



**How to Stay  
Relevant.**

**How to Sell  
More.**

**Ross Shafer**

Restaurants/Food Service



Retail Clothing



TV & Film Production



Building & Construction Industry



**SHAFER® PROJECTION TV**

Turn your Den or Rec Room Into a Video Theatre

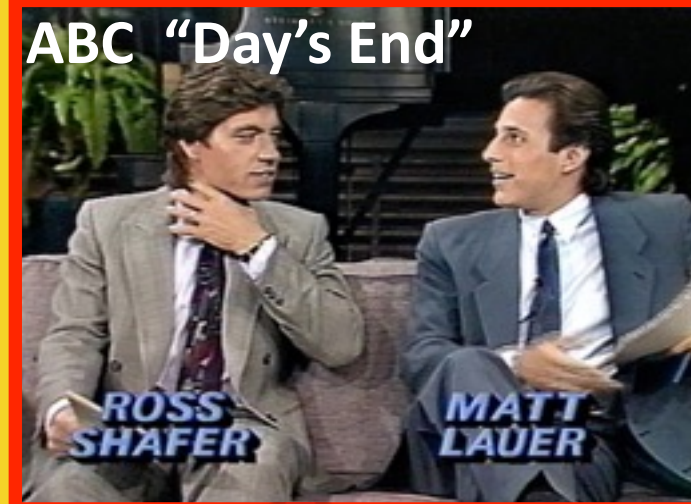
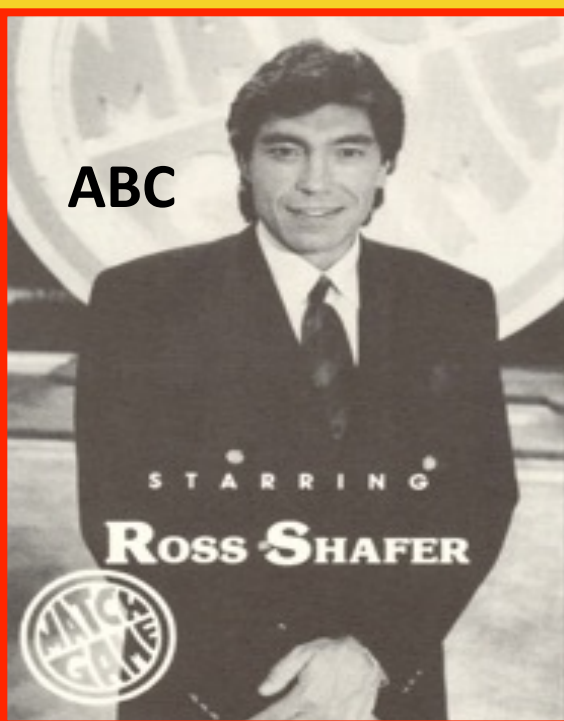
- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

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

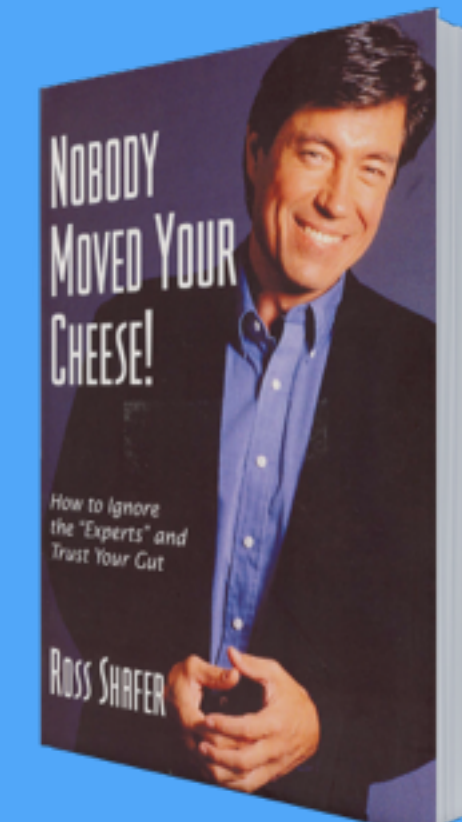
**Manufacturing**



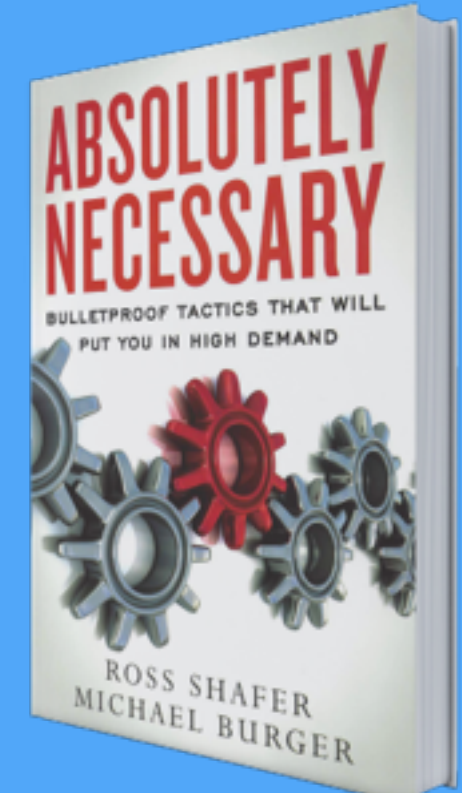
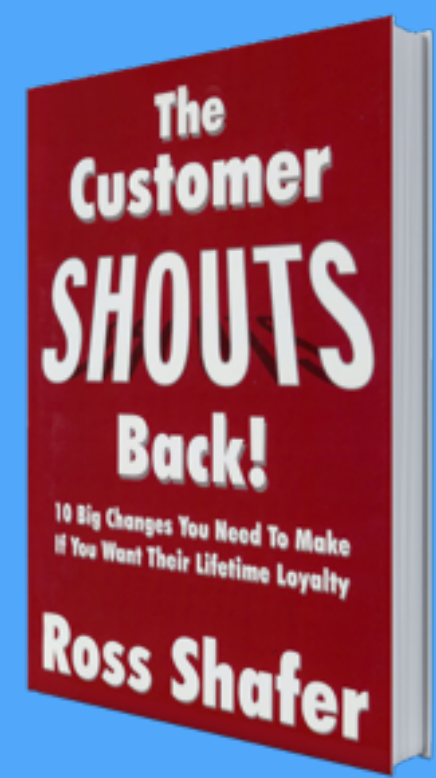
Won (6) Emmys



2



3



# PROGRESSIVE ENTHUSIASTS



## DEMOGRAPHIC SNAPSHOT

- Males ages 35-64
- HHI \$75-200k USD
- Reside in both urban and suburban settings.

## SHOPPER ATTITUDE

- Seek information from a variety of sources including Consumer Reports, expert and consumer reviews, and online forums.
- Value the perspective of those who have experienced the product.
- As they get closer to purchase, they tend to be self-directed in store as they are armed with research conducted online.

## PSYCHOGRAPHIC SNAPSHOT

- Seek the latest innovation.
- Comfortable with new technology.
- Look to design as a key indicator of quality and performance.

## KEY VALUES

- Technology
- Design
- Performance

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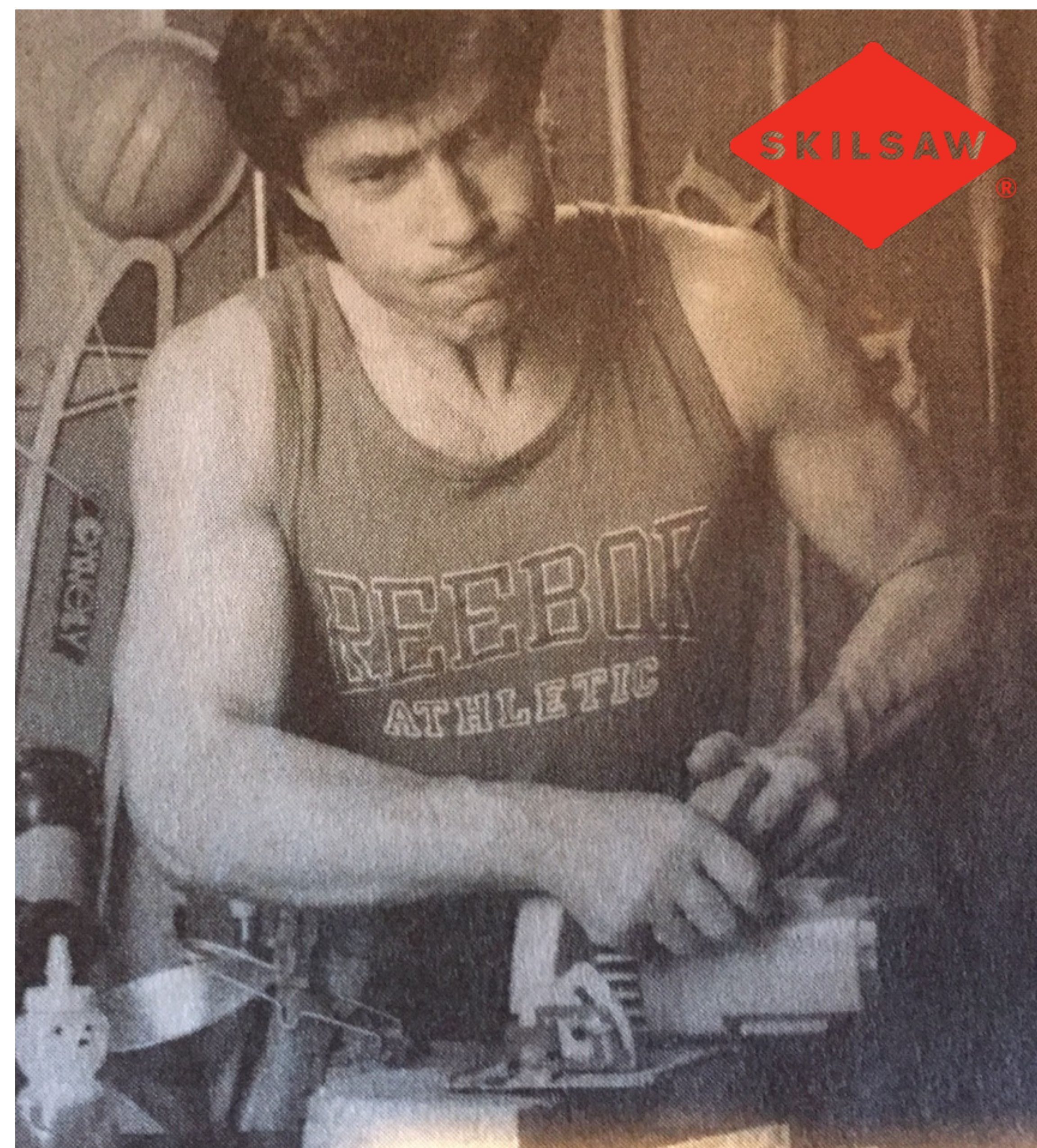
## PSYCHOGRAPHIC SNAPSHOT

- \*Love to give the impression I care about my carbon footprint
- \*Too lazy to refill my gas can at a station
- \*Don't want to risk a rotator cuff injury

## KEY VALUES

- Technology
- Design
- Performance





Bragging rights  
re: my father-in-law

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 is centered horizontally and has a slight glow effect.

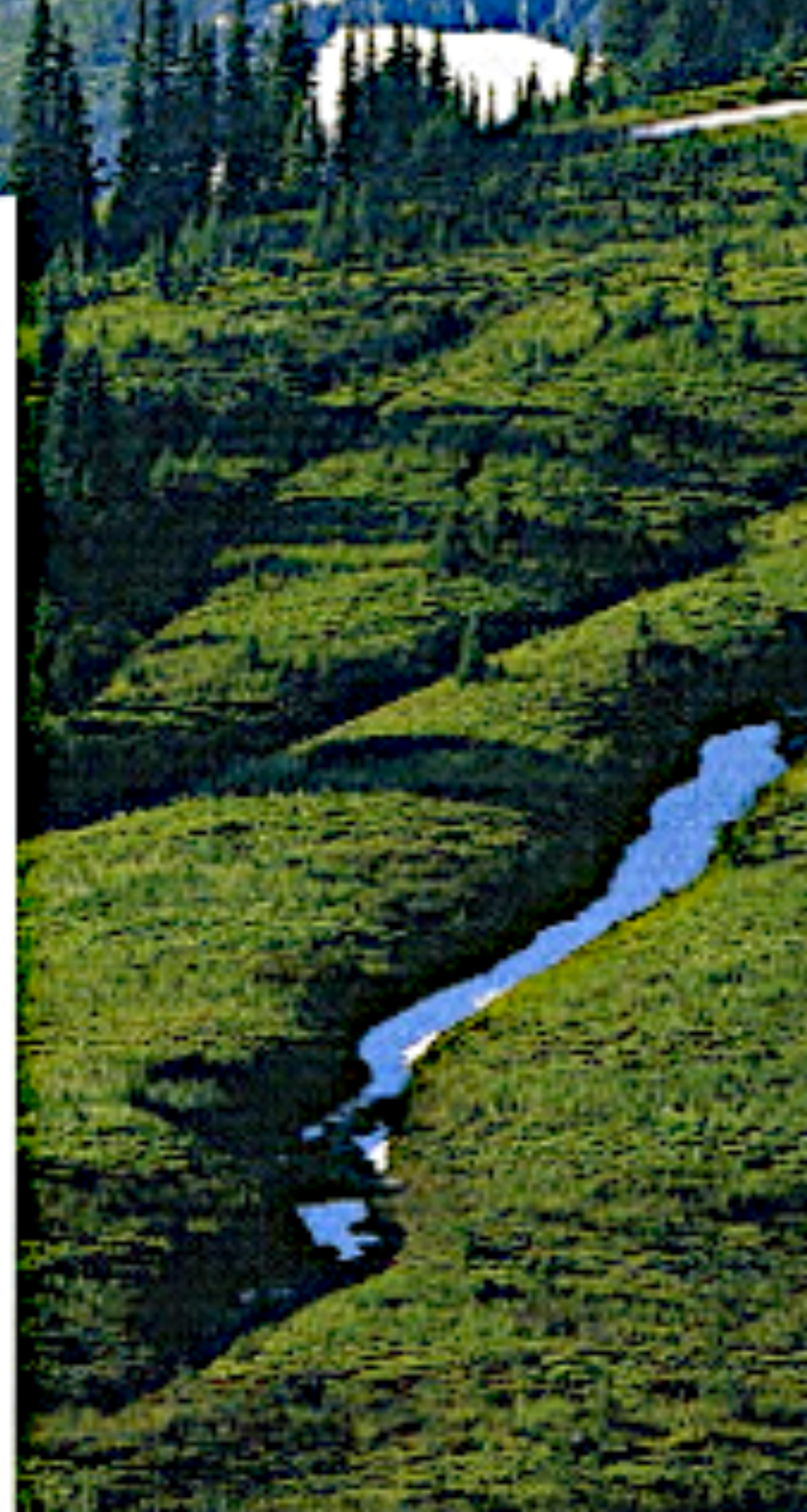
**What I'm Not...**



# Blackfoot Nation

Chemeketa Reservation land  
(Salem, Oregon)

Puyallup Indian Reservation  
(Puyallup, Washington)







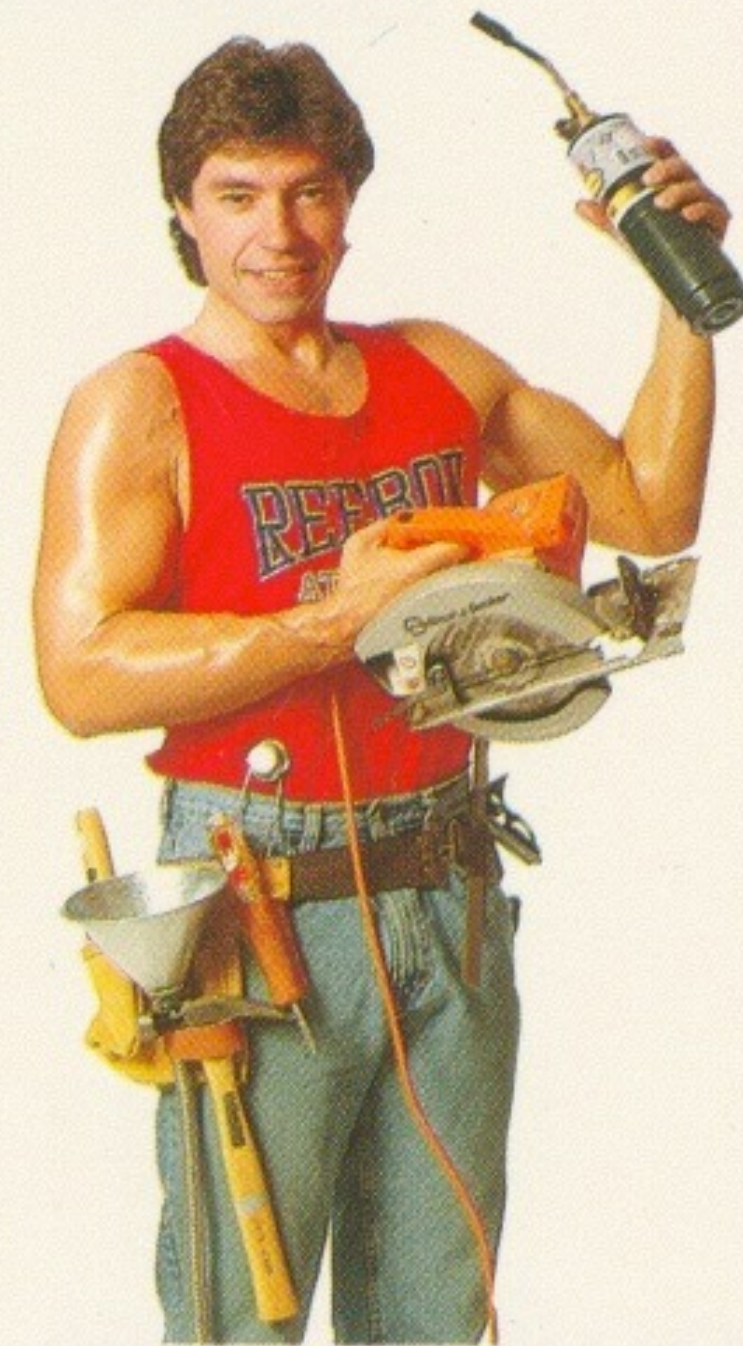
# Follow the Tracks of the Herd

# COOK-LIKE- A-STUD

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

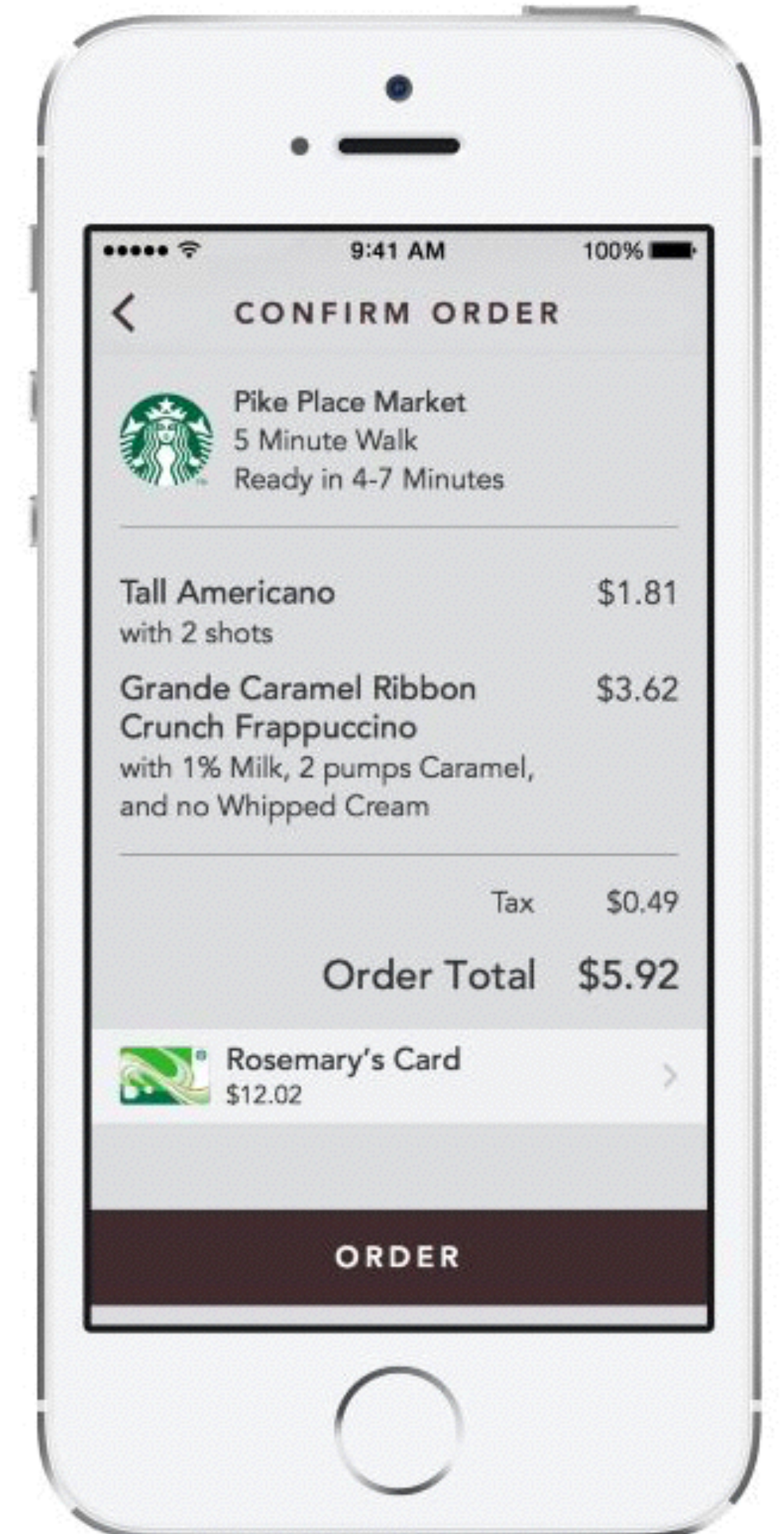
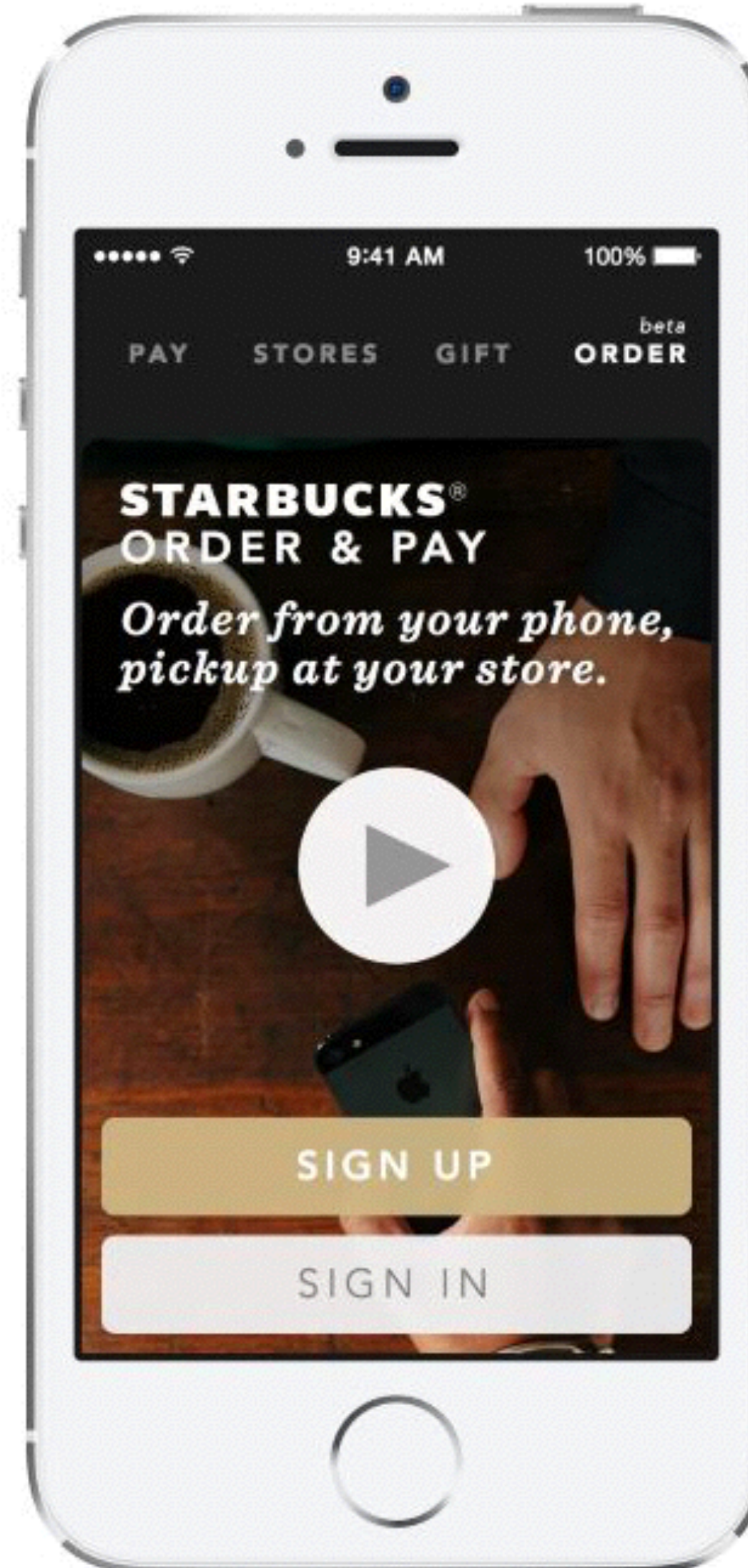
Foreword by  
JEFF "THE FRUGAL GOURMET" SMITH

## 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 streams of binary code (0s and 1s) in a lighter blue color, creating a digital and engineering atmosphere.

# **Get Innovation & Insight from Unlikely Sources**

# Hotel Events

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

## Events for February 8, 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







LARAMAR

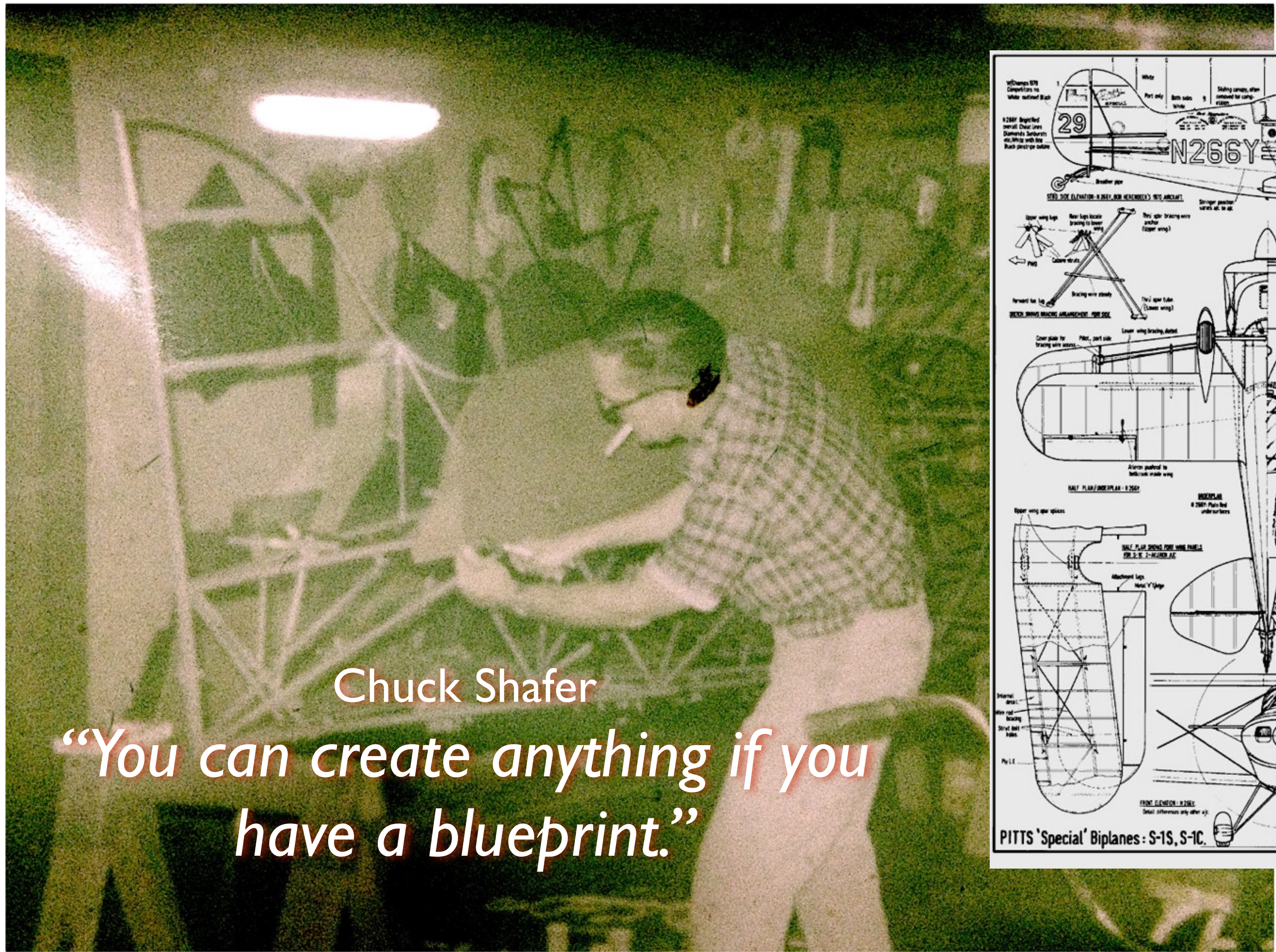
55,000 UNITS





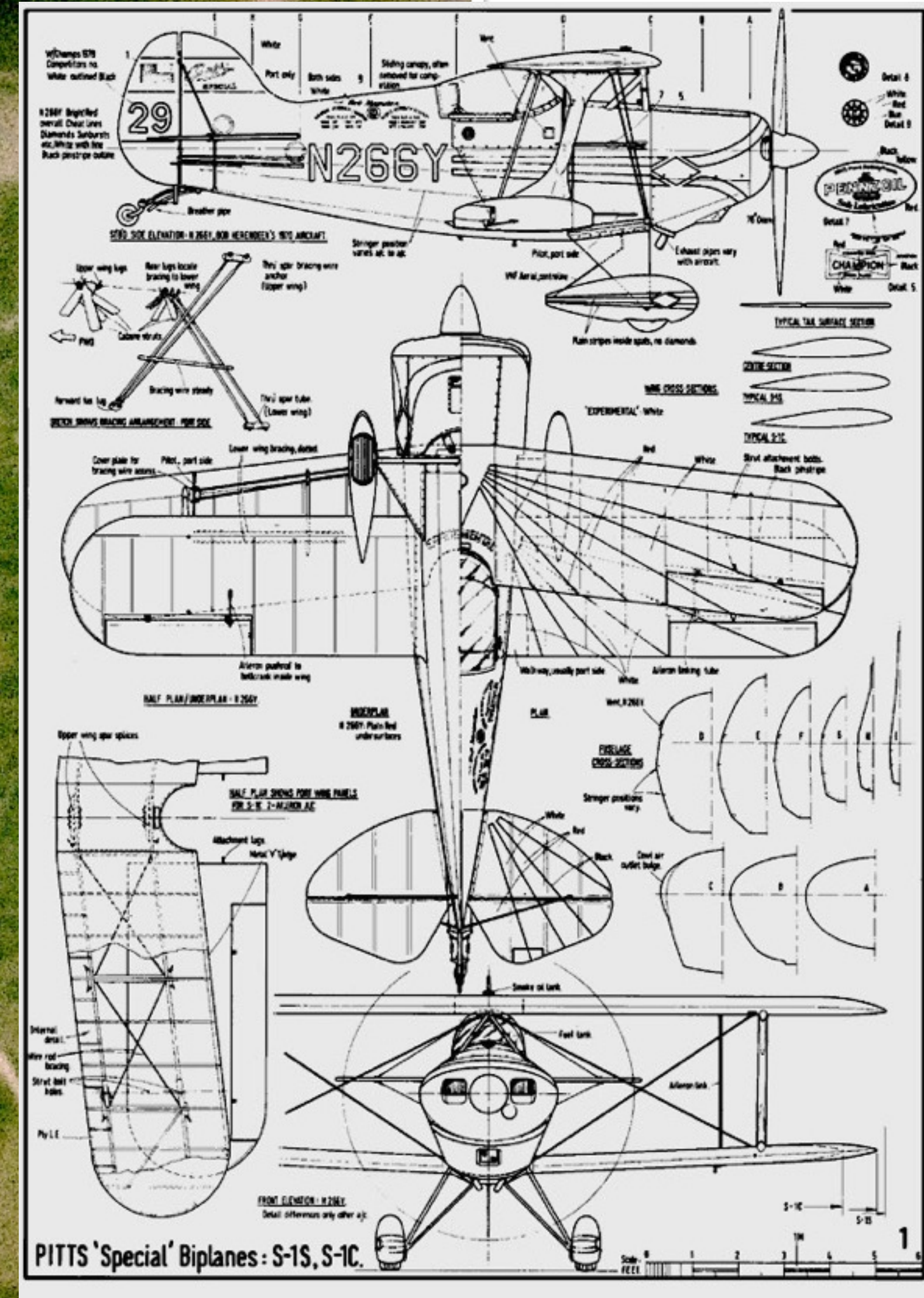
The background is a vibrant blue gradient. It features a complex overlay of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Interspersed among these drawings are strings of binary code (0s and 1s) in a lighter blue color, some appearing to float or move across the scene. The overall aesthetic is that of a high-tech or engineering environment.

**The Most  
Successful  
Salespeople  
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**





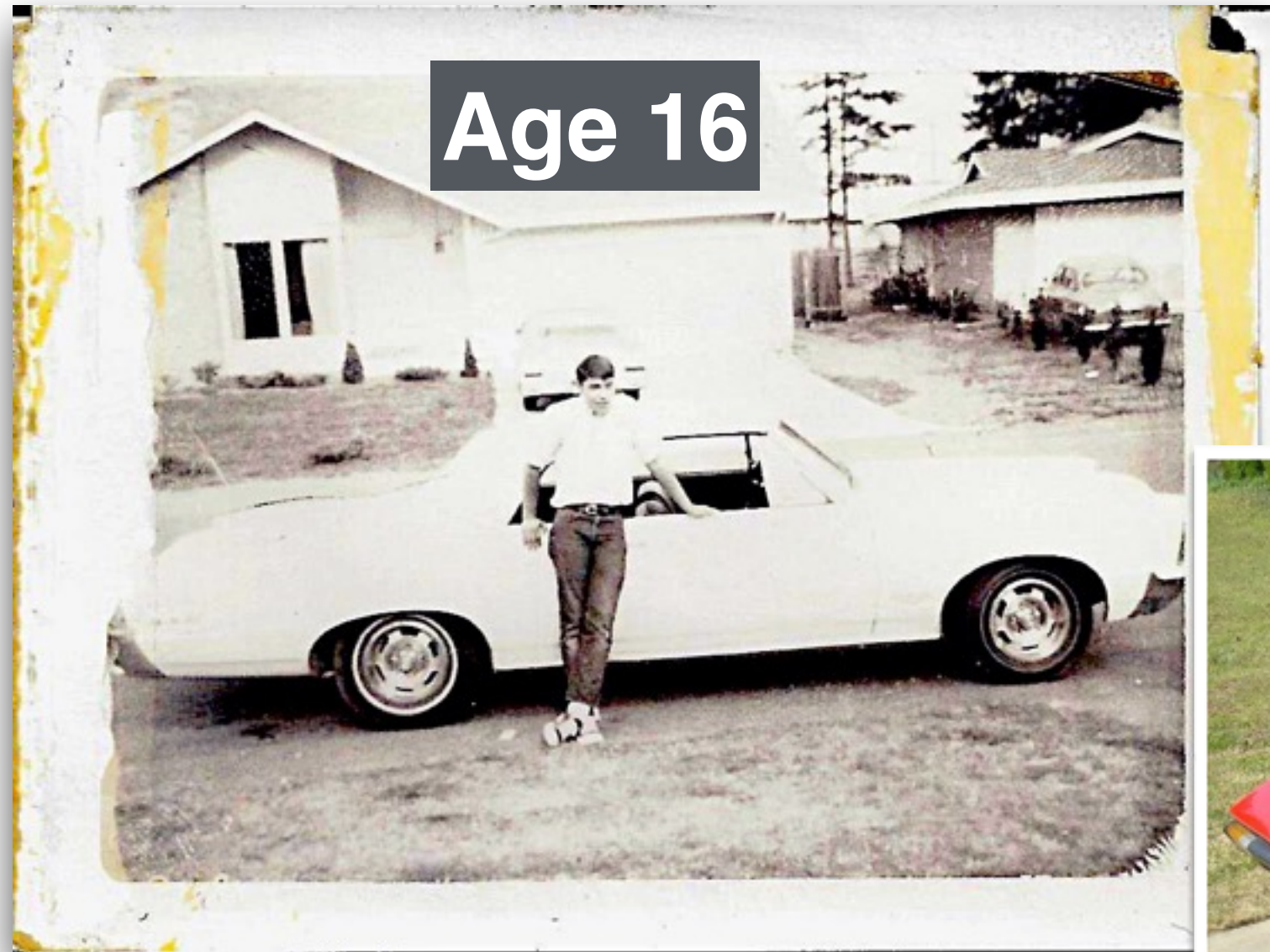
Age 13



Age 14



Age 17



Age 16



Age 29



Age 19





# UNITED STATES BANKRUPTCY COURT Western District of Washington

Honorable Brian D. Lynch, Chief Judge | Mark L. Hatcher, Clerk of Court







*Explaining things the easy way!*

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

### **Advancing Beginners**

#### **The Beginners Guide Volume 1**



Sam & Enrico

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...”



## 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.

# EGO GENERATED VIDEO REVIEWS



ego mower channel



Home

Trending

Subscriptions

RY

History

Watch later

Leadership Tips ...

Customer Experi...

Show more

SCRIPTIONS

Norm Macdonald 1

Video Creators 9

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Uploads PLAY ALL

SORT BY



**EGO Power+ 15" 56V Lithium-Ion POWERLOAD™ String**

432 views • 5 days ago



**GAS vs. EGO Power+ Backpack Blower – Skip**

2K views • 3 months ago



**EGO Power+ Handheld and Backpack Blowers**

3.4K views • 4 months ago



**EGO Power+ 600 CFM Backpack Blower**

1.2M views • 7 months ago



**EGO Power+ 15" String Trimmer with Rapid Reload**

3.2K views • 8 months ago



**How to connect the Extension Pole and Pole Saw**

2.3K views • 9 months ago



**How to adjust the Pole Saw Attachment Chain Tension**

3.4K views • 9 months ago



**How to Connect and Remove Attachments**

6.1K views • 9 months ago



**How to Install and Remove the Battery Pack**

2.9K views • 9 months ago



**How to Adjust the Edger Attachment Depth**

3.3K views • 9 months ago

# USER GENERATED VIDEO REVIEWS



ego mower reviews



**Ego Lawn Mower (Don't buy it before you watch this)**  
306,987 views

723 likes 202 comments SHARE

SUBSCRIBE 267



DDanny1 9 months ago

I have had an Ego for almost two years. I cut about 2 acres with it. I have insomnia so I do it at night. Houses are about 60-70 yards apart. I've asked my neighbors and they say they can't hear it. I have 4 acres. About a year ago I started in the the overgrown woods to use the ego to chop out all the underbrush and give it a "park" look. Now several of my neighbors are doing the same.

Read more

Up next

AUTOPLAY



**Kobalt vs EGO Electric Mower Showdown!**

Punch Your Mancard

19K views

14:10



**Ego Power Plus vs Honda HRX217**

Grass Daddy

25K views

13:08



**Ryobi Vs Ego | Battle of Self Propelled Battery Mowers**

WorkshopAddict

23K views

11:42



**Greenworks VS EGO electric lawn mowers comparing / slow**

Family COOL Reviews

71K views

8:13



**Best Cordless Mowers of 2016 - Top 5**

Tools In Action

122K views

25:11



**Cost to Run an Electric Mower**

jettlash1000

24K views

3:05

# PROGRESSIVE ENTHUSIASTS



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Consider Developing Personas



**Ross Shafer**

March 3, 2017 · 🌐

Going cordless and quiet with my new EGO mower. My neighbor was bragging so I had to buy one. Come by and give it a test drive ;-)  
I am on 3 acres. No gas can. No sore arm. No noise. Lazy wins again!

<https://RossShafer.com>



👤 8,127 people reached

Boost Post



“We have an exhaustive digital marketing outreach to the main influencers.”



GIORGIO ARMANI



GARNIER PARIS

*Kiehl's*

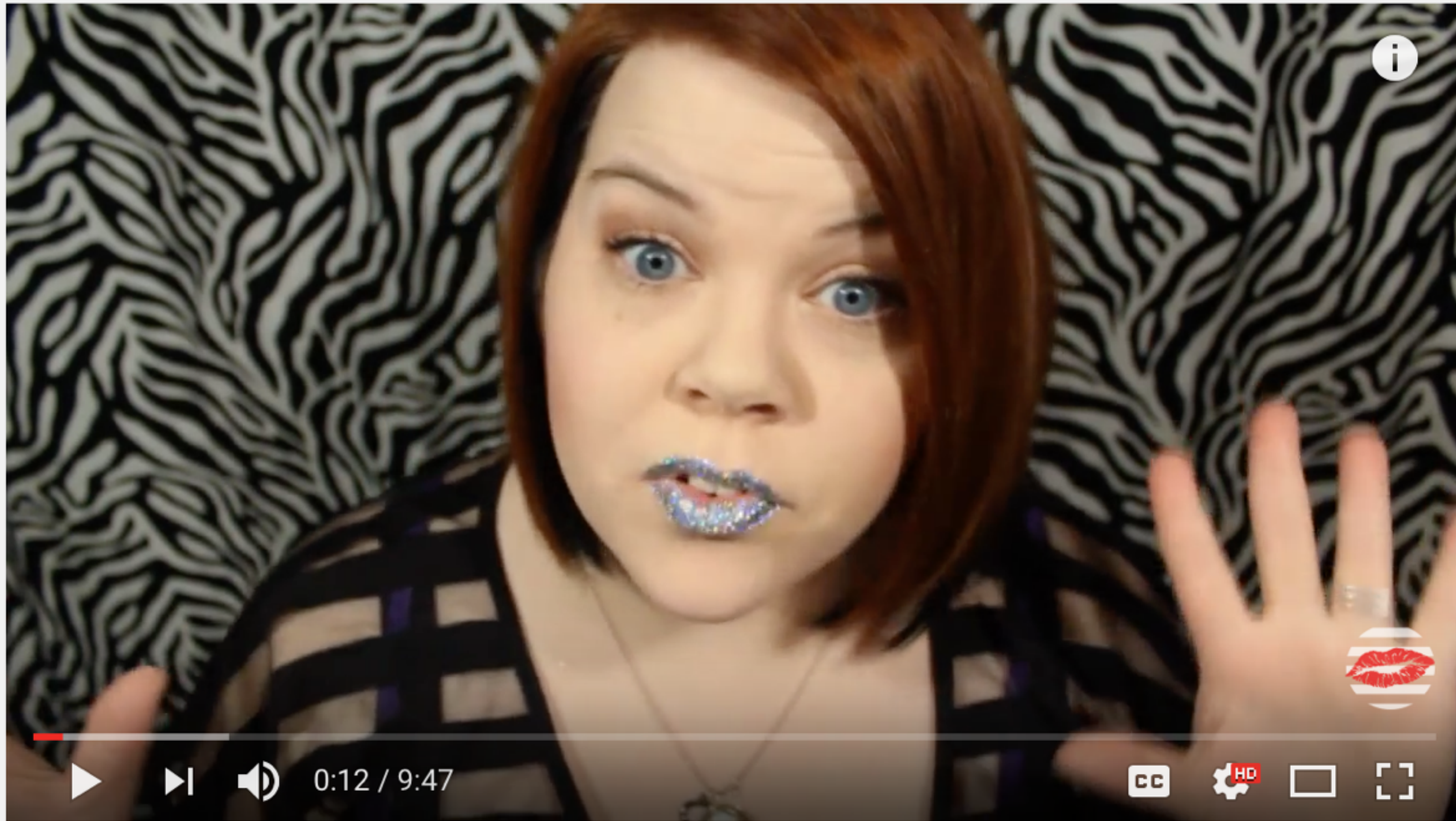
YVES SAINT LAURENT



VICHY  
LABORATOIRES

LANCÔME  
PARIS

MAYBELLINE  
NEW YORK



## 3D Silver Glitter Lips: Tips Trick & Tutorial



vintageortacky ✓

 **Subscribe** 402,327

8,219,186 views

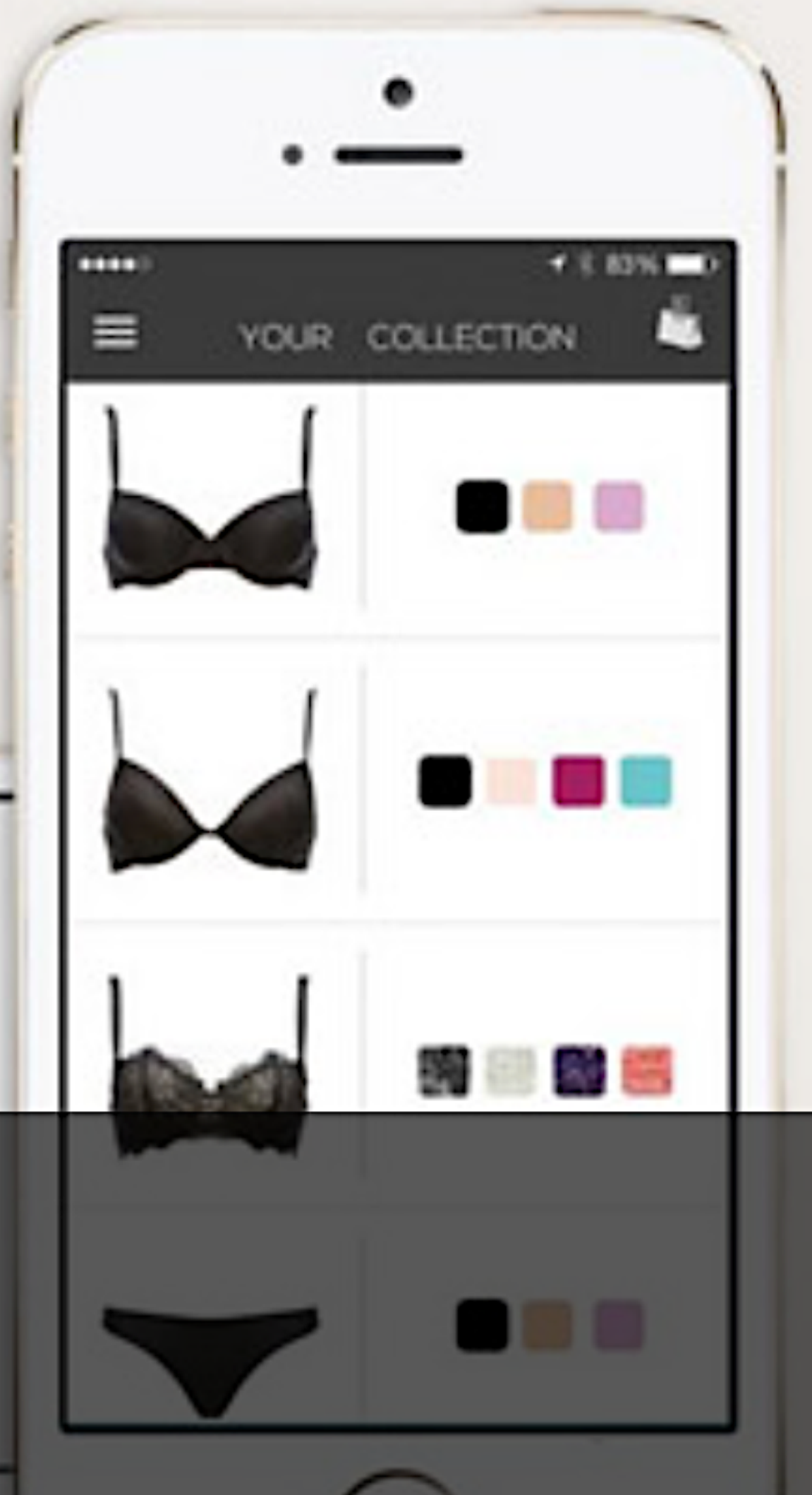
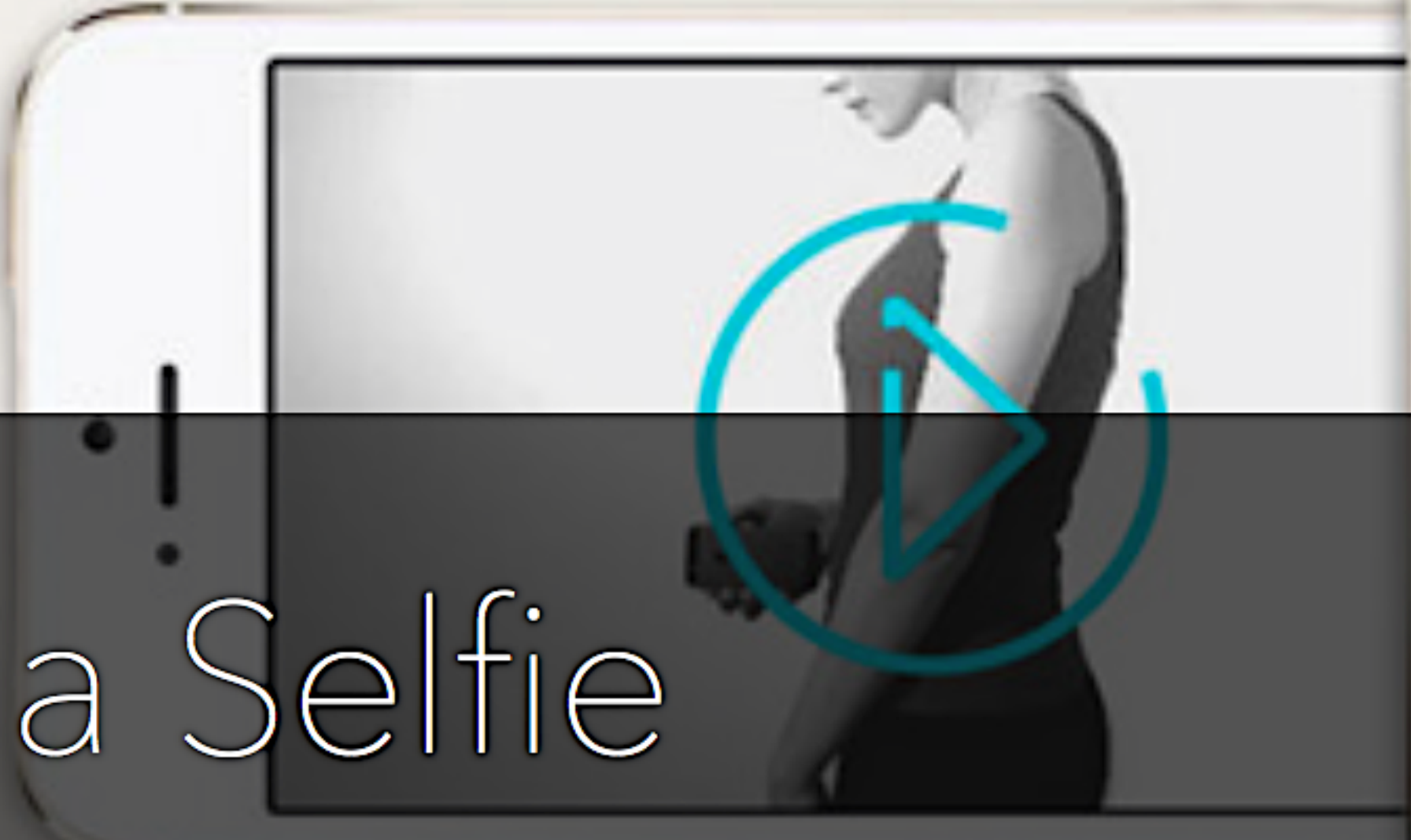
 Add to  Share  More

 20,837  4,478



 **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



**What is the  
New Customer  
Experience/Sales  
Blueprint?**



The image shows a blurred background of a grocery store aisle. In the center, the Amazon Go logo is overlaid in white. The logo consists of the word "amazon" in a lowercase, sans-serif font, followed by a curved arrow pointing from the 'a' to the 'z', and then the word "go" in the same font. The background is out of focus, showing shelves stocked with various products and a person in an orange shirt walking through the aisle.

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



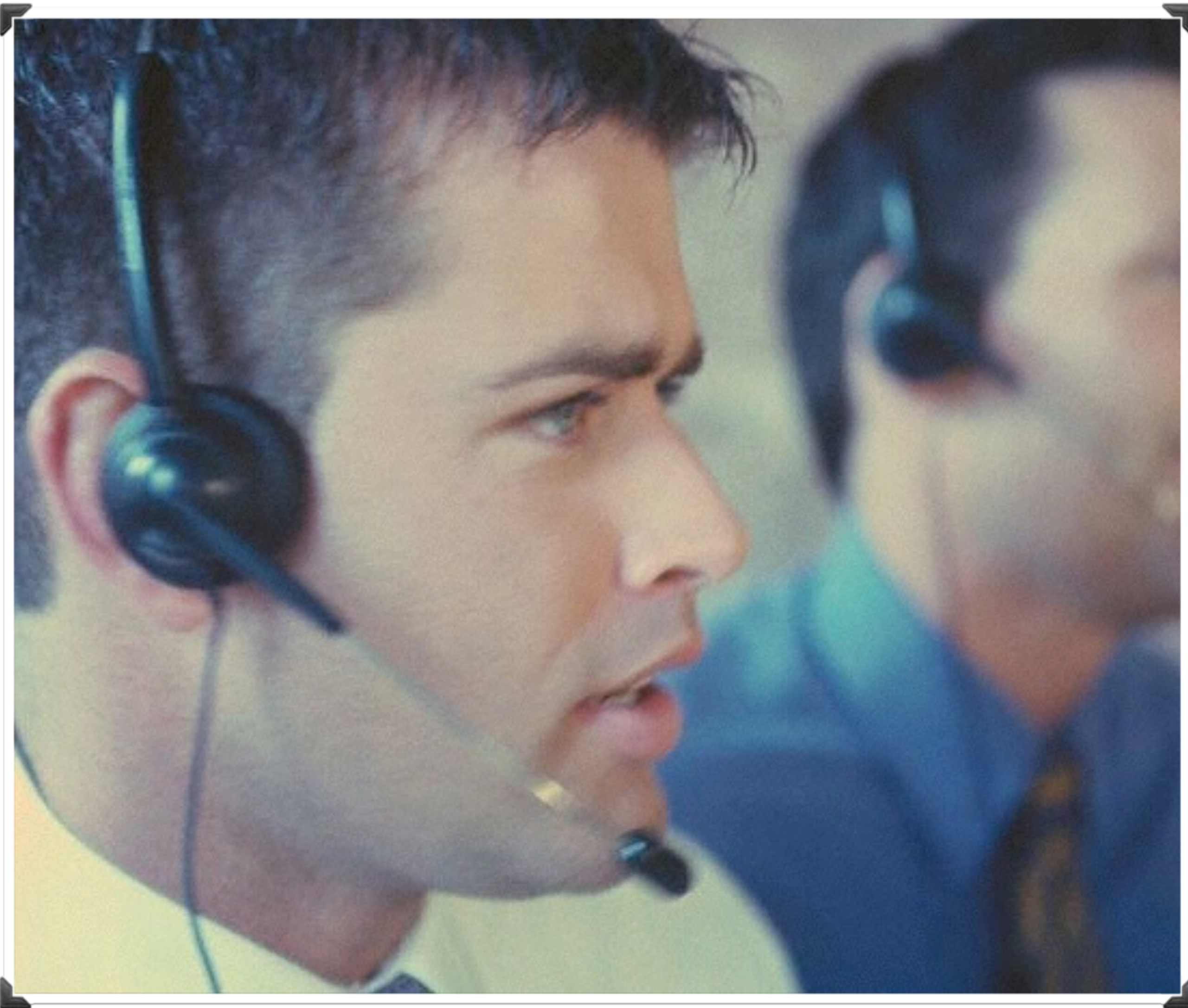
whatever • wherever

# THE WOW! awards®

for outstanding customer service...

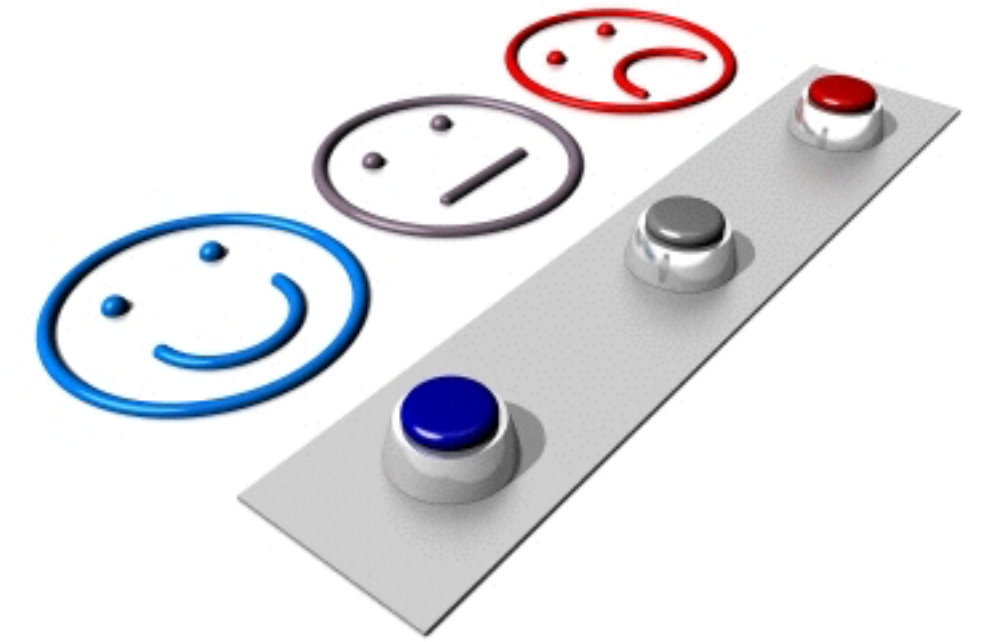
**POW!**

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.



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

# 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.**”



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.



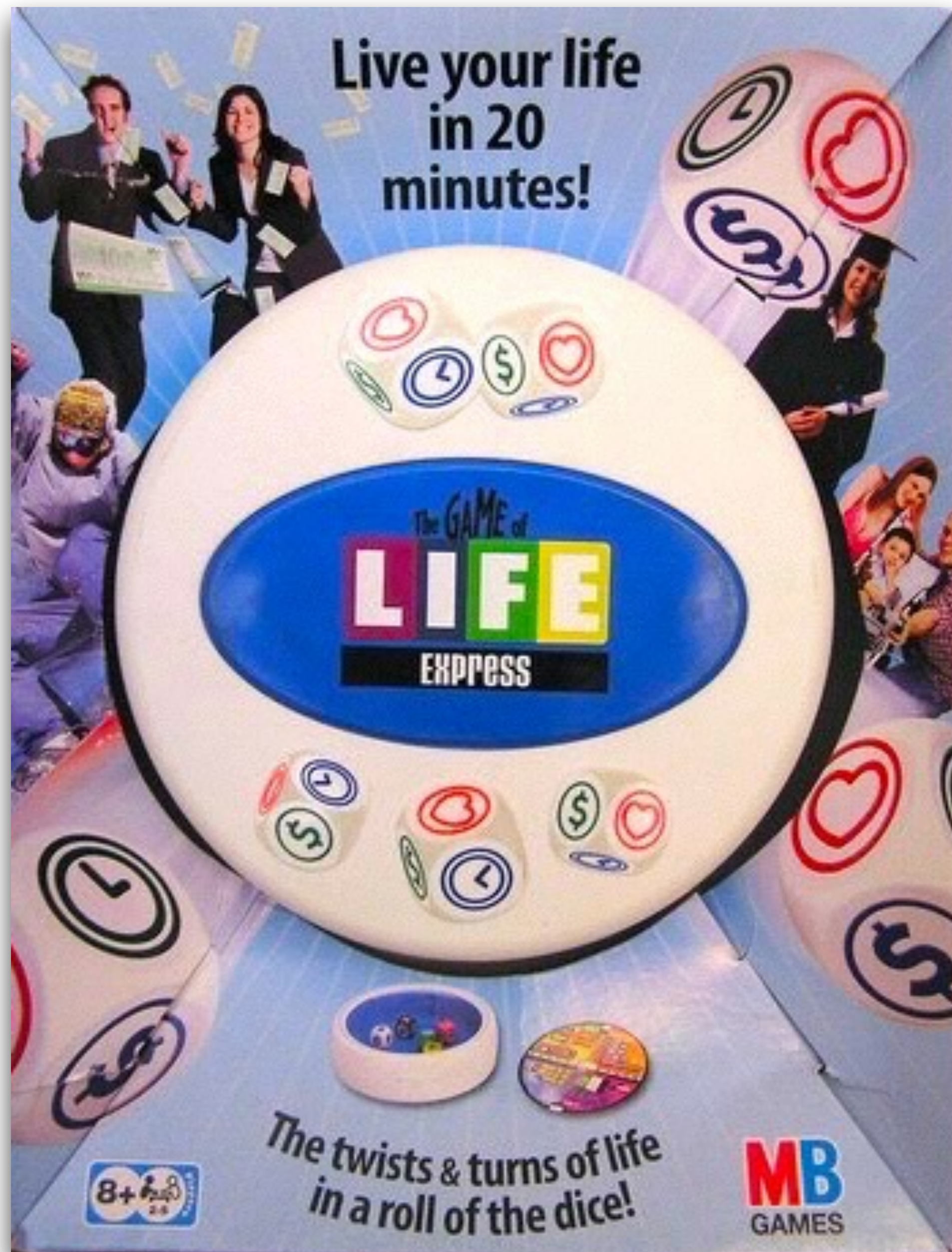
**Complaints led to losing 1,000,000m subscribers in just one quarter.**





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





Play These games in 20 minutes!





**Highest # of complaints meant they were  
*Last Place* in their industry  
re: Customer Experience**



**By coaching Linemen, Meter Teams, Call Centers, Admin, & Designers, we 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 patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

# **Attract & Retain Young People**

# Millennials Will be 40yrs old in 2 years!



**DON'T**

**MENTOR THEM**

**#1?**

**How Do They Want  
to be Managed?**



# Let Them Disagree



**#2:**

**How do You Motivate  
Them?**

# “LEVELING UP” Motivates Achievement



300,000 attended GamesCom

**#3:**

**What Attracts Them  
to Work for You?**

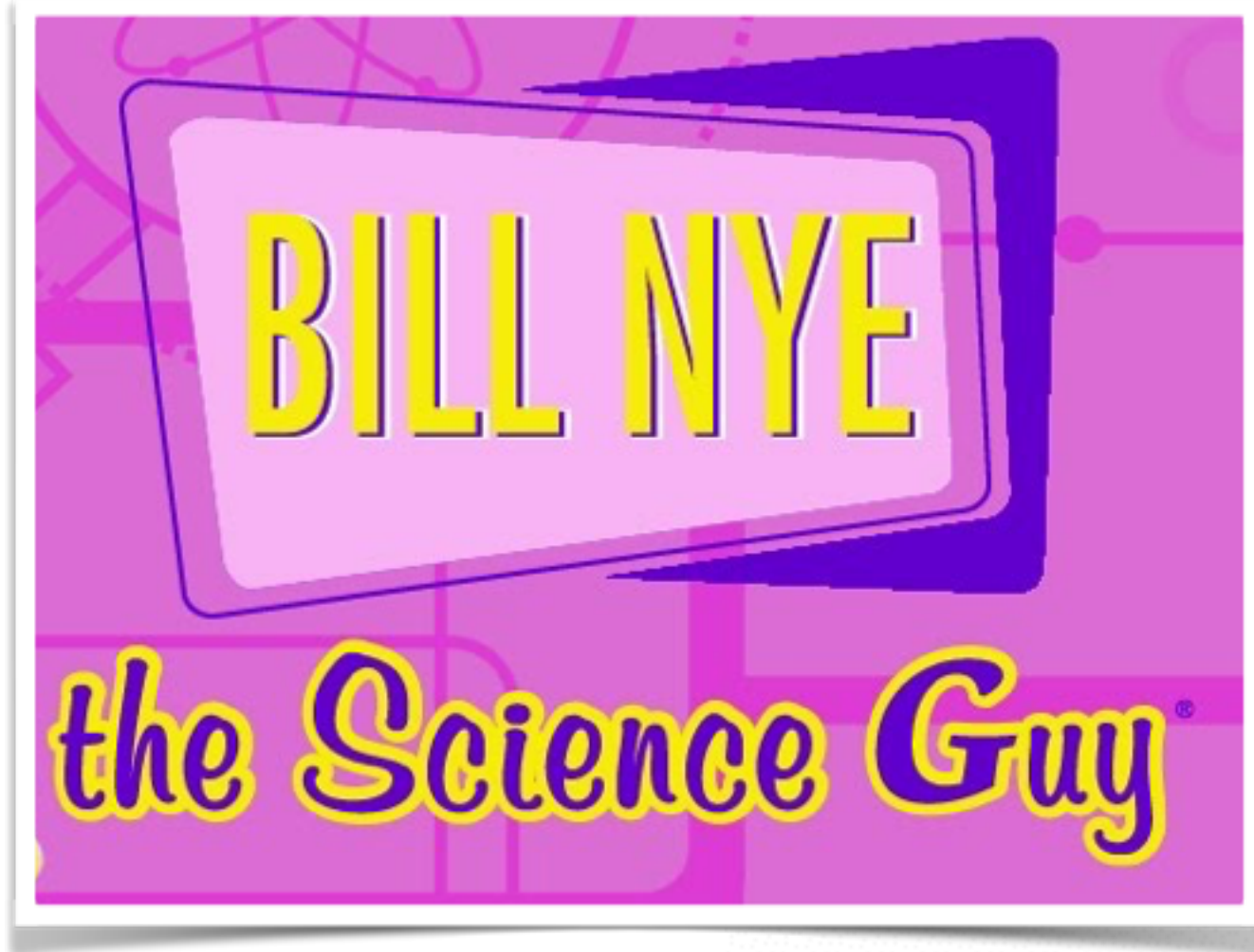
**FUN**

**Started 2011.**  
**In 2016, Unilever buys company for \$1 billion**



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 patterns of binary code (0s and 1s) in a lighter blue color, some of which are slightly blurred or faded, creating a sense of depth and digital connectivity.

**When You Find  
Superstars,  
Exploit Them...**







# Curiosity Selling







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

# 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

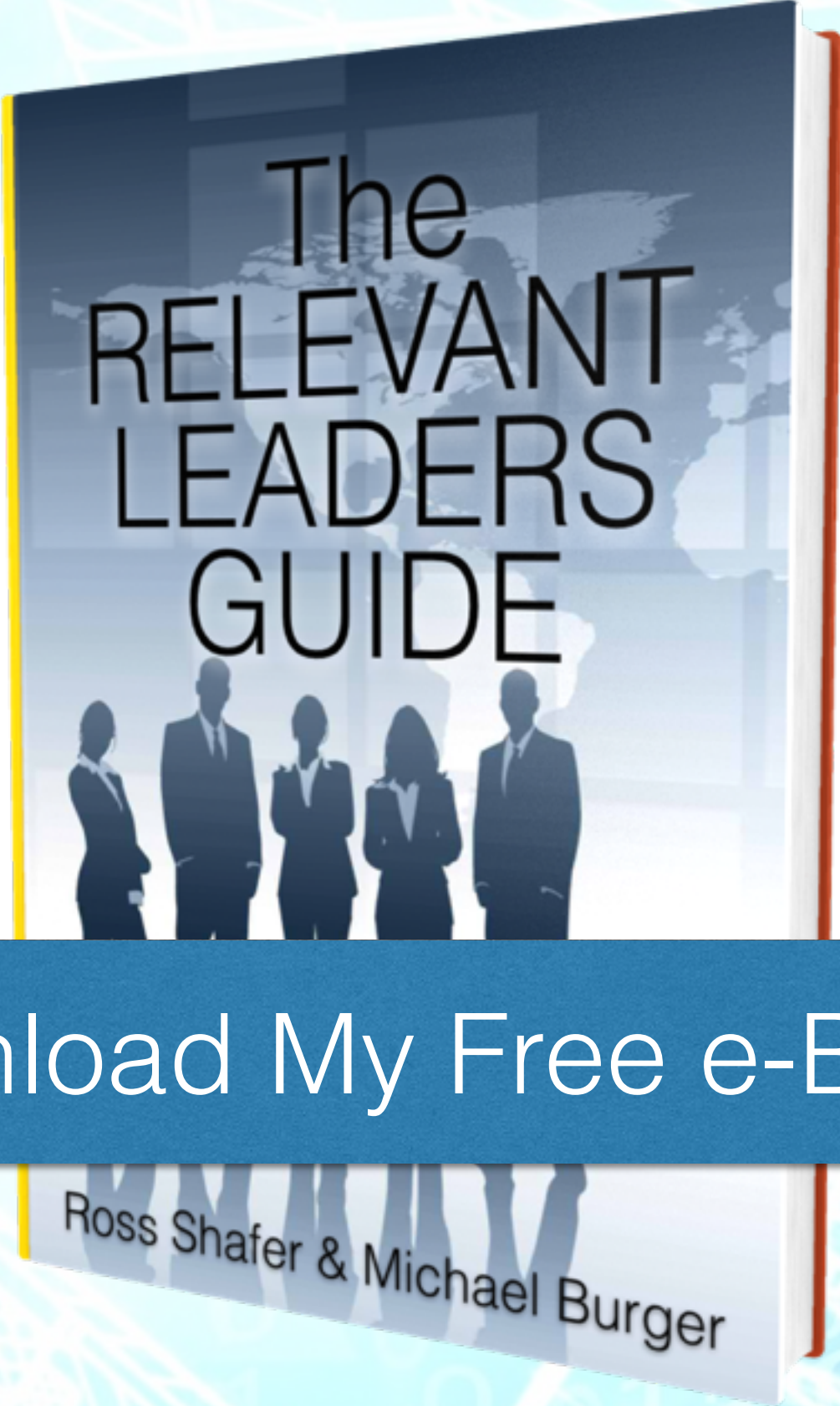
**Relevant Leaders Club** Download All

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  
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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** | 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  
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 repeatab...
- 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!

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 and engineering atmosphere.

# Ongoing Encouragement



Ross  
Shafer

**Questions?  
Comments?  
See me in the  
back**