



If You Want a Custom
Program for YOUR
team...

*Contact Lisa Warren
LWarren@SpeakInc.com
1-619-300-4434

ROSS SHAFER

How to Stay Relevant

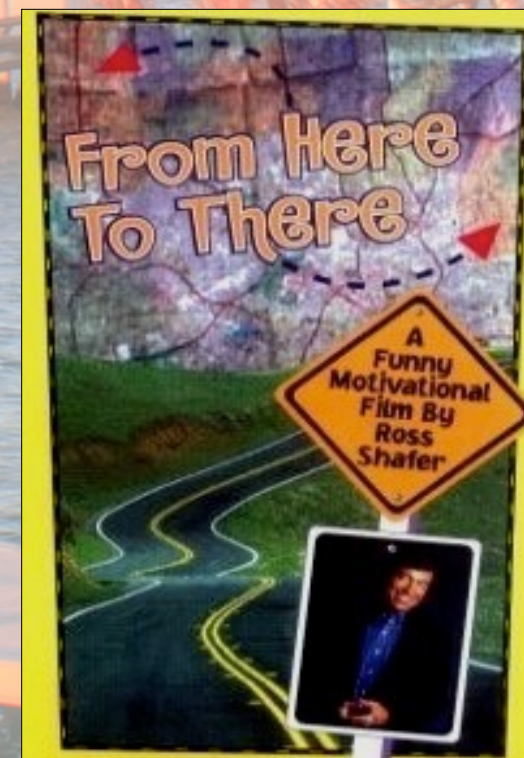
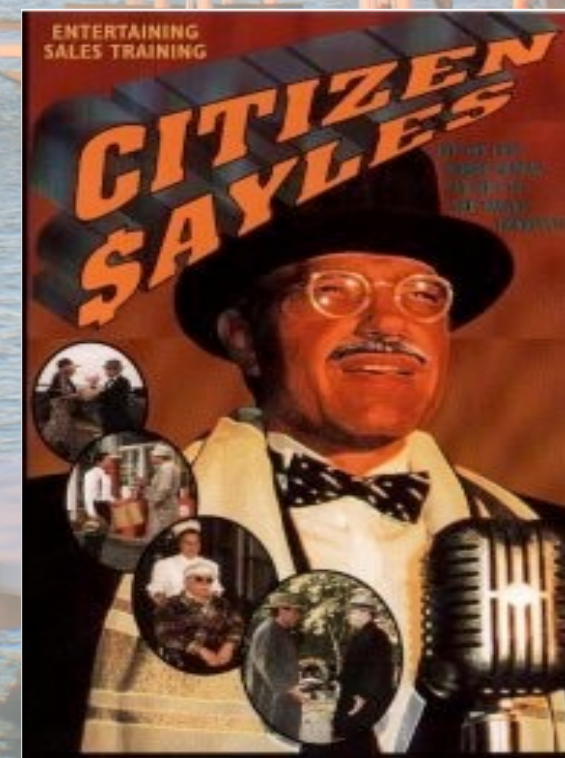
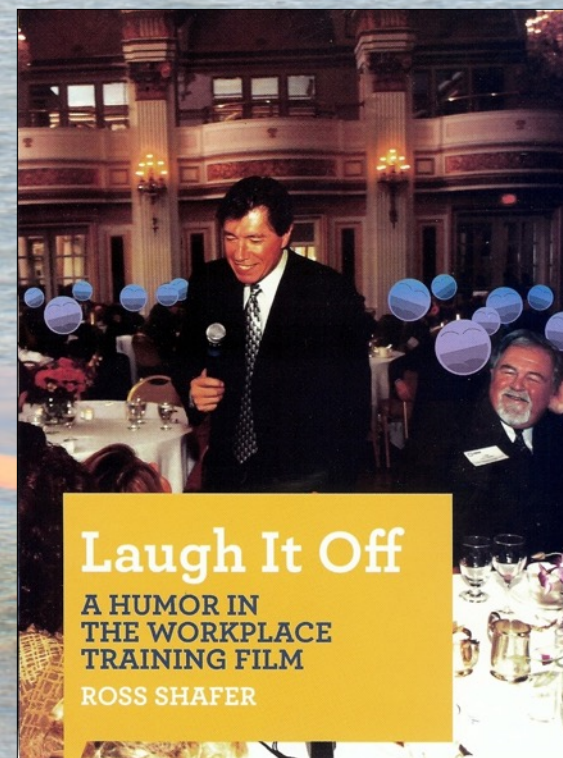
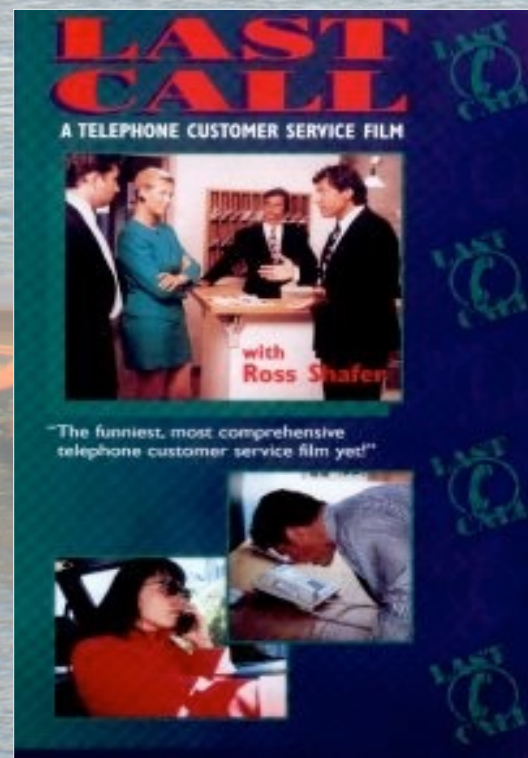
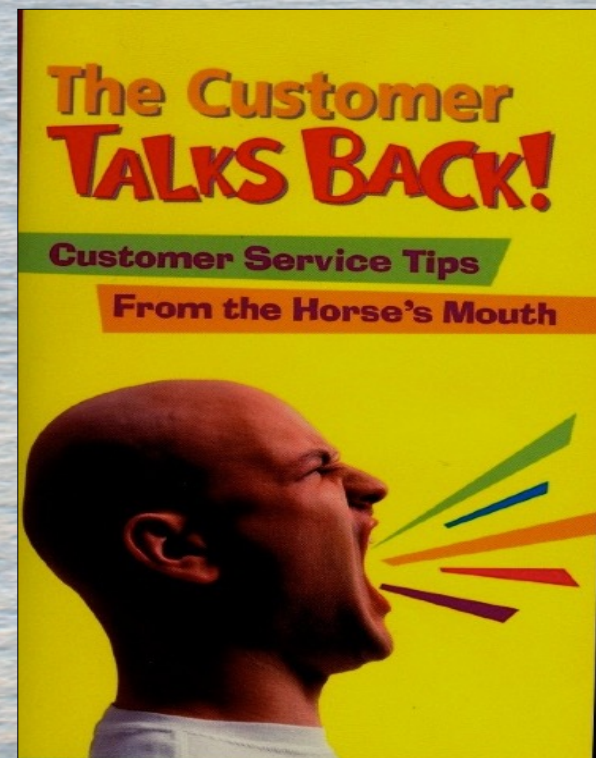
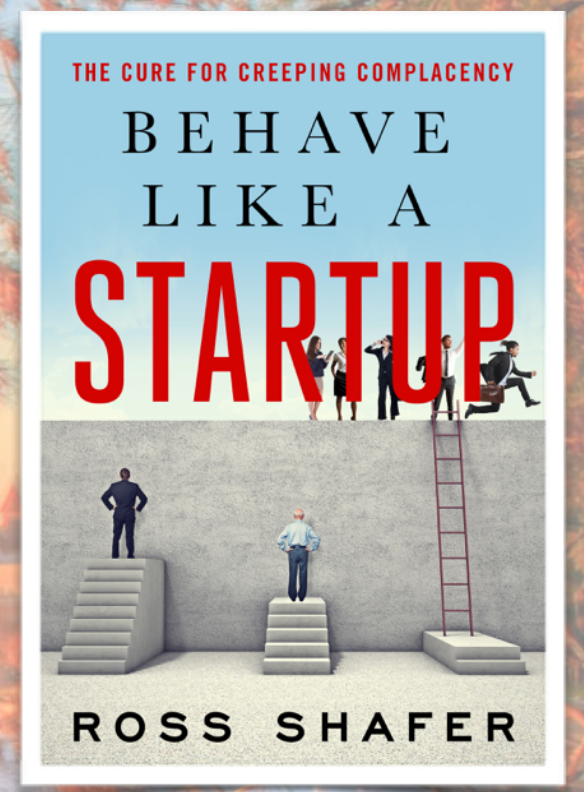
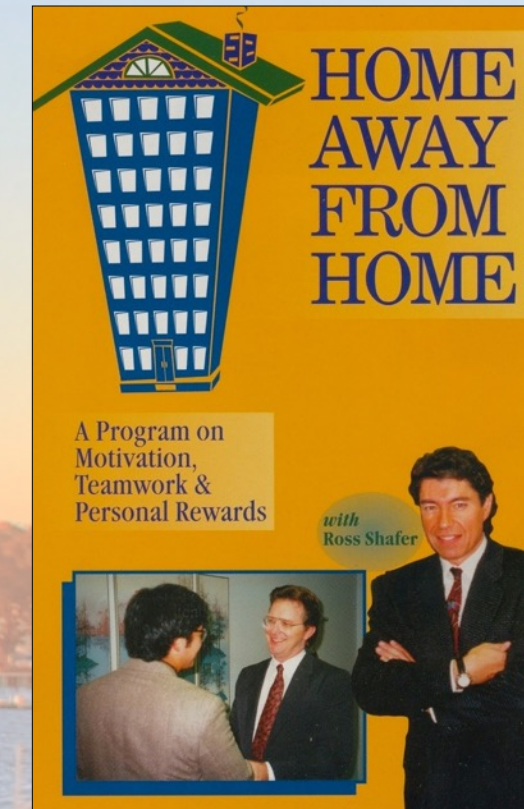
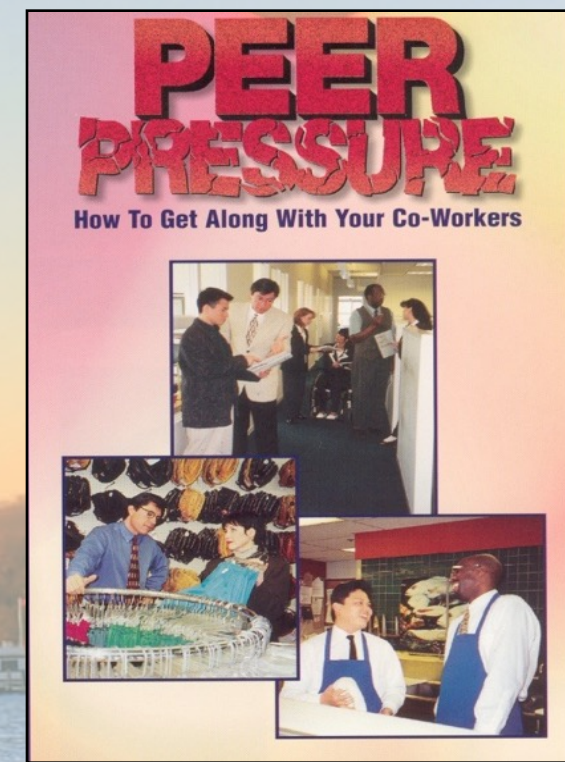
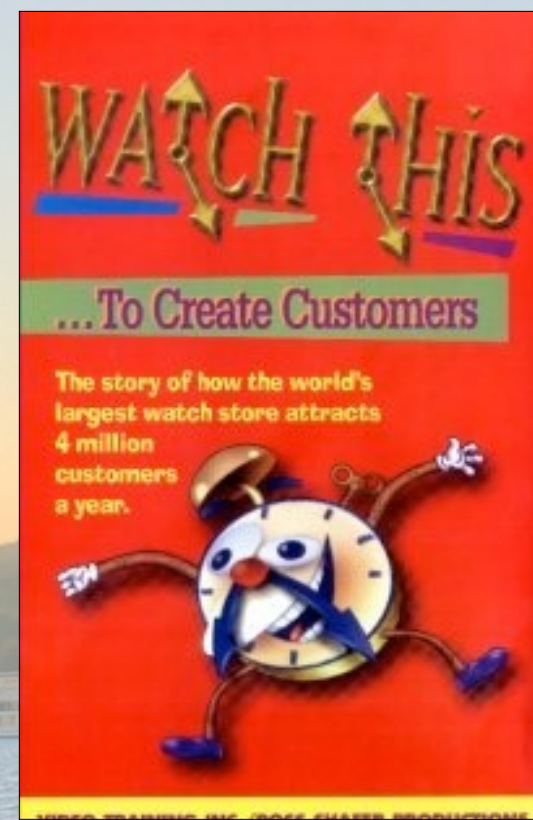
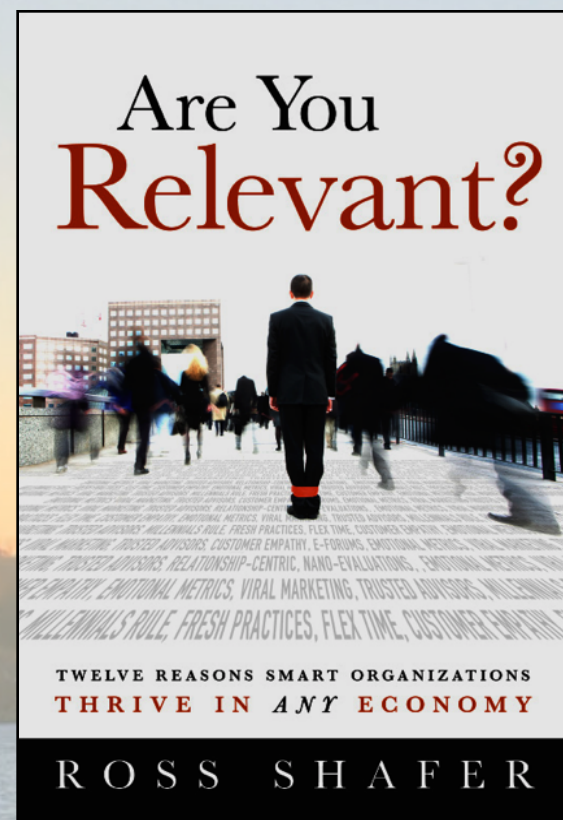
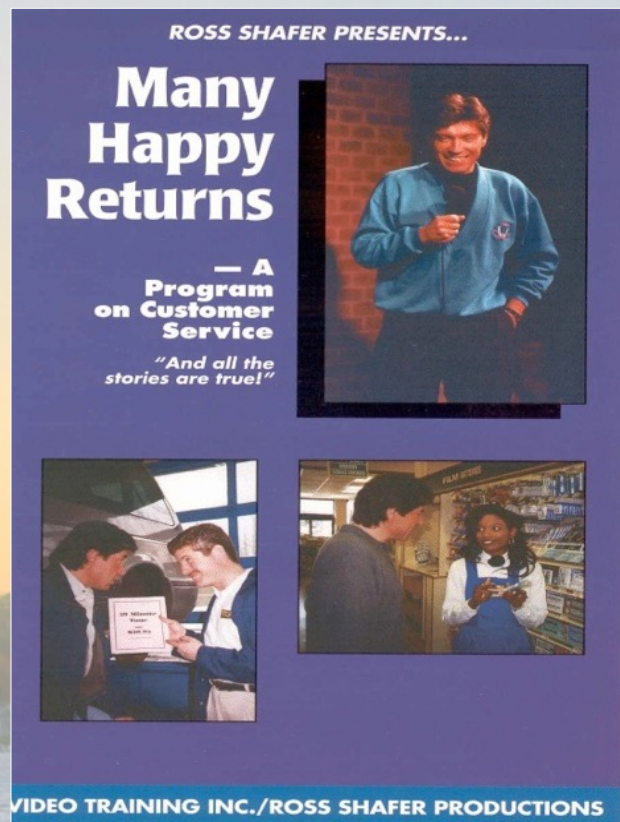
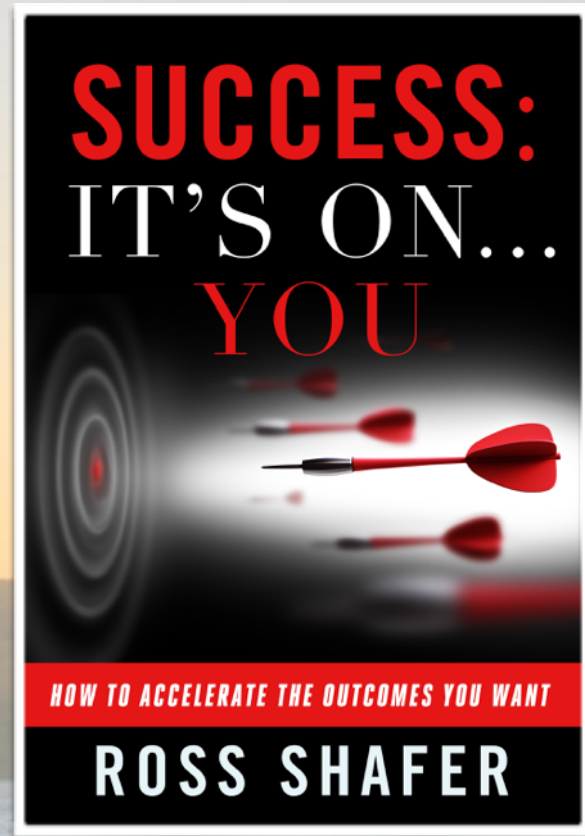
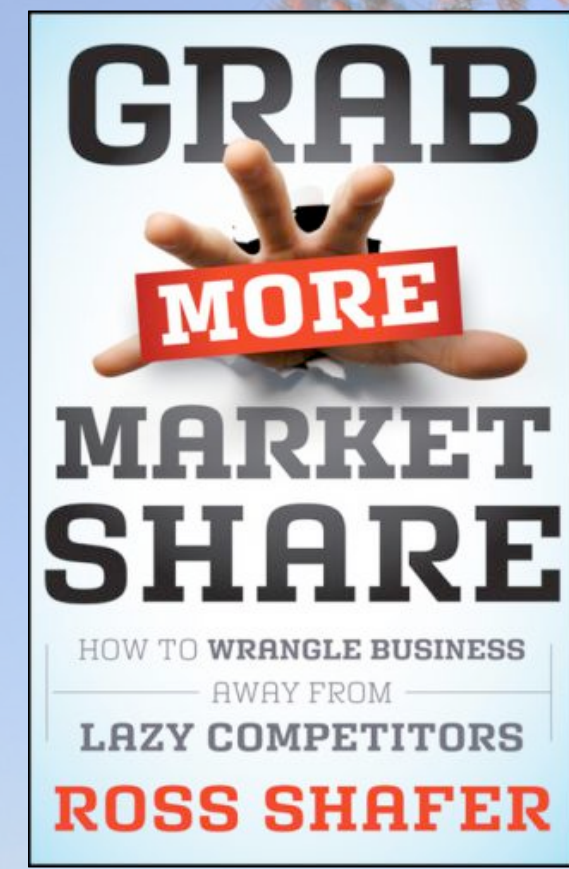
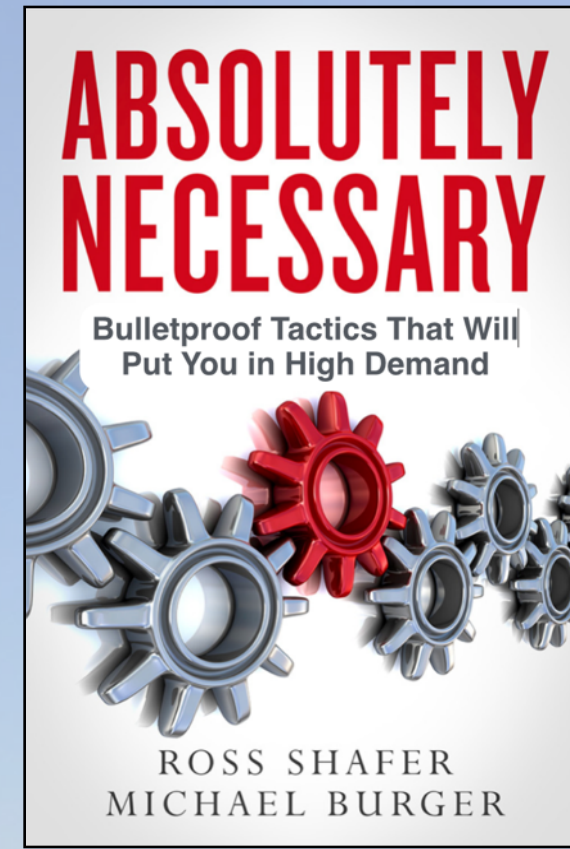
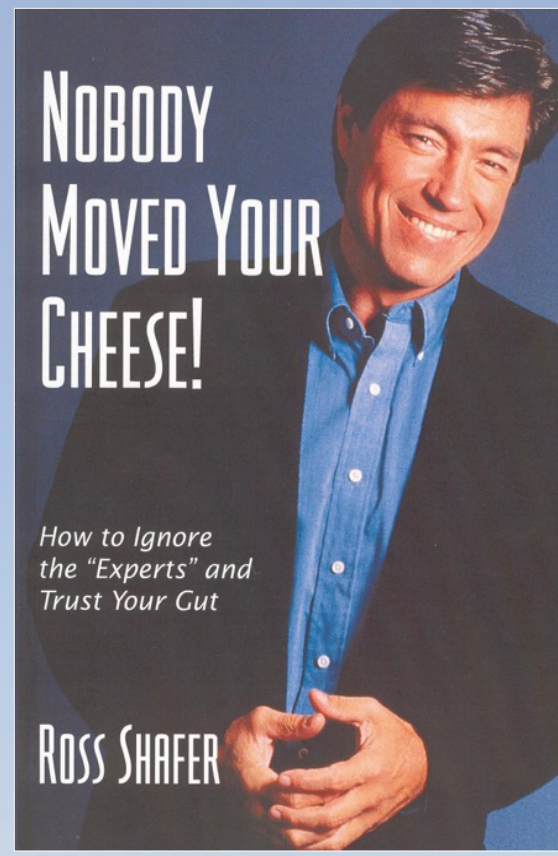
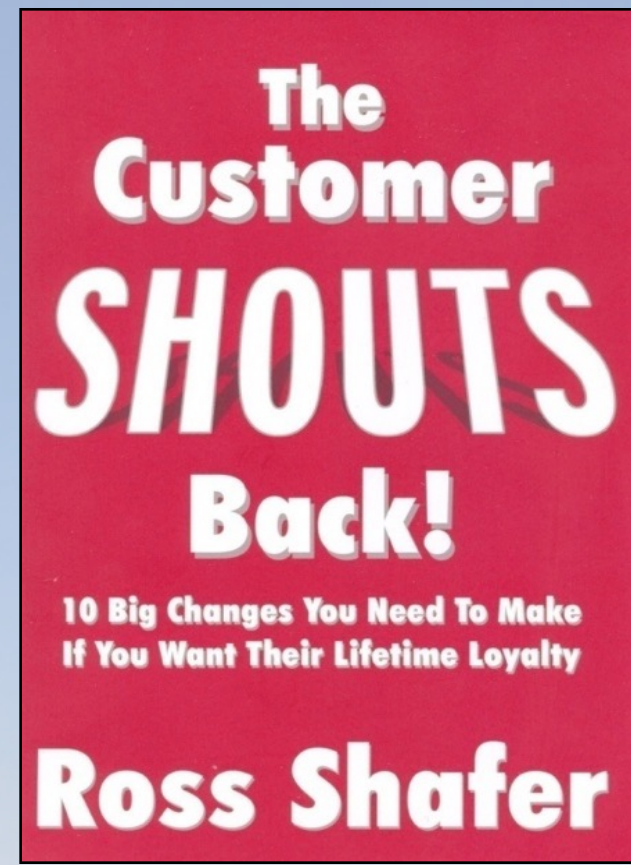
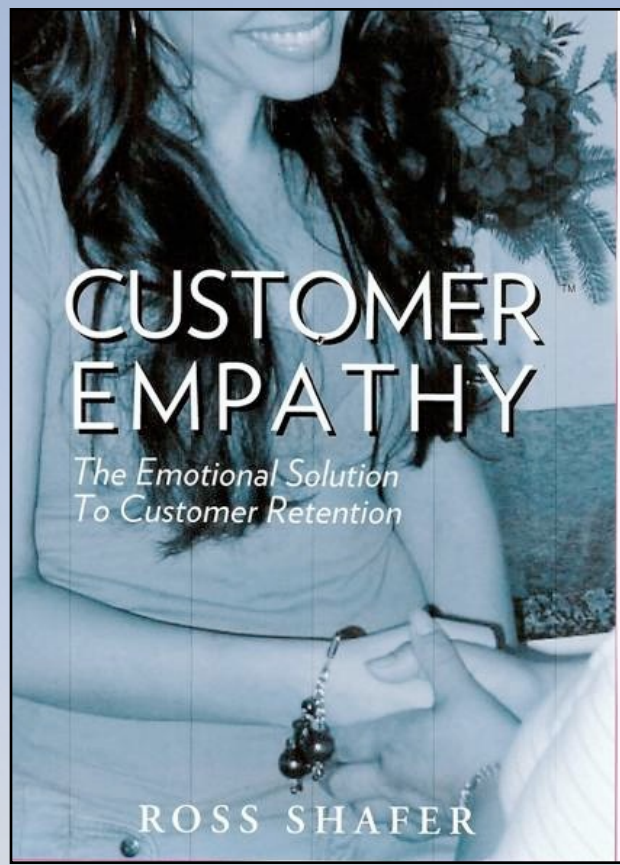
(In an evolving market)

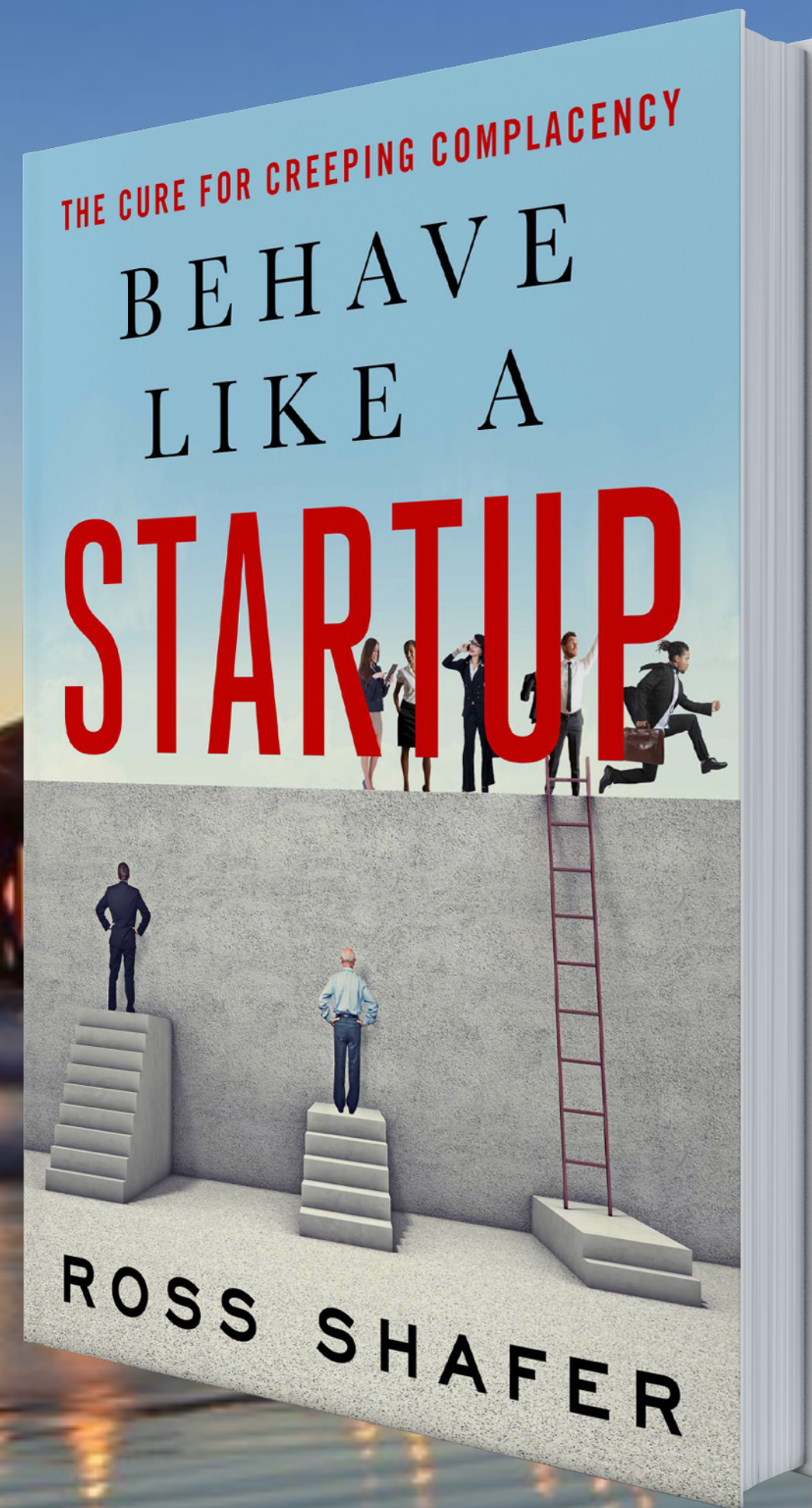
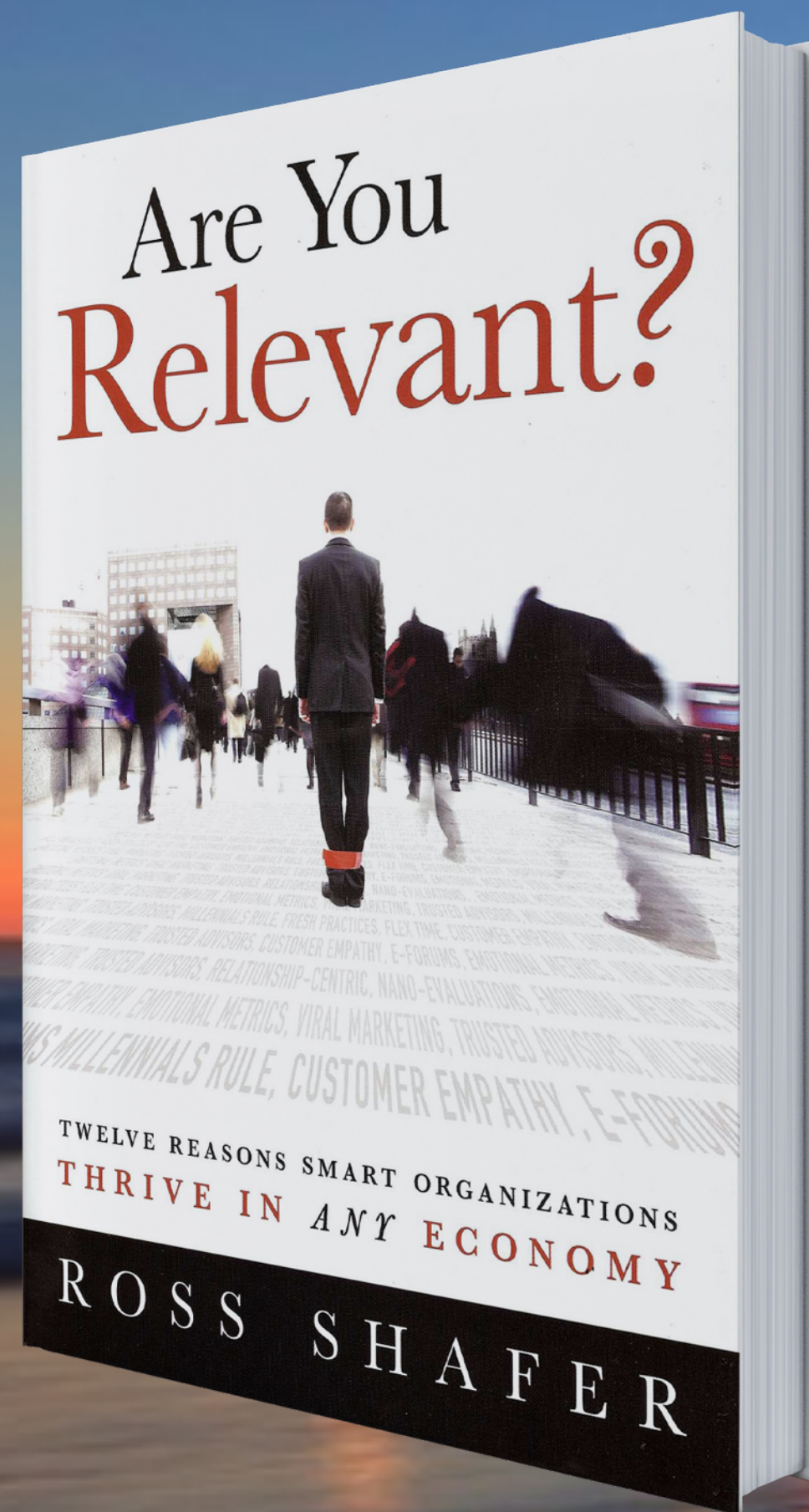


My partner said, “Ross, you’re going to love CNA. The best people in the world go into this field and you’ll find they are both brilliant and beautiful!”

I told him...”No, THIS CNA has a far different perspective about what GAP means.”

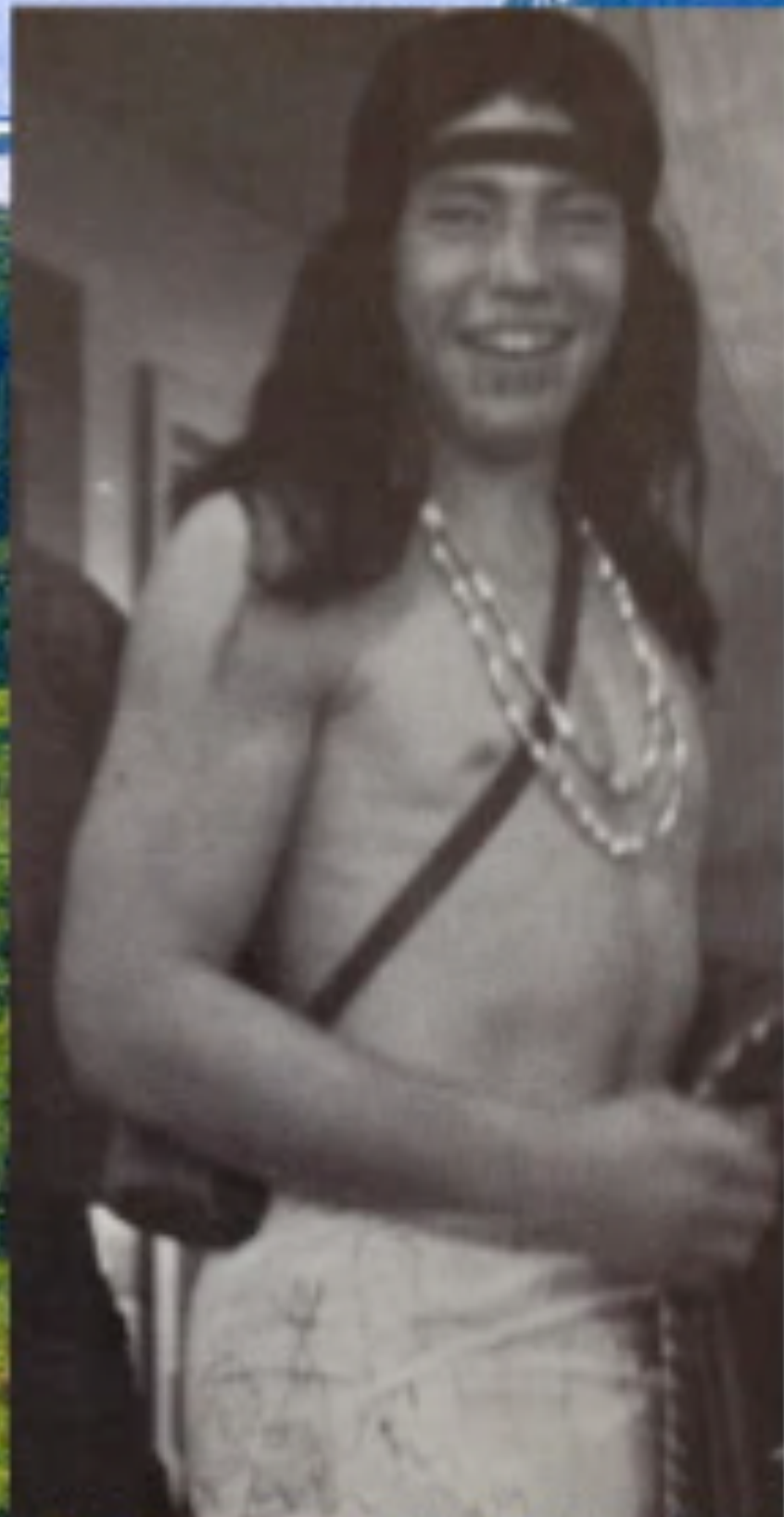






**“Honoring Profit Margins
Will Rewrite Your Future.”**

My Dad “Chuck” Shafer



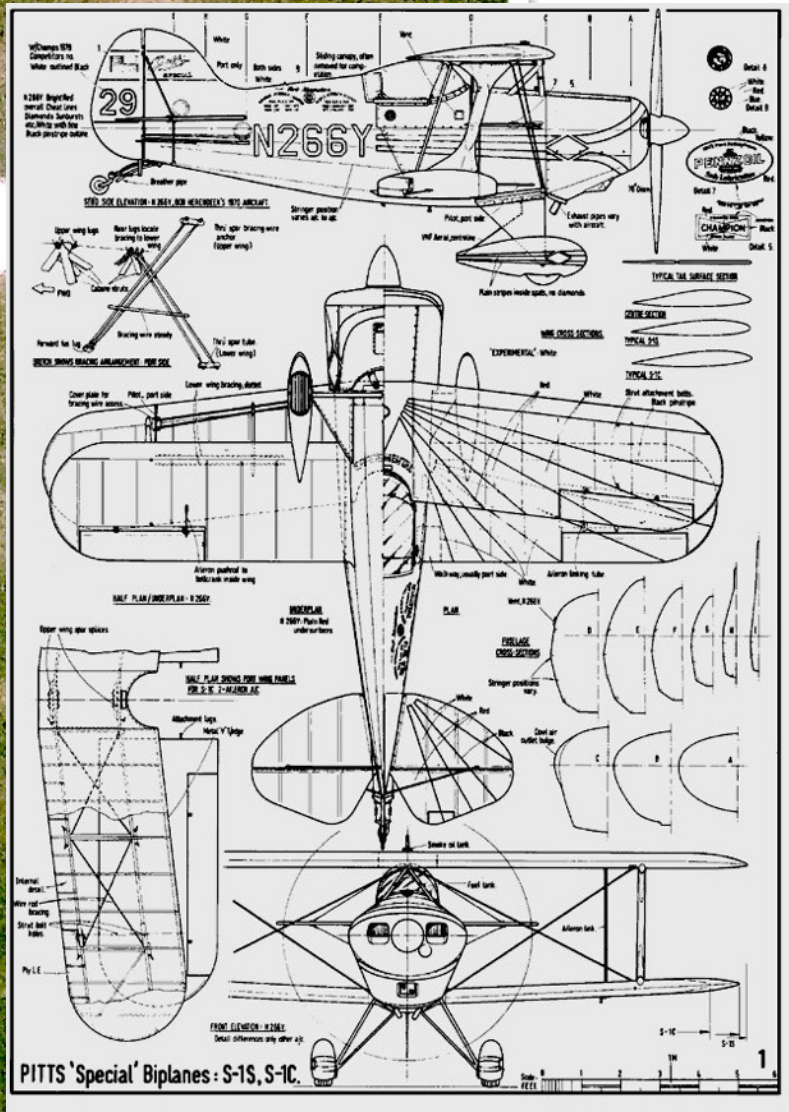
Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)



Chuck Shafer 1927-2001



Chuck Shafer - Pitts Special Bi-Plane
*“You can create anything when you
have a blueprint.”*



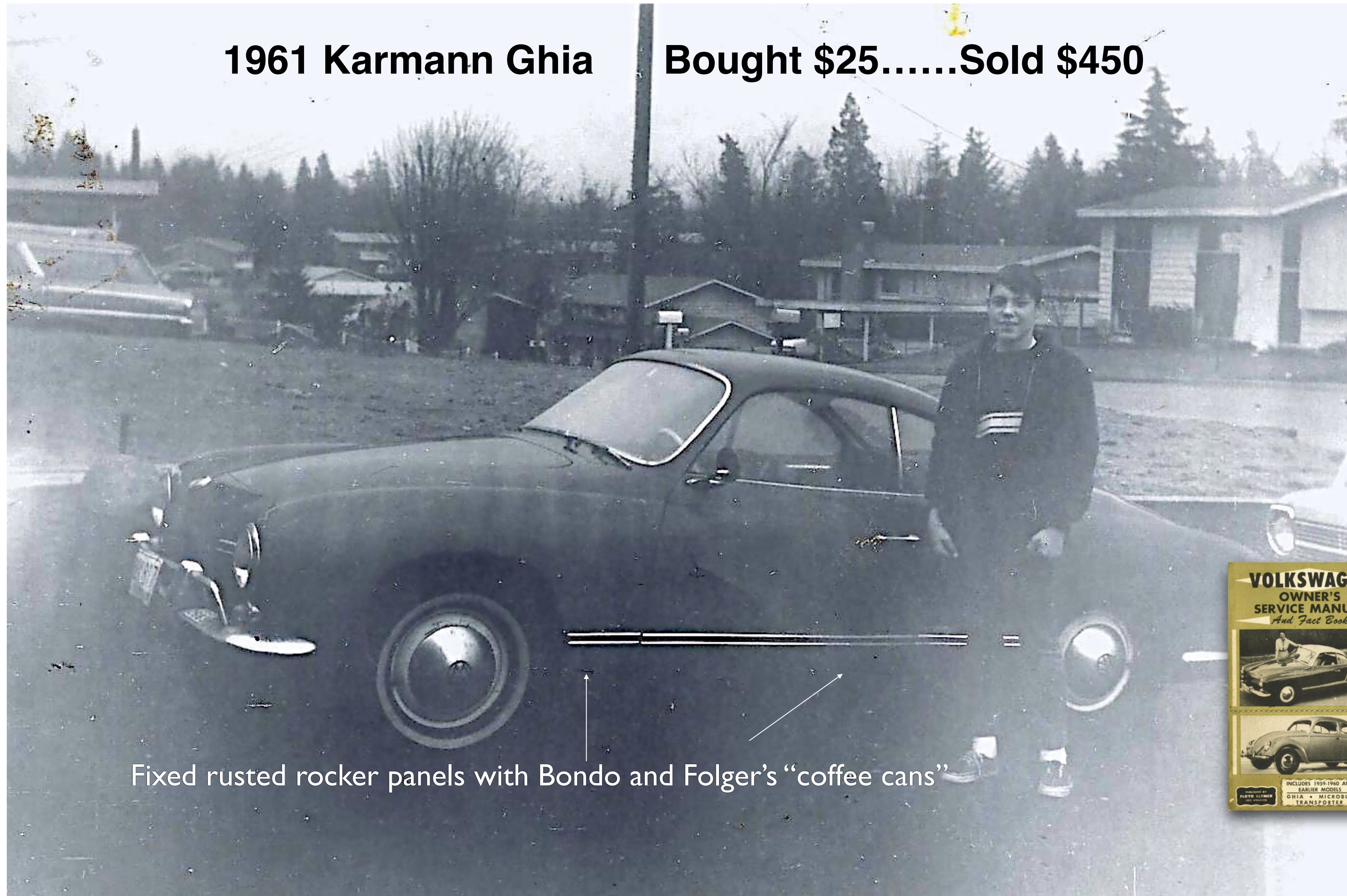
Maiden flight - May 1971



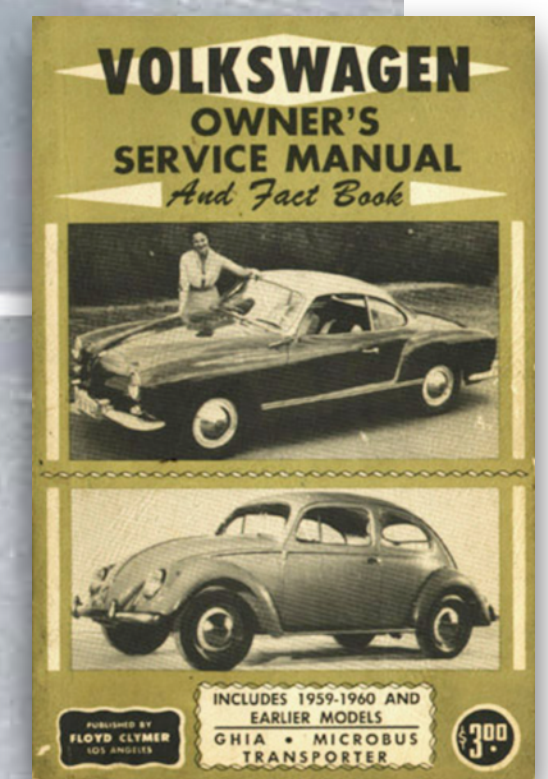


1961 Karmann Ghia

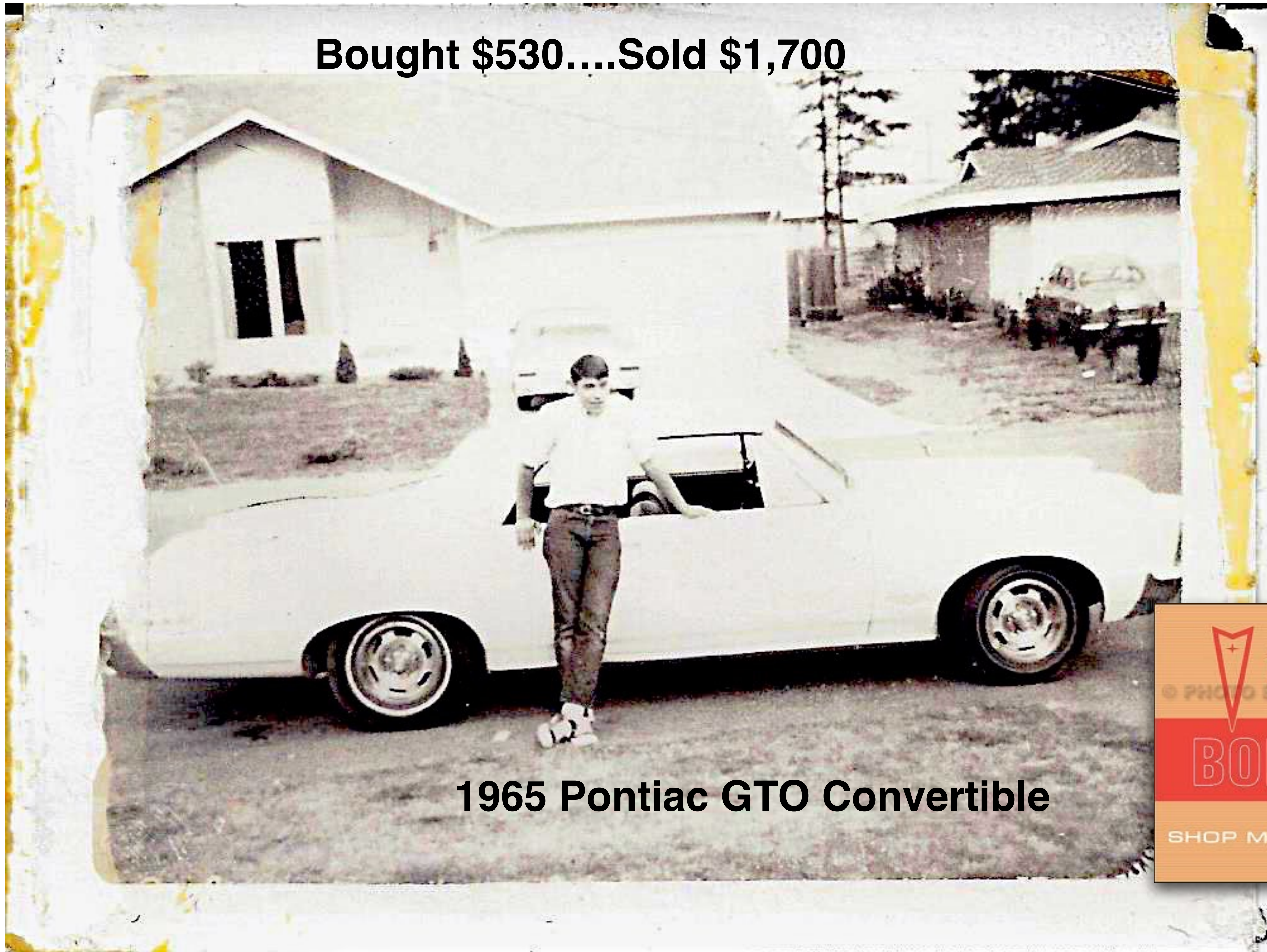
Bought \$25.....Sold \$450




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



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



1965 Pontiac GTO Convertible

 **1965**
TEMPEST
GTO

BODY

SHOP MANUAL

1984 Ferrari 308 GTS Bought \$9,800





Sold it for \$38,500



purchased for \$4,800



sold 18 mos. later for \$17,500



bought \$178,000



sold \$360,750



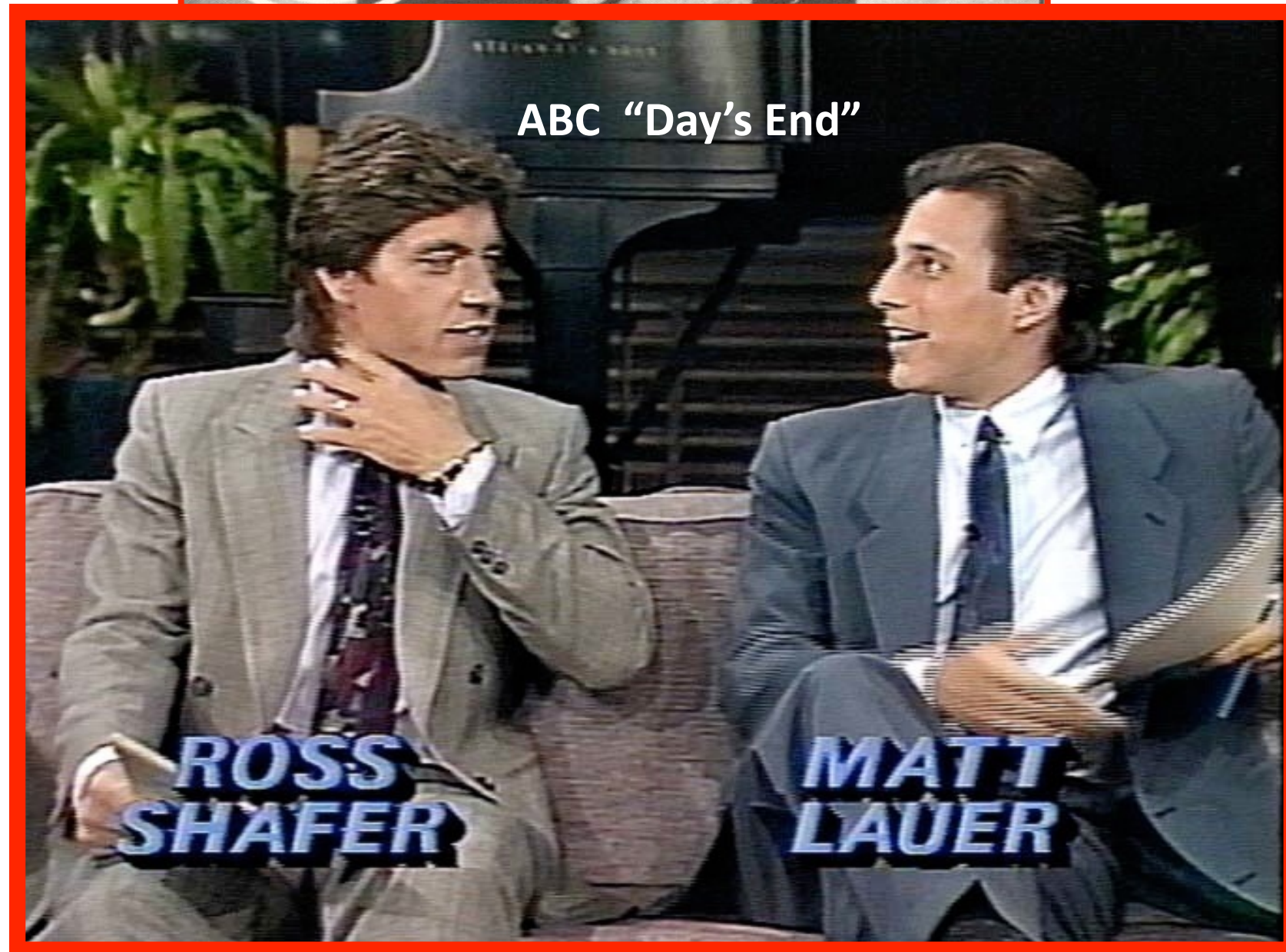
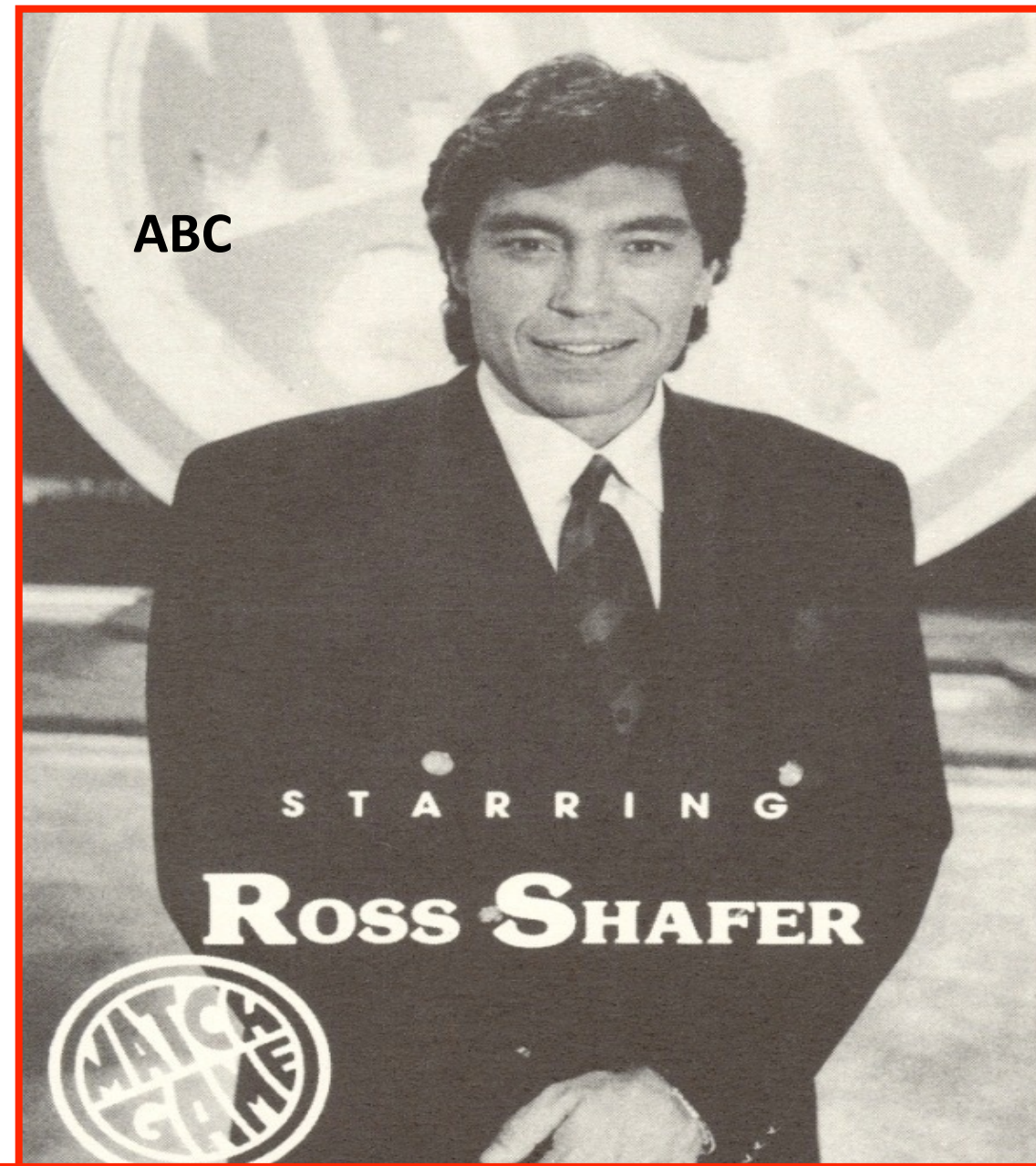
Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1





I Spot Trends...& Exploit them



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



Will You Survive?



“Lifespan” of S & P 500 Companies

In 1968 - Companies lasted an average of 70 years



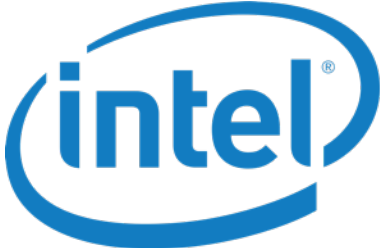






By 1980 - Companies lived only 25 years

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

Be Vigilant re: Tweaking Everything



Hotel Events

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

Events for January 9, 2017

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



[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 Apartment Homes - 55,000 units

Over-Serve Your Most Important Customers



Women Buy Everything!

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 Higher Education Decisions

89% of Insurance, Investment Services, 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.”

“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.”



**WOW-ing the Customer
is NOT Enough**



**...Especially
Considering How CNA
'WOWS' the Industry**





CNA National is the only service contract company to be named a top provider for 12 years in a row by the Dealers' Choice Awards: "Best Service Contract Provider" 2005-2010, 2012-2016; "Best Reinsurance Provider" 2011-2013*.



CNA National was named a finalist in the 2015 BBB Business Ethics Awards for Arizona.



In 2003, CNA National received the first ever award presented by J.D. Power and Associates for "Highest Overall Dealer Satisfaction with Service Contract Providers."**

"I just wanted to praise [Laura](#) for her patience and understanding in helping me start my GAP claim. MUCH appreciated!"
From a contract holder (December 7, 2016)

"I really appreciate the way [Daniel](#) handled a difficult claim recently. He was very professional and courteous. Thank you!"
From a dealership in White Plains, New York (November 1, 2016)

"[Malinda](#) was extremely helpful with a fax issue I was having and her follow-up was outstanding. I'm impressed!"
From a dealership in St. Petersburg, Florida (October 21, 2016)

"[Katy](#) was an absolute joy to talk to and her helpfulness was greatly appreciated!"
From a repair center in Scottsdale, Arizona (October 21, 2016)

"I work with CNA National on a daily basis, and I just wanted to take the time to let you know what an outstanding job your staff is doing, especially [Maryann](#) in your underwriting department. She is always pleasant, professional and willing to help. It is truly a pleasure to work with her."
From a dealership in Hot Springs, Arkansas (October 3, 2016)

"[Geri](#), thank you so much for your care and support when handling my recent claim. You are wonderful!"
From a contract holder (December 7, 2016)

"I wanted to pass along kudos to [Hans](#). We think he is terrific and want CNAN to know it!"
From a business partner in Centennial, CO (September 26, 2016)

"Just wanted to say how happy I am with the service I received from [Vanessa](#). She was very easy to talk to. I really appreciate it!"
From a contract holder (September 20, 2016)

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...



“There is nothing else I can do.”

“You’re asking me to go against our policy”

“Frankly, we didn’t cause this problem.”



erases



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

DON'T ALLOW THE



MOMENTS



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

“I thought of a new place
for my ring!”



**World-Class Performance
is Your Unfair Advantage**

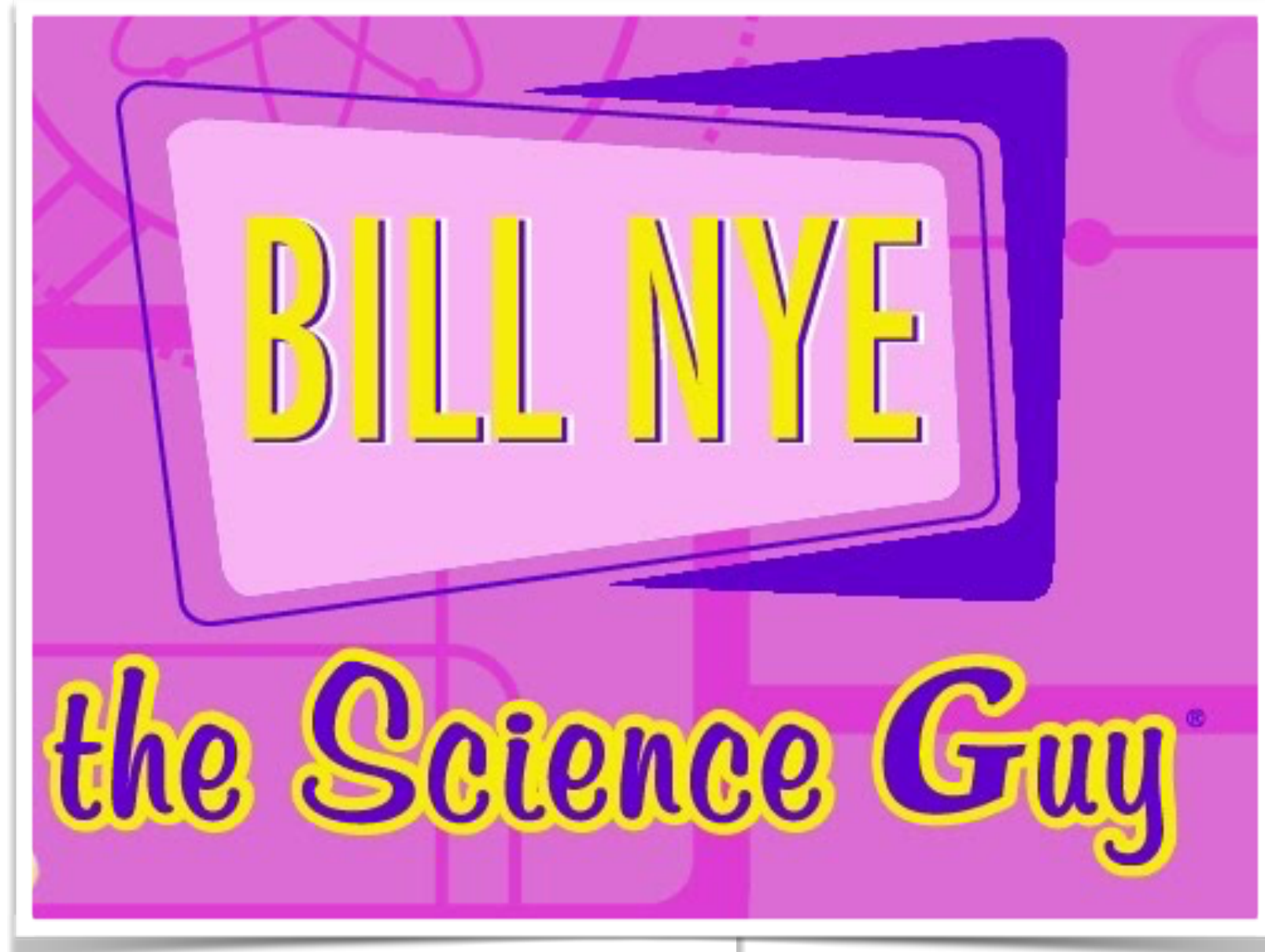


World's Greatest Shooter



“Not-So-Wild” Bill





Being Other-Centered Crushes Competitors





Curiosity (in others) is seen as “love.”

The Intentional Genius of Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook



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



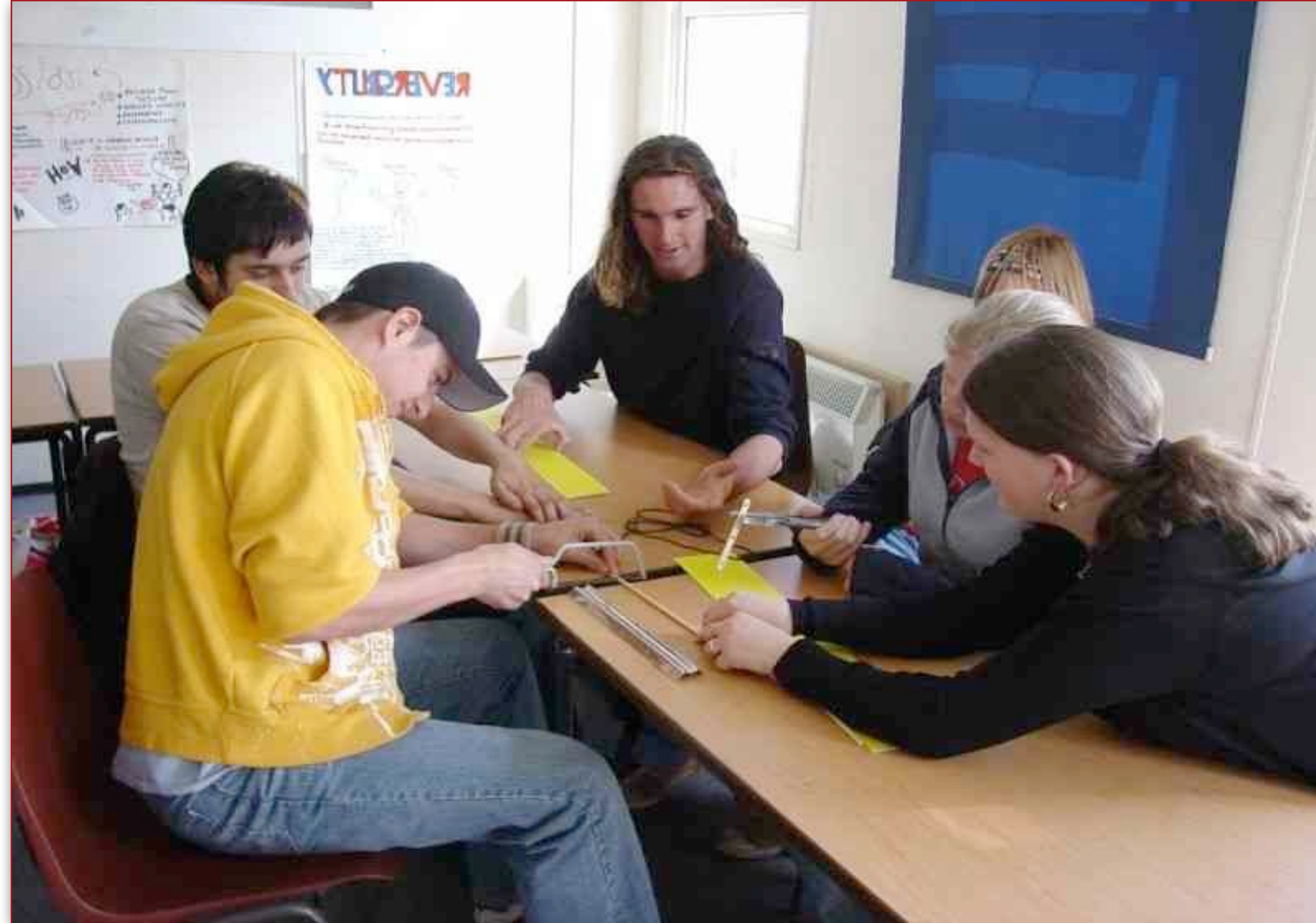
Aileen Bennett Thank you – I thought i had broken the internet (again)

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.”

Ongoing Encouragement

POST MEETING: FREE RESOURCES

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

Ross Shafer | View as: Yourself | Subscribe

Home Videos Playlists Channels Discussion About

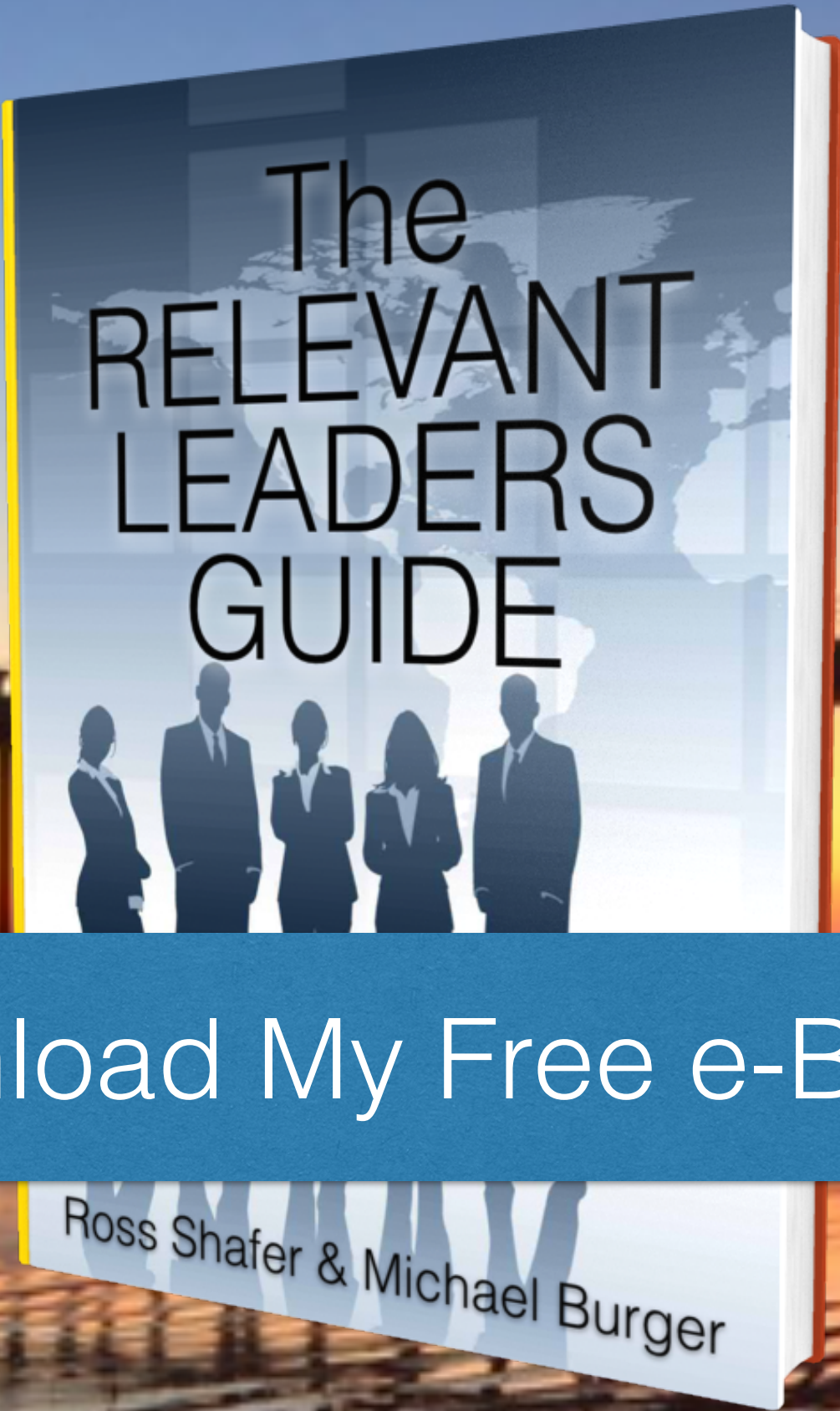
Relevant Leaders Club | Download All

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
4 days ago • 24 views
- Why is the Lifespan of a Company only 15 years?** | Leadership Speaker | Ross Shafer
4 days ago • 24 views
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
1 week ago • 31 views
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer
3 weeks ago • 68 views
- How Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer
1 month ago • 85 views
- How Can Small Office Financial Advisors Beat The Big Guys?** | Leadership Speaker | Ross...
1 month ago • 62 views

My **YouTube** Video Blog

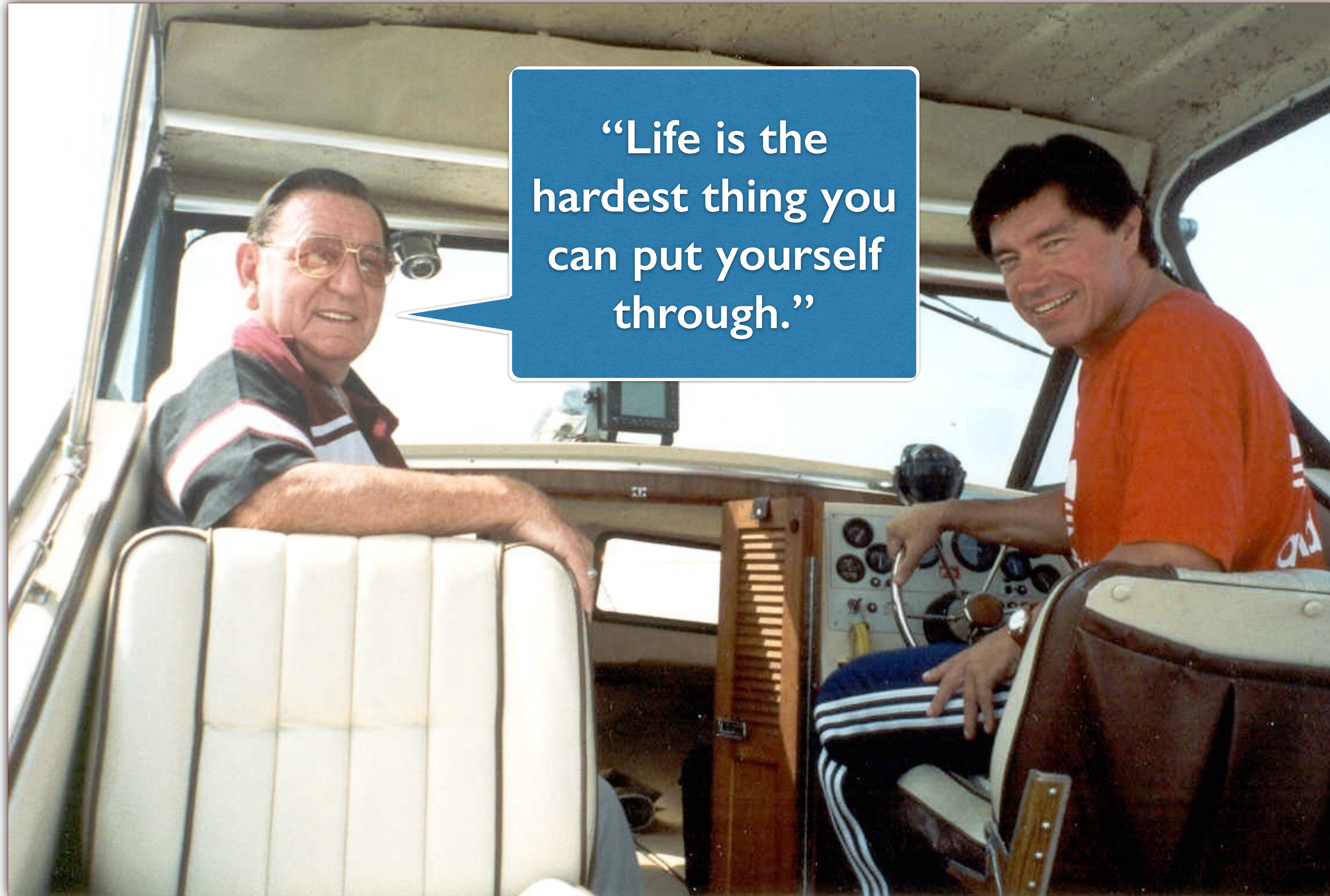
Download My Free e-Book



www.RossShafer.com

Resilience is Your Best Friend





“Life is the
hardest thing you
can put yourself
through.”

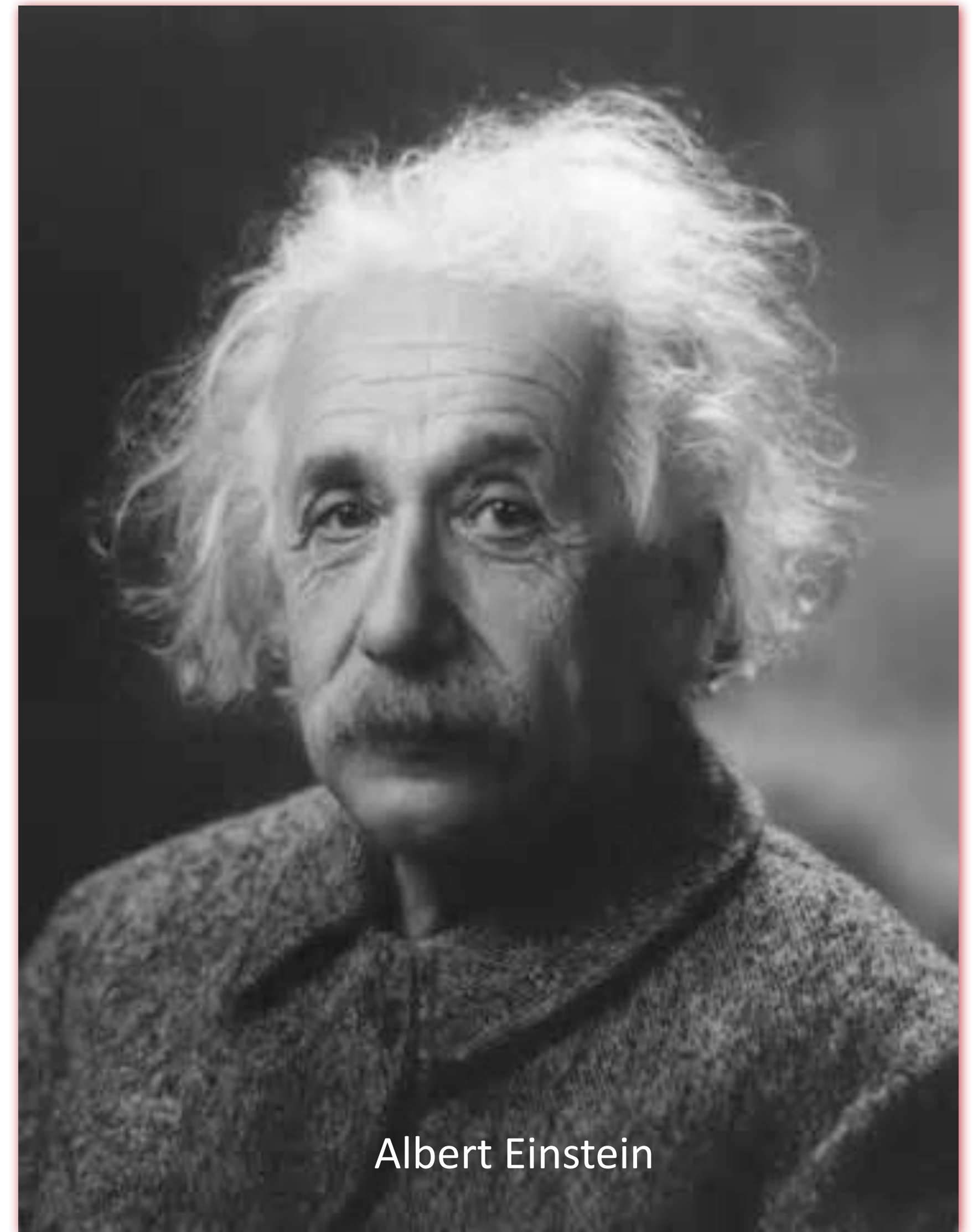
Chuck Shafer 1927-2001



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



**“The world’s
greatest
achievements
were
accomplished
by tired,
discouraged
people who just
kept on working.”**



Albert Einstein



If You Want a Custom
Program for YOUR
team...

*Contact Lisa Warren
LWarren@SpeakInc.com
1-619-300-4434

ROSS SHAFER