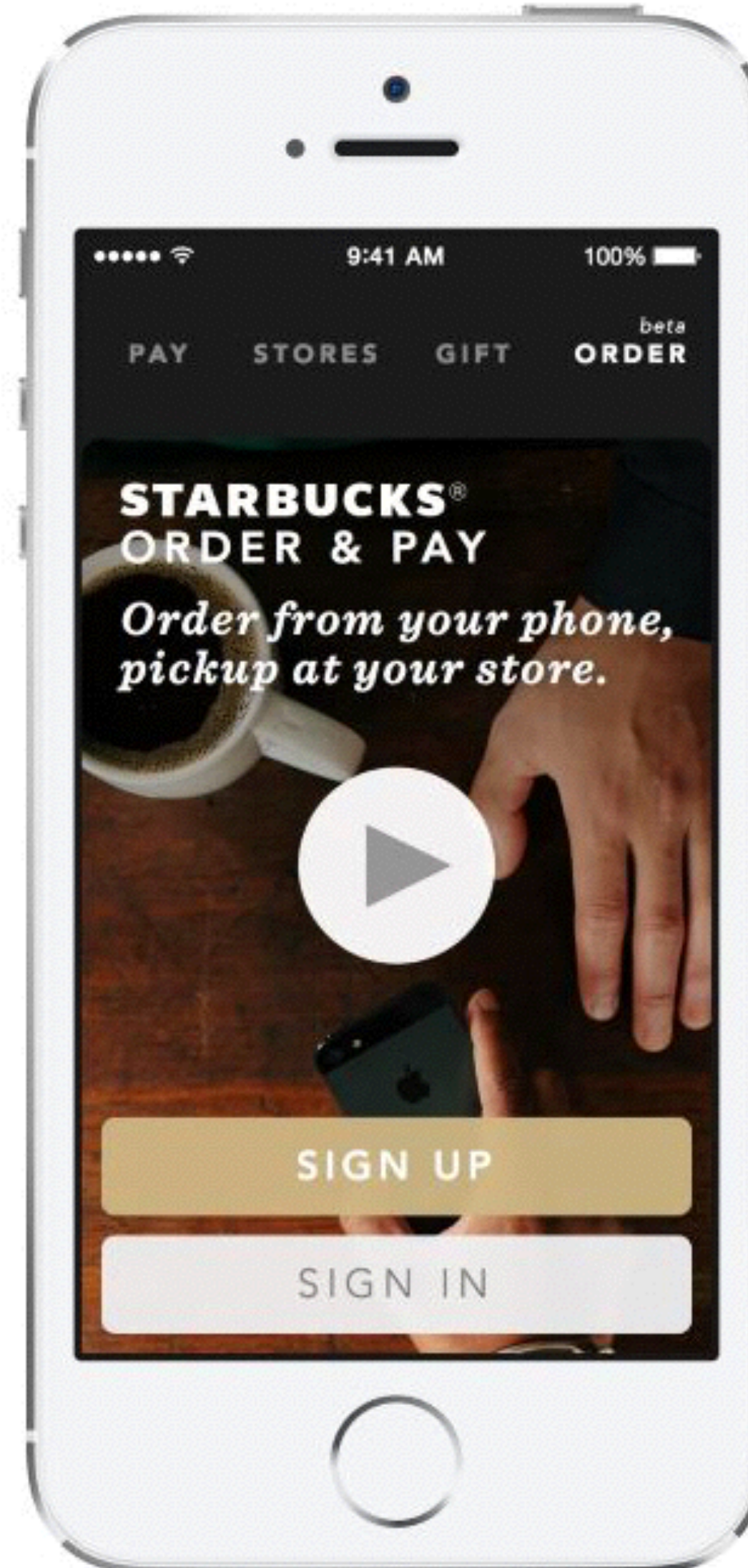
## Ross Shafer







Ryan  
Shafer





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 patterns of binary code (0s and 1s) in a lighter blue color, creating a digital and engineering aesthetic.

**Obsess Over  
Knowledge Your  
Competitors Ignore**



# Hotel Events

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

## Events for January 24, 2018

**GO TO THE WRONG MEETINGS**

Group/Event	Room	Time
GENERAL ELECTRIC BREAK OUT SESSION		3:25 PM - 5:00 PM
RAYTHEON SIX SIGMA	Cascade 1	8:30 AM - 4:30 PM
Home Depot Awards 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





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[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

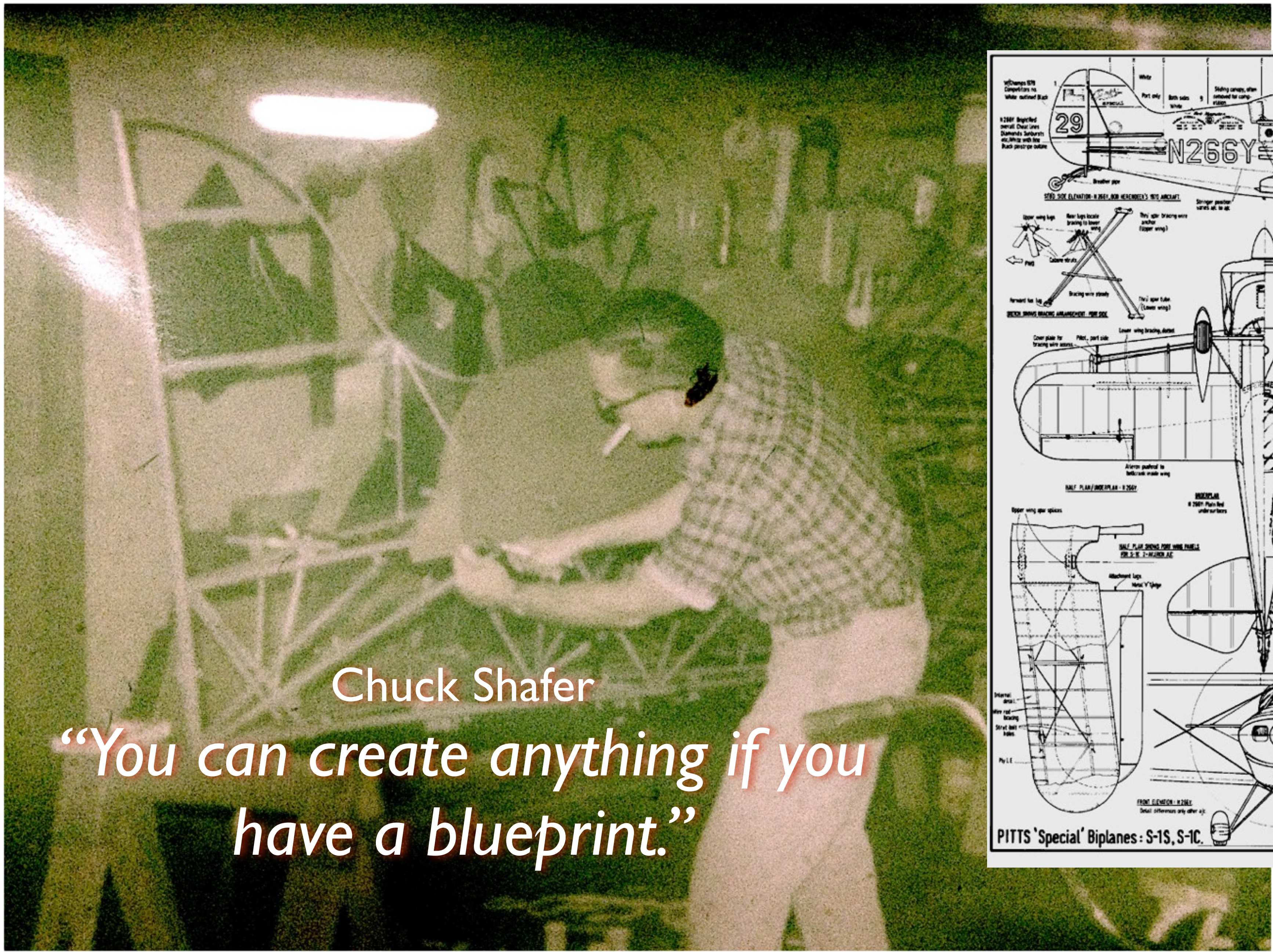




The background is a vibrant blue gradient. It features a complex overlay of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Interspersed among these drawings are strings of white binary code (0s and 1s), suggesting a digital or technological theme. The overall aesthetic is clean, modern, and professional.

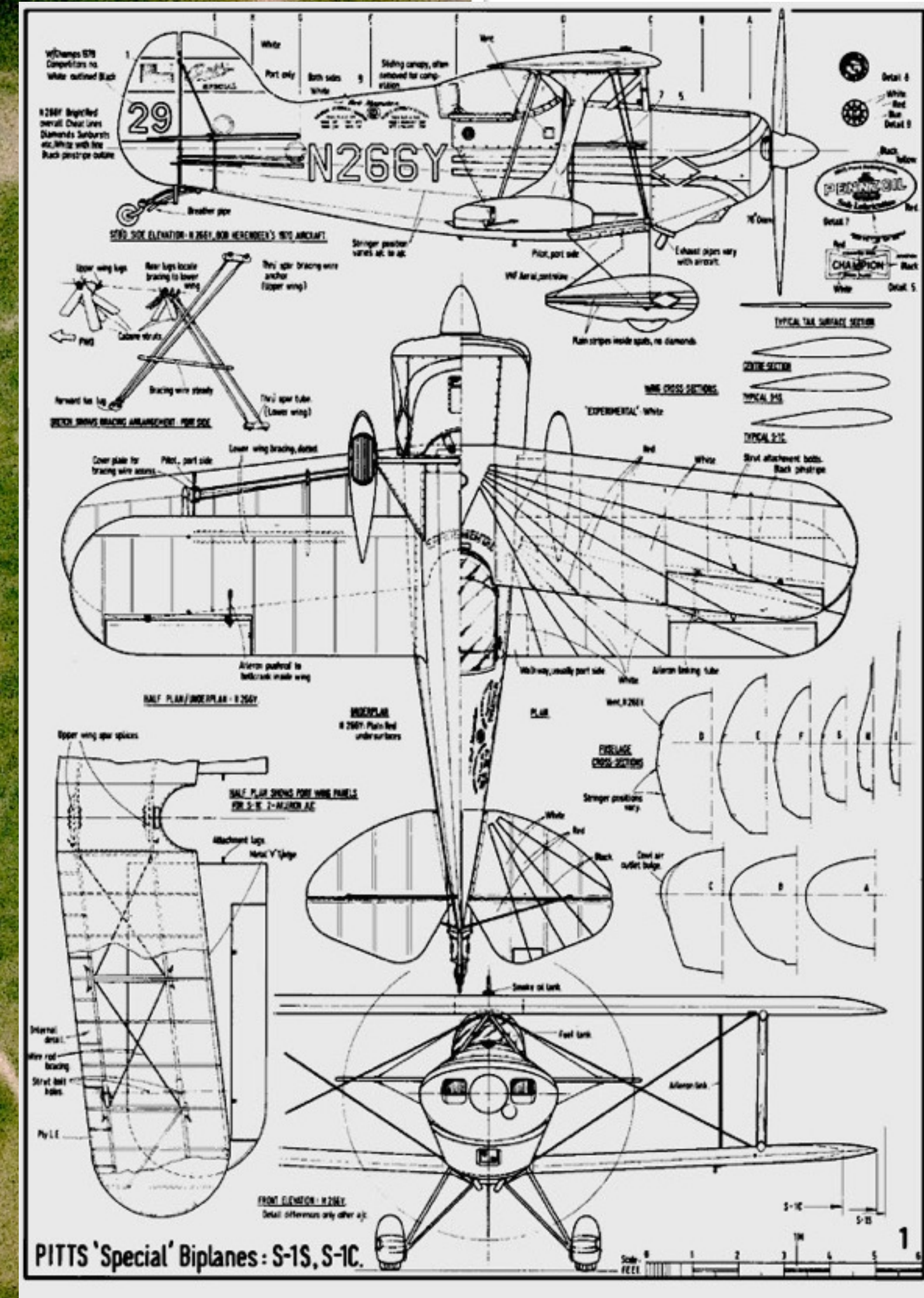
**The Most  
Successful  
Franchisees  
are Fearless**





Chuck Shafer

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









Maiden flight - May 1971





**“Fear is the enemy of success”**

**CHUCK SHAFER**







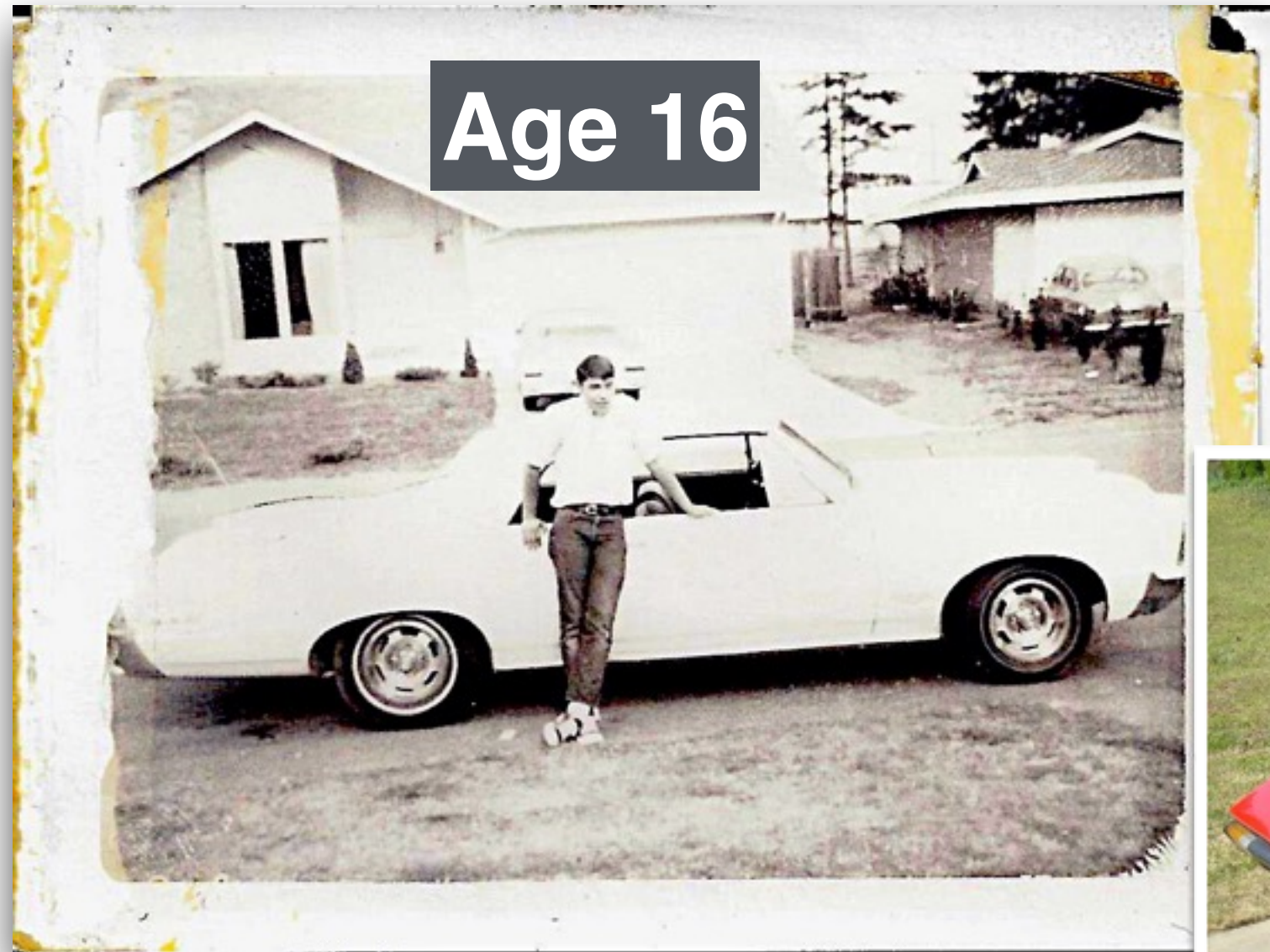
Age 13



Age 14



Age 17



Age 16



Age 29



Age 19





*Explaining things the easy way!*

## **How to Start a Pet Shop (retail) Business**

### **Advancing Beginners**

**The Beginners Guide Volume 1**



Sam & Enrico



Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry

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Turn your Den or Rec Room Into a Video Theatre

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

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**AS LOW AS \$997**

**SOUNDS O.K.**

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119 Hi Ho Shopping Center  
Puyallup, Wash. 98371

STUDIO in Puyallup




TV & Film Production





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**Customers  
Expect a  
Friction-Free  
Experience**







**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

**Teladoc**<sup>+</sup>



**1,500,000+**  
**patients love**  
**“Virtual” Doctors**





amazon go



**R O S S H A F E R**

**THE ESSENTIAL BLUEPRINT FOR  
BOOSTING CUSTOMER SCORES**

**NO MORE**

**CUSTOMER**

**FRICTION**





# 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...



**POW!**

A stylized comic book sound effect. The word "POW!" is written in large, bold, yellow letters with a black outline and a halftone dot pattern. It is set against a red, jagged starburst background, which is also surrounded by a white background with a black halftone dot pattern.



# CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. Don’t over promise. You don’t necessarily have to exceed expectations. **The bigger risk to loyalty is when you fail or disappoint them.”**



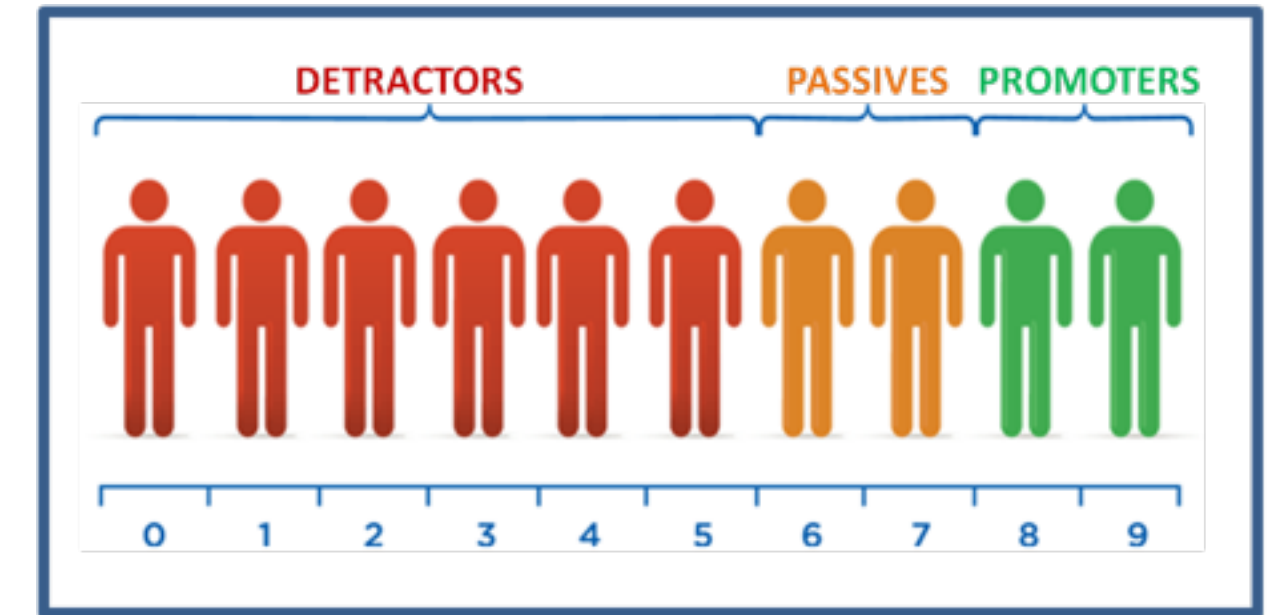
# CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort – (i.e. helping them solve their problems quickly and easily) – **NOT by delighting them in service interactions.**”



# NPS (Net Promoter Scores)



“While we want scores of (9) and (10)...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”





erases



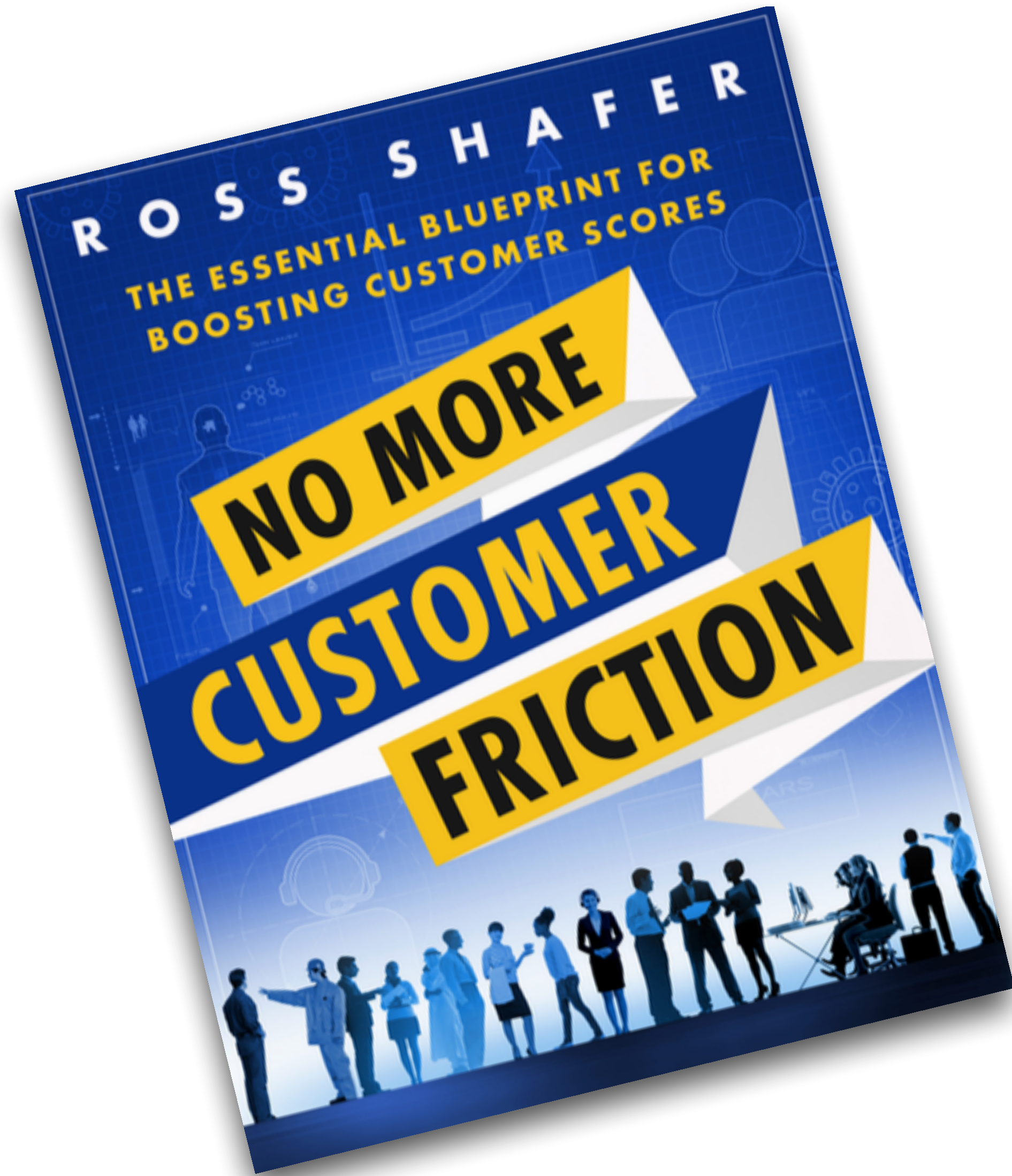
sources: The Customer Shouts Back - Ross Shafer Consultants, Inc. 'wow survey' 2016





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





**Does This  
Blueprint  
Work?**





**10 yrs ago, on the verge of bankruptcy,  
customers complained  
“the toys take long to assemble.”**







**Complaints led to losing 1,000,000m subscribers in just one quarter.**





**By coaching Linemen, Meter Teams, Call Centers, Admin, & Designers, we corrected customer complaints and empowered on-the-spot fixes.**

**In 90 days, their J.D. Power scores rose 21 Points.**

**Now, #1 in their industry.**



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.

**Tell a Brand Story  
that Makes People  
FEEL SOMETHING**



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





**HUGE PROFIT IN ADD ONS.  
GET MORE OF THE CUSTOMER'S WALLET**



**Upholstery  
Cleaning**



**Area & Oriental  
Rugs**



**Pet Urine & Odor  
Removal**



**Specialty Stain  
Removal**



**Tile & Stone  
Cleaning**





## SIDE-BY-SIDE COMPARISON

### Chem-Dry vs. Steam Cleaning

#### *Chem-Dry Hot Carbonating Extraction*

- ✓ Carbonating, active cleaning solution
- ✓ No soaps or detergents
- ✓ No sticky residue, resists resoiling
- ✓ Low water quantity
- ✓ Low pressure application
- ✓ Short drying time, 1-4 hours
- ✓ Green solutions, healthier cleaning method

#### *Typical Steam Cleaning*

- ✗ Flat, inactive cleaning solution
- ✗ Harsh chemicals and detergents
- ✗ Sticky residue encourages resoiling
- ✗ High water quantity
- ✗ High pressure application
- ✗ Long drying time, 1-2 days
- ✗ Excessive water can cause mould, mildew





  
**PETER MANNING**  
FIVE EIGHT / NEW YORK

ARE YOU  
5'8" or  
UNDER?

---

★ Shorter  
Inseams

---

★ Shorter  
Sleeves

---

★ Scaled  
Proportions



## Stories from the Airbnb Community



**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.





### Carpet Cleaning Murrieta - Trashed Carpet

Dirt Army • 533K views • 4 years ago

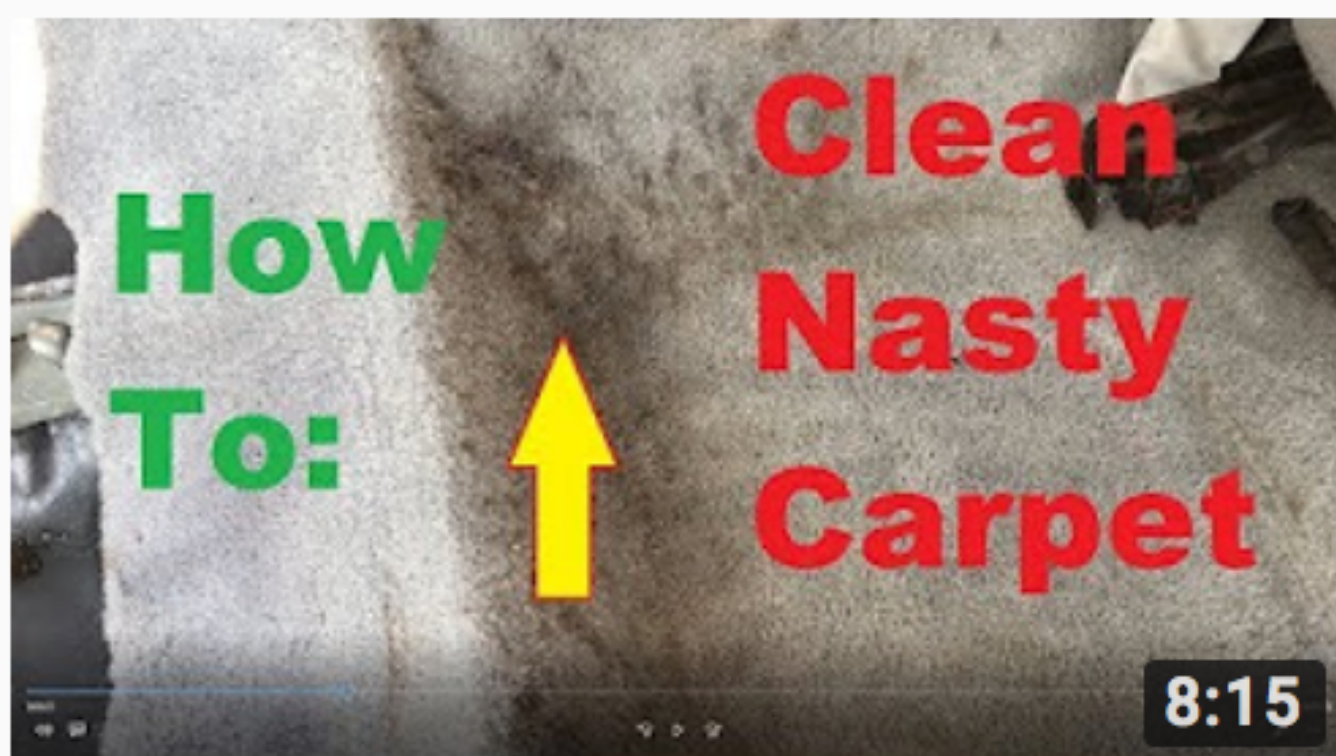
<http://thedirtarmy.com/> Murrieta **Carpet Cleaning** can remove all your stubborn stains in Murrieta CA. Deep **carpet cleaning** Murrieta



### Extreme Carpet Cleaning

The Steam Cleaners • 645K views • 5 months ago

See how easy it is to clean a heavily soiled carpet using a truck mount **carpet cleaning** machine.



### AMAZING Way To SUPER CLEAN The NASTIEST Carpet !

Sweet Project Cars • 431K views • 4 months ago

Click "SHOW MORE" Below for the TOOLS used to make this video Hello Everyone, SWEET PROJECT CARS here with cool, trick







### Brea Carpet Cleaning - All Points Chem-Dry Impressive 5 Star Review by Raquel M.

All Points Chem-Dry • 17 views • 11 months ago

<http://allpointscemdry.com/> 714-671-9466 All Points **Chem-Dry** Brea **reviews** Excellent Rating by Raquel M. Best **carpet cleaning**



### Loveland Carpet Cleaning - Ace Chem-Dry Wonderful Five Star Review by Kim T.

Carpet Cleaning Loveland - CO • 2 views • 9 months ago

<http://acechemdryco.com/> 970-667-8801 Ace **Chem-Dry** Loveland **reviews** New **Review** by Kim T. We have been using Marc at Ace



### Carl's Chem-Dry Carpet Cleaner Santa Rosa CA Superb Five Star Review

Carl's Chem-Dry • 2 views • 1 year ago

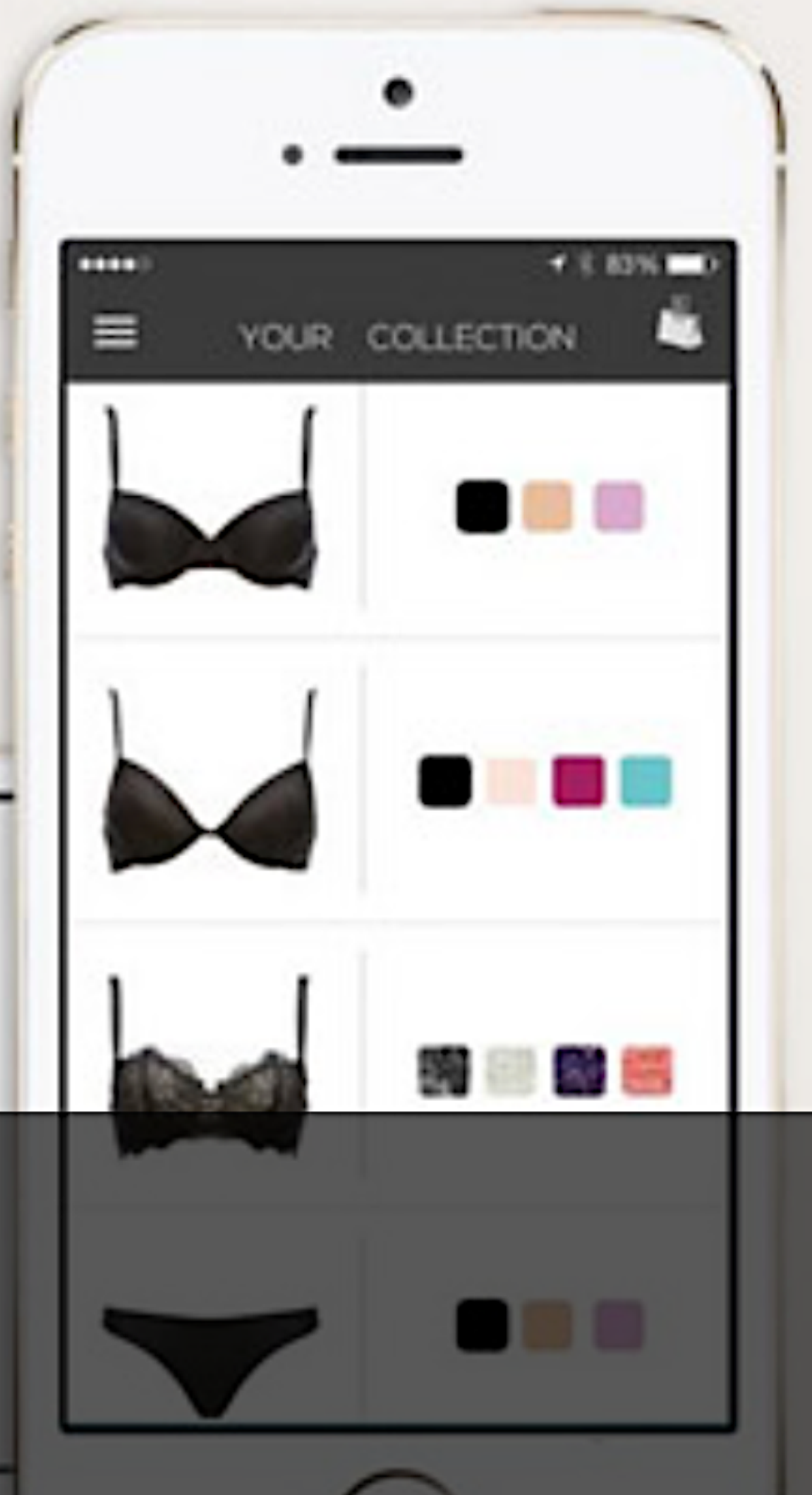
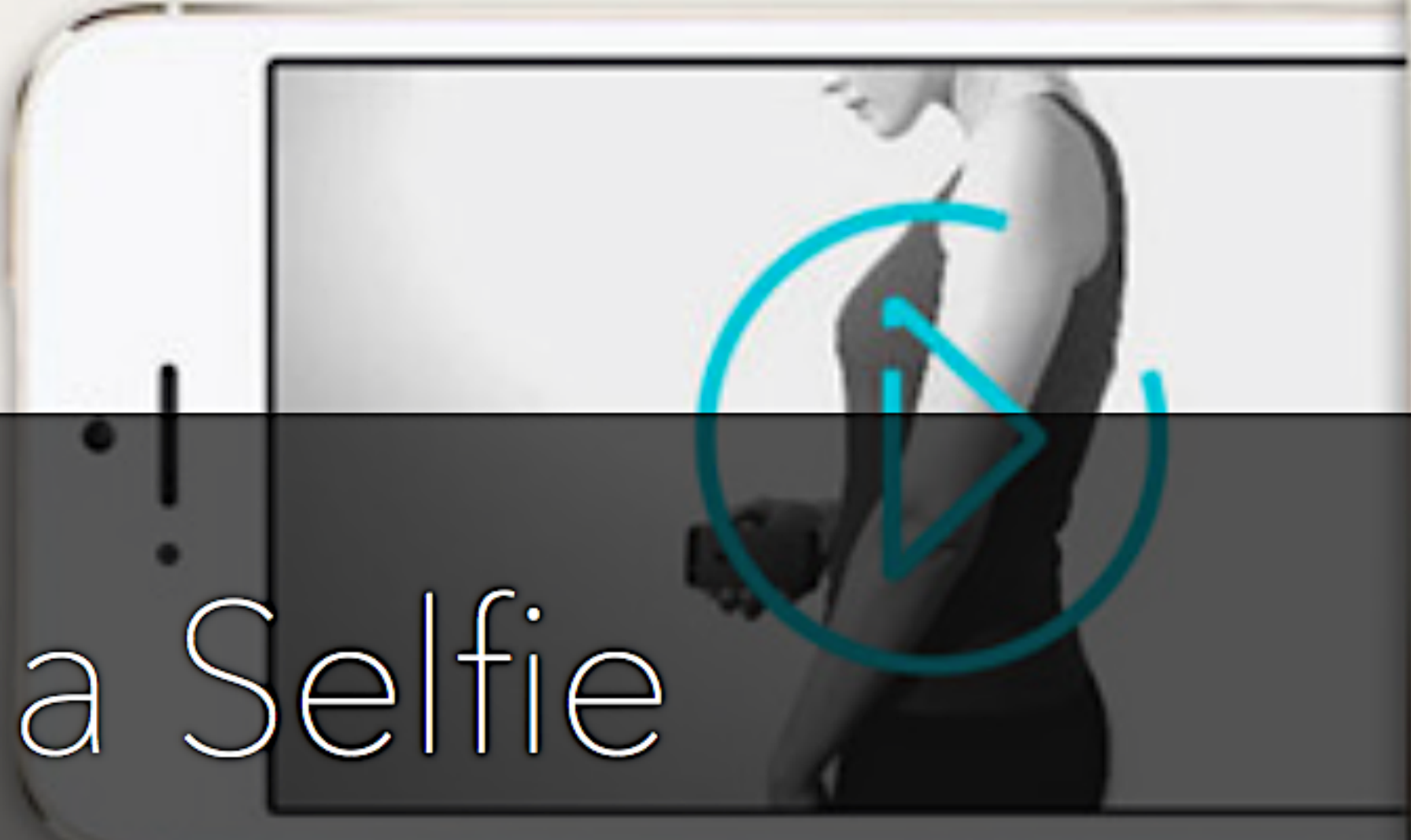
<http://mygreencarpetcleaning.com/> (707) 723-4428 Carl's **Chem-Dry** Santa Rosa **reviews** New Rating Always the best! Carl's **Chem**





 **THIRDLOVE**

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



Bra Shopping via Selfie



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



Super Star<sup>®</sup> with cheese



**It's gonna get messy.**



**EAT  
LIKE  
YOU  
MEAN  
IT<sup>®</sup>**



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



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 patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**The Best  
Salespeople are  
Other-Centered**











# The Intentional Genius of Facebook

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font centered on a solid blue rectangular background.

facebook



Facebook interface showing a search bar at the top with the text "Search for people, places and things". Below the search bar is the profile of Ross Shafer, including a profile picture and the name "Ross Shafer" with a link to "Edit Profile".

The main content area features a yellow highlighted box with the text "What's on your mind?". Below this are navigation options: "Update Status" and "Add Photos/Video".

The left sidebar contains sections for "FAVORITES", "PAGES", and "GROUPS". Under "FAVORITES", there are links for "News Feed", "Messages" (99+), "Photos", and "Browse". Under "PAGES", there are links for "Pages Feed" (20+), "Like Pages" (20+), and "Create Ad". Under "GROUPS", there is a link for "University of Puget Soun...".


The main feed shows a post by Nancy Vogl with the text "Is anyone else having problems posting on FB today?". The post includes interaction options: "Like · Comment · Share · 10 hours ago near Traverse City, MI · [Profile Icon]". Below the post, there are comments: "Monika Laschkolnig and 7 others like this." and "View 21 more comments". Two specific comments are visible: "Aileen Bennett Thank you - I thought i had broken the internet (again) 6 hours ago · Like · [Like Icon] 1" and "Kathleen Hassan yup 5 hours ago · Like · [Like Icon] 1".





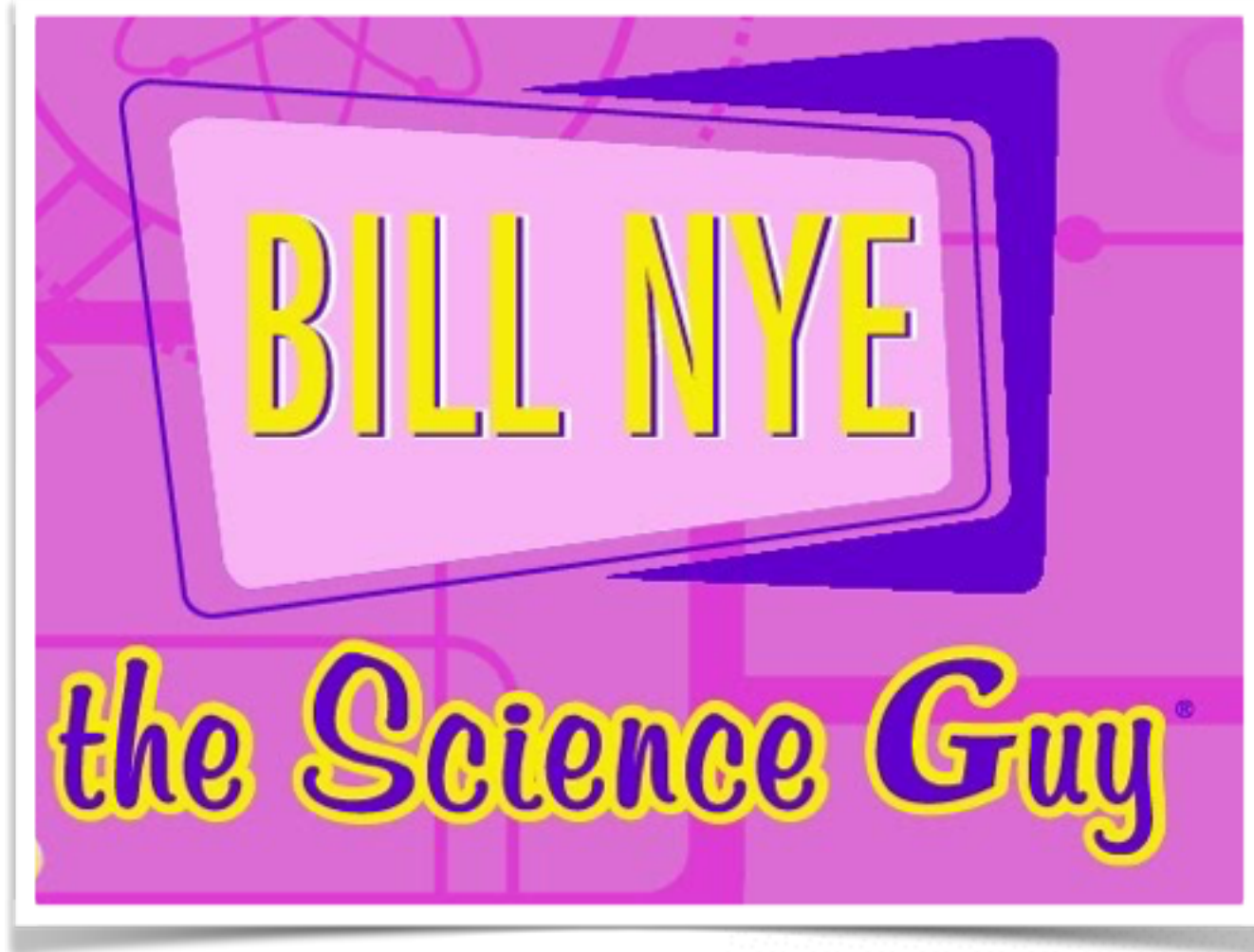
**“48% of employers are dissatisfied with the oral communications skills of college students.”**



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**When You Find a  
Superstar Let  
them Shine**











# AFTER TODAY'S MEETING: FREE RESOURCES

**ROSS SHAFER'S**  
**RELEVANT LEADERS CLUB**  
Innovate. Motivate. Educate. Sustain.

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

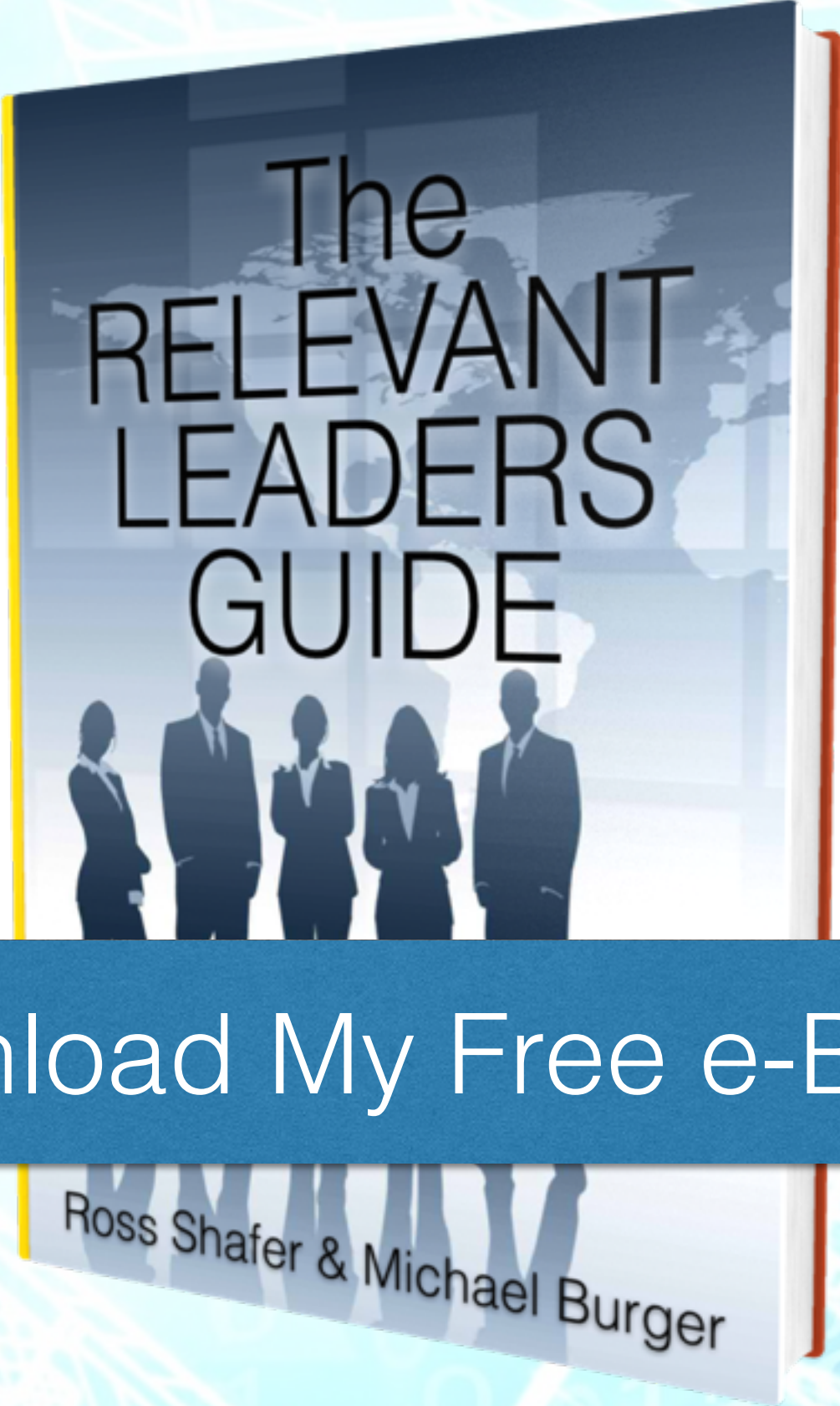
**Relevant Leaders Club** Download All

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?** | 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...
- 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...
- How 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...  
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...


Leadership Video Blog

Download My Free e-Book



[www.RossShafer.com](http://www.RossShafer.com)



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 lighter blue color, creating a digital or data-driven aesthetic.

**Organizations with**  
**CHARACTER**  
**last 63% Longer**





Chuck Shafer 1927-2001





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



Daddy/Daughter date  
11th birthday!



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# Ongoing Encouragement





Ross  
Shafer

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**Richard Schelp**

**901-754-9404**

**[Richard@ExecutiveSpeakers.com](mailto:Richard@ExecutiveSpeakers.com)**