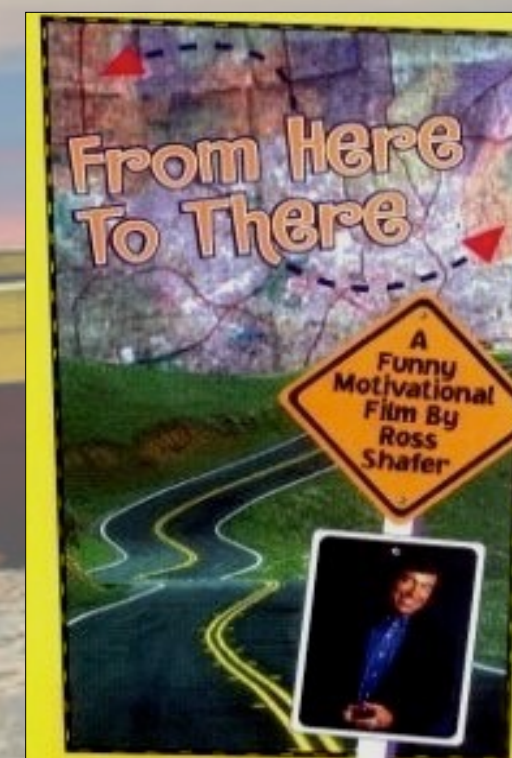
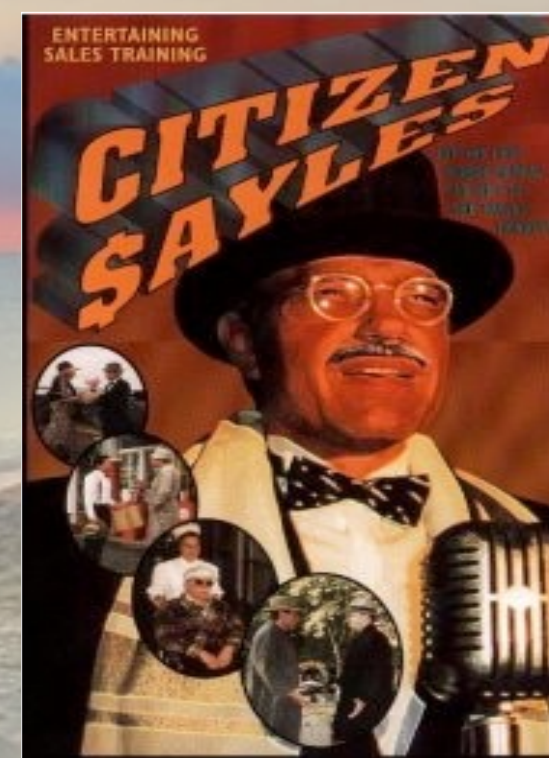
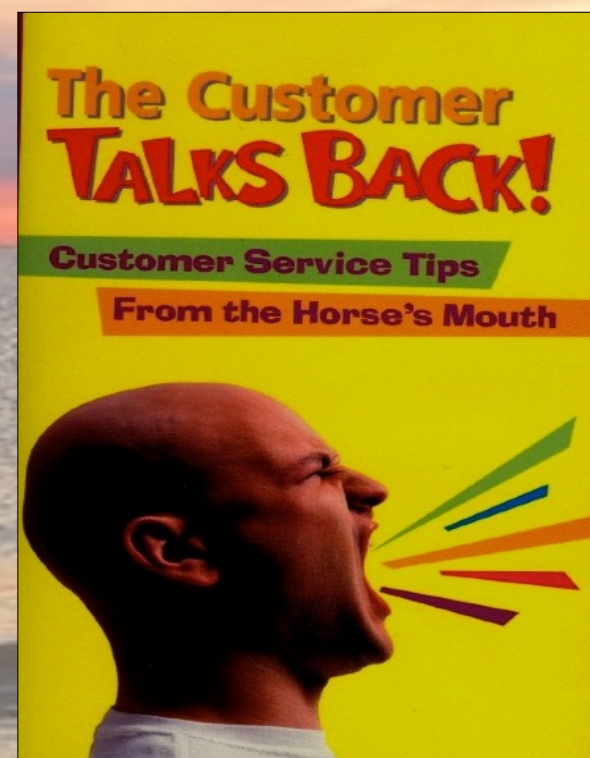
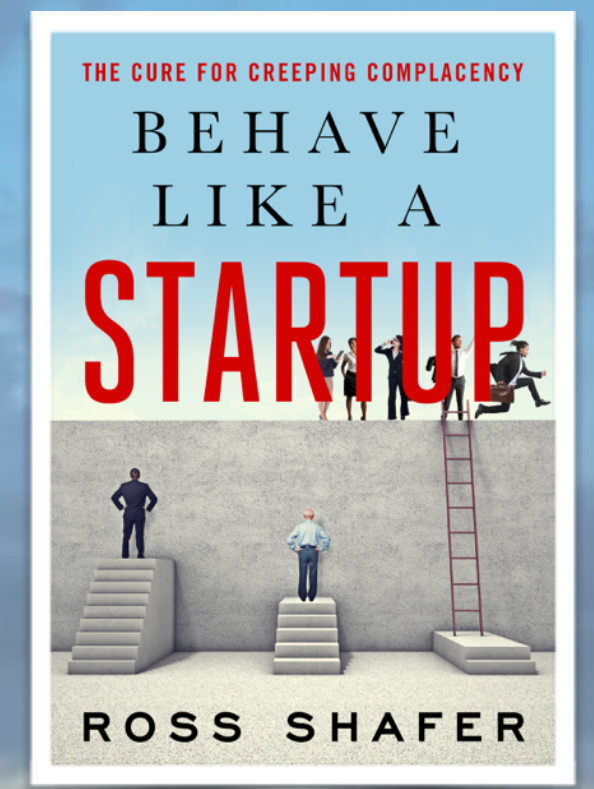
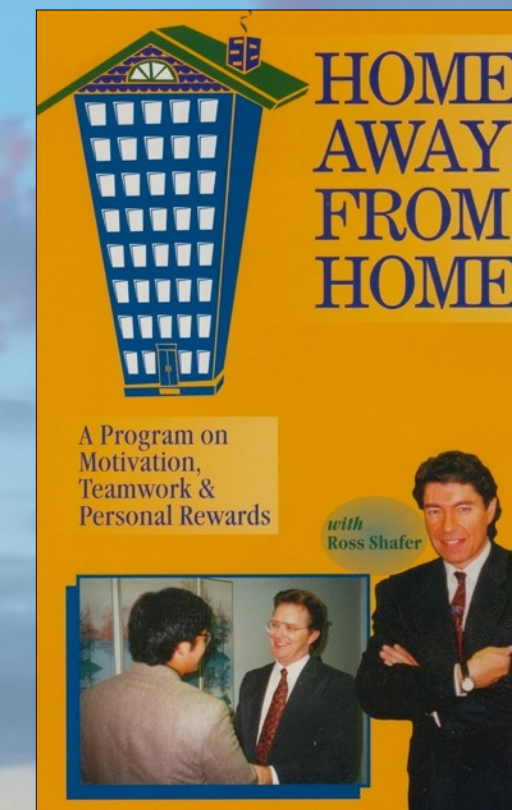
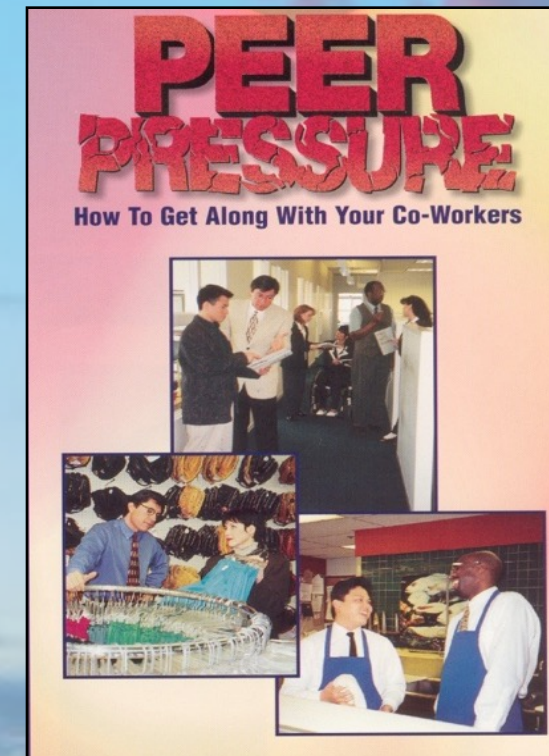
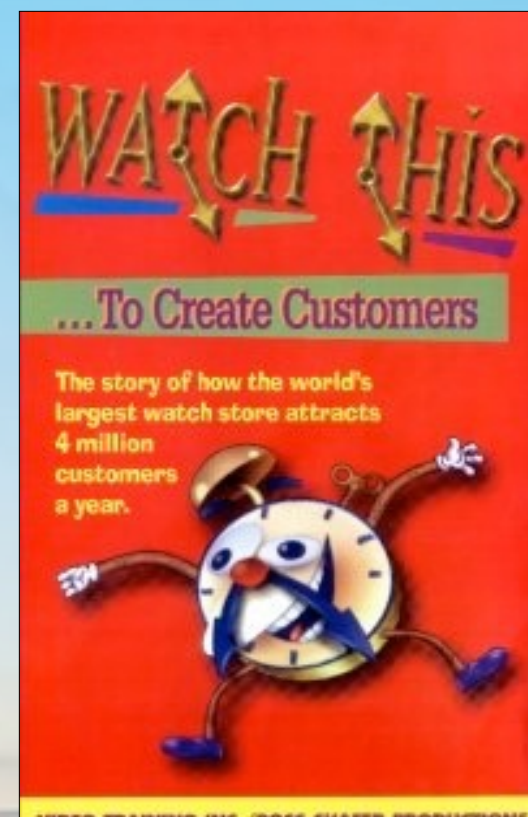
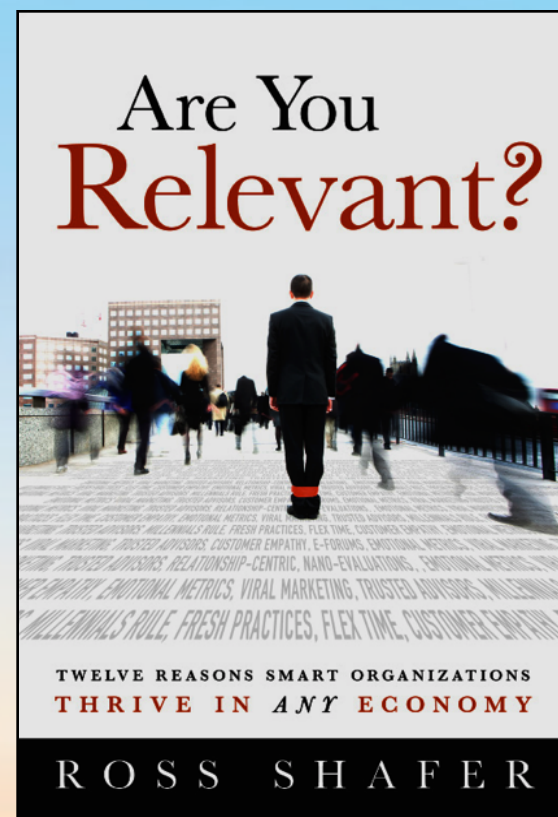
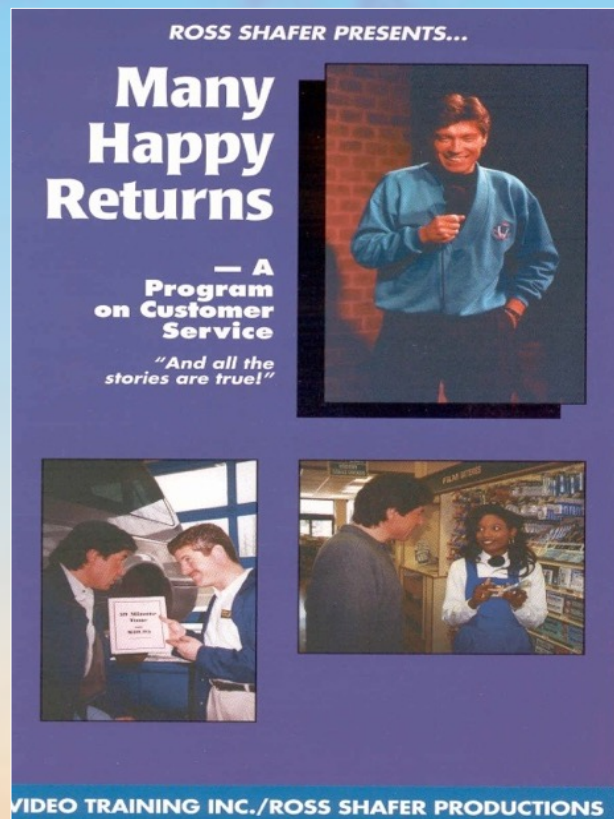
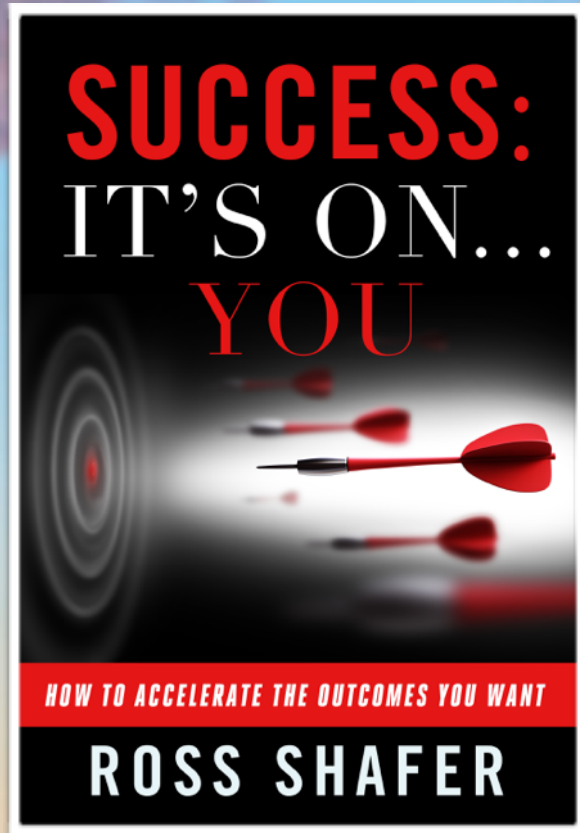
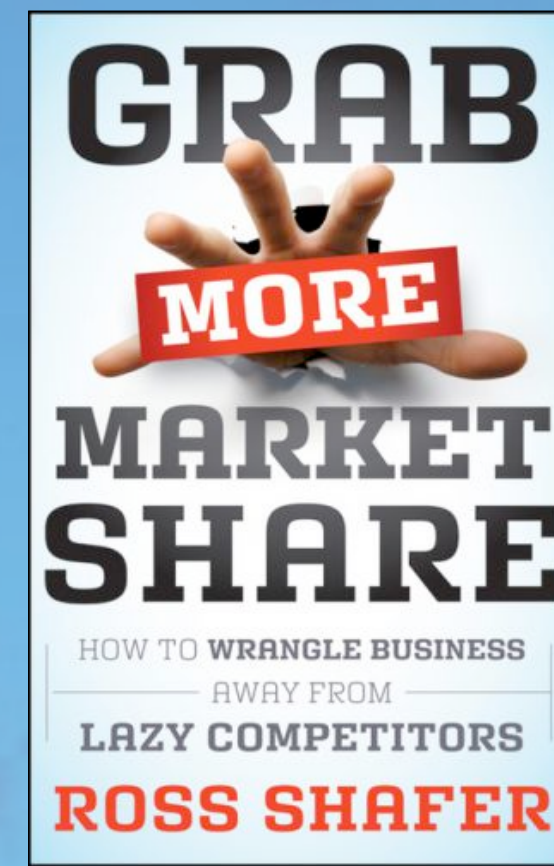
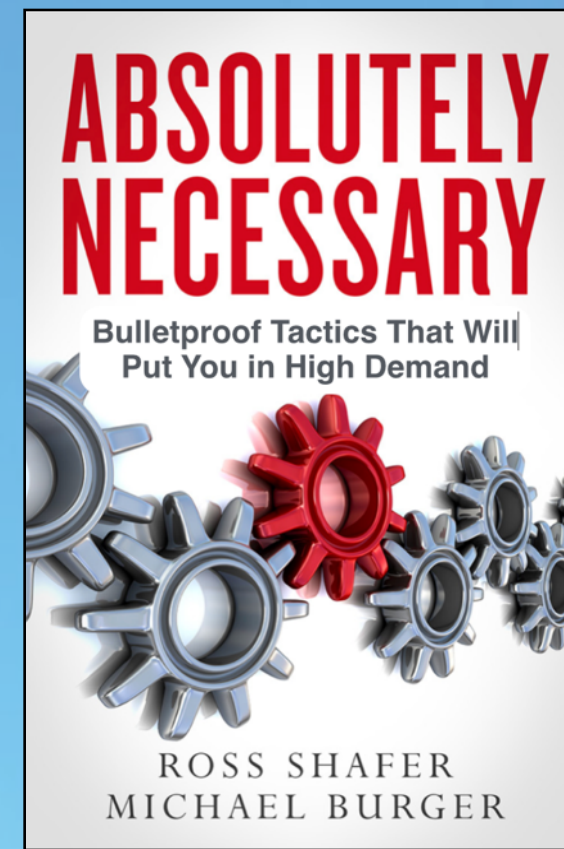
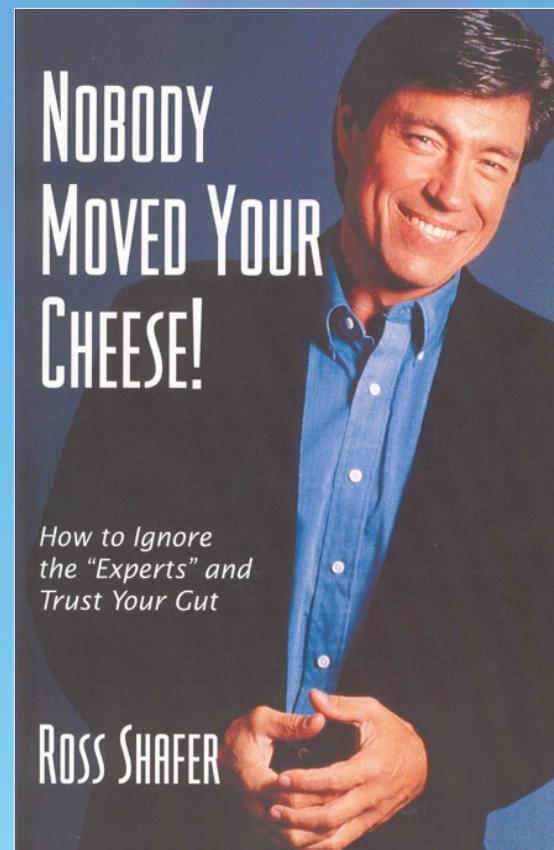
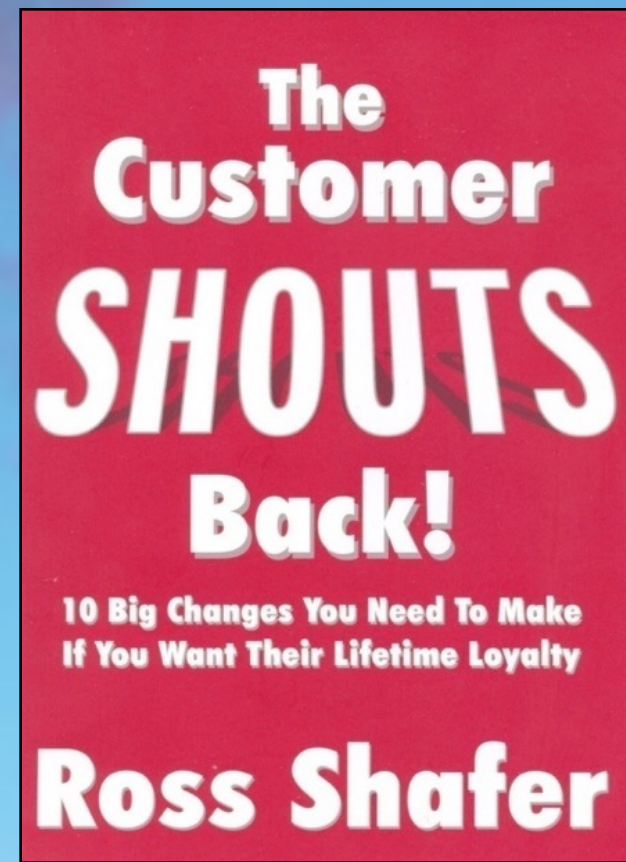
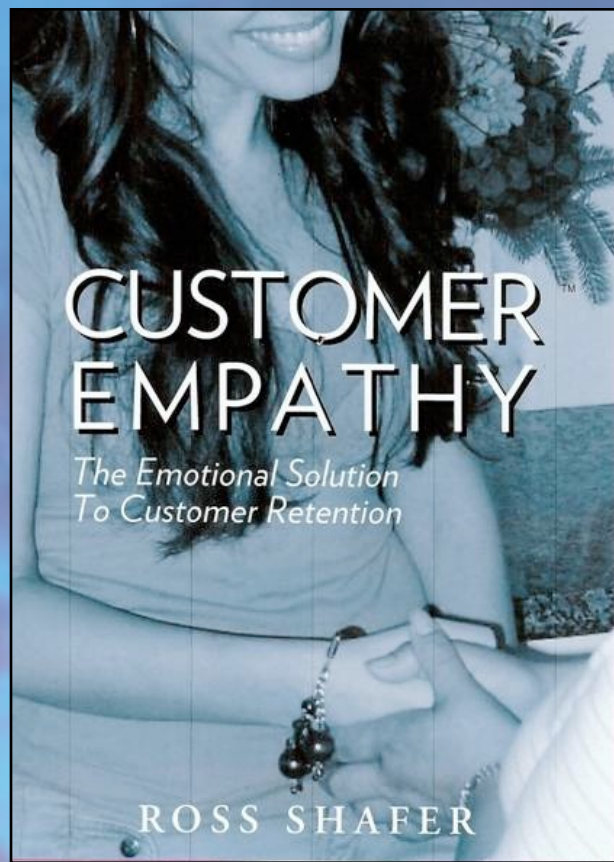
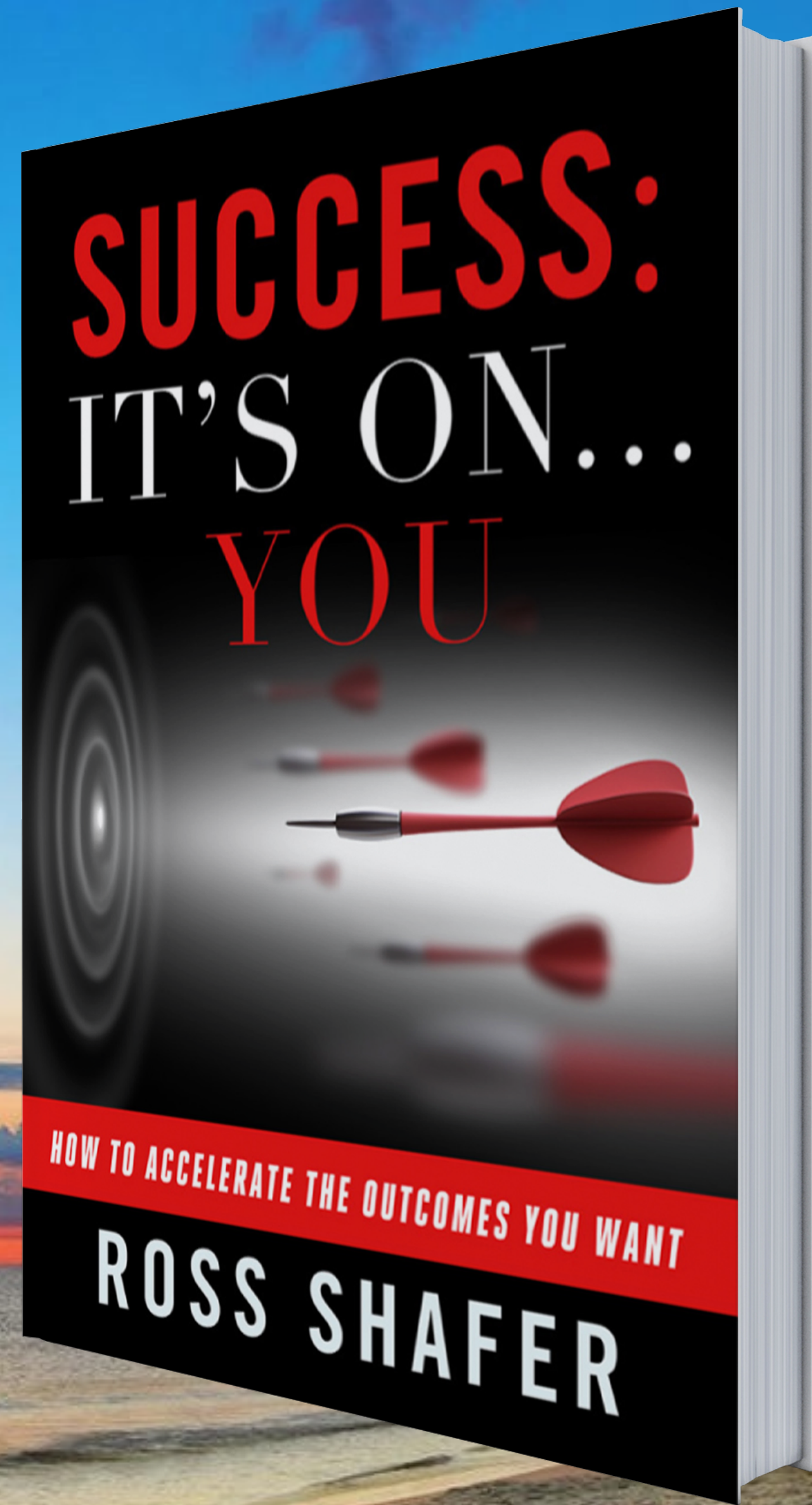


Inspiring Legendary Service Starts w/ Eliminating Friction

Ross Shafer



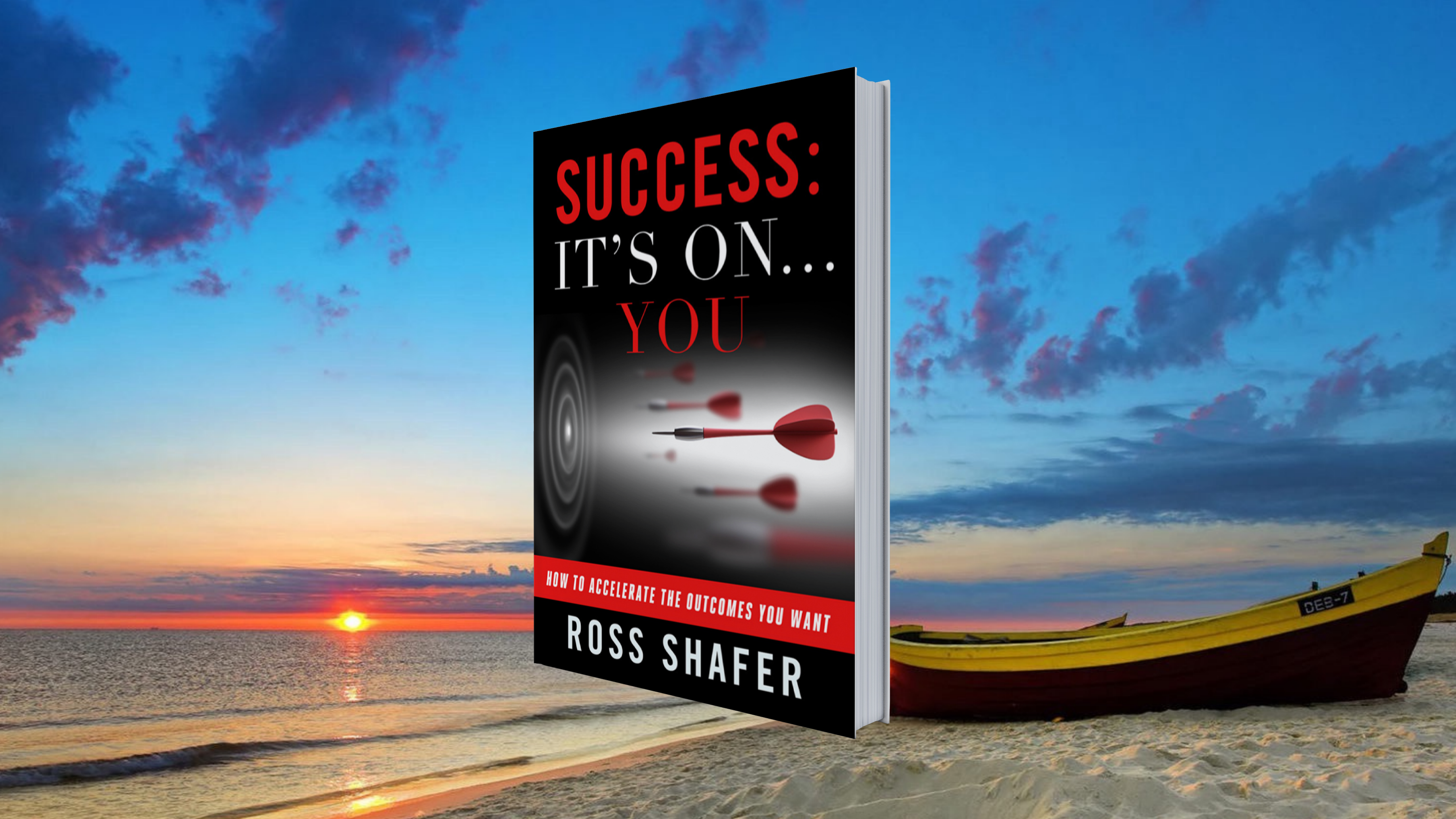




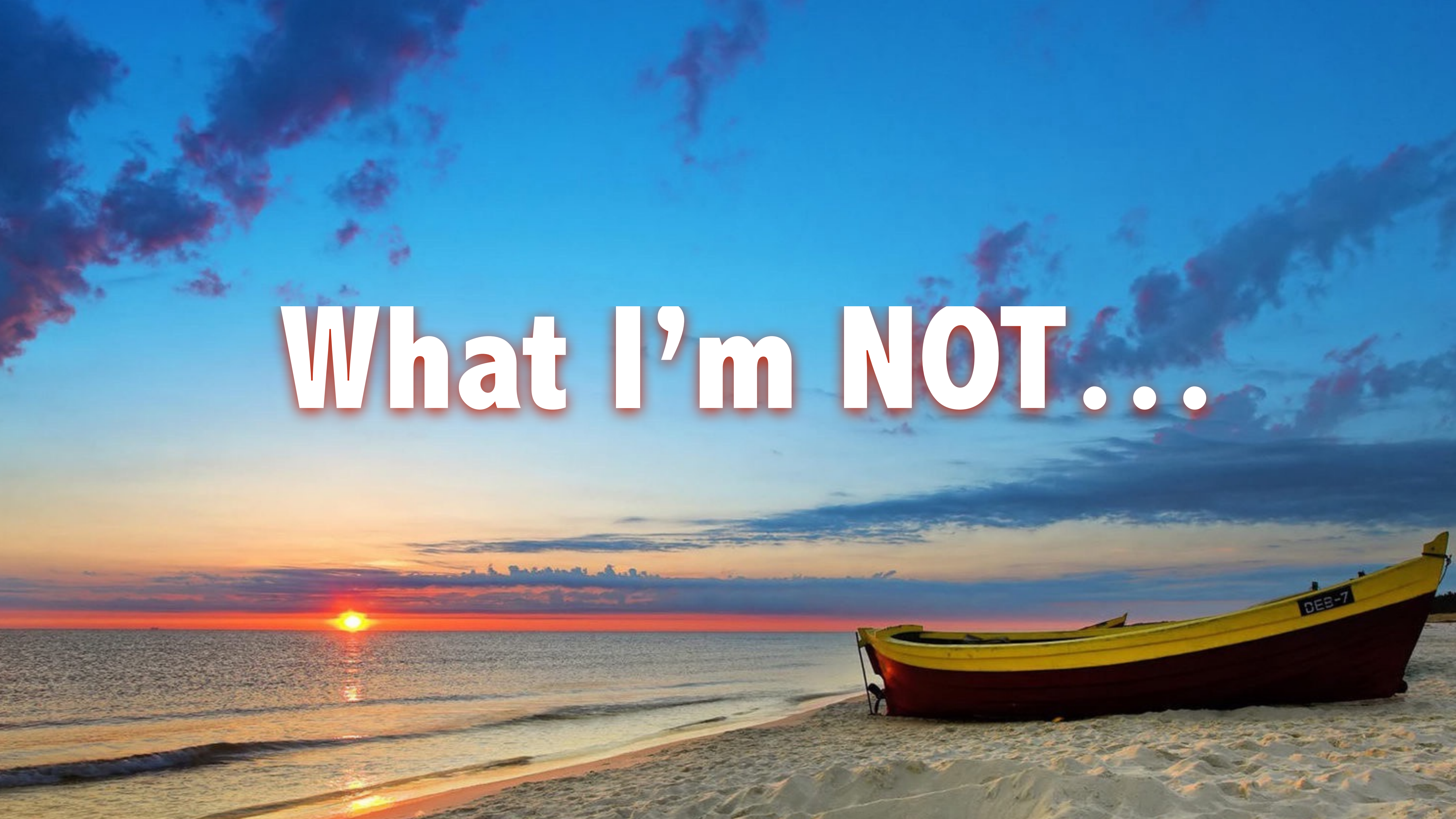
SUCCESS: IT'S ON... YOU

HOW TO ACCELERATE THE OUTCOMES YOU WANT

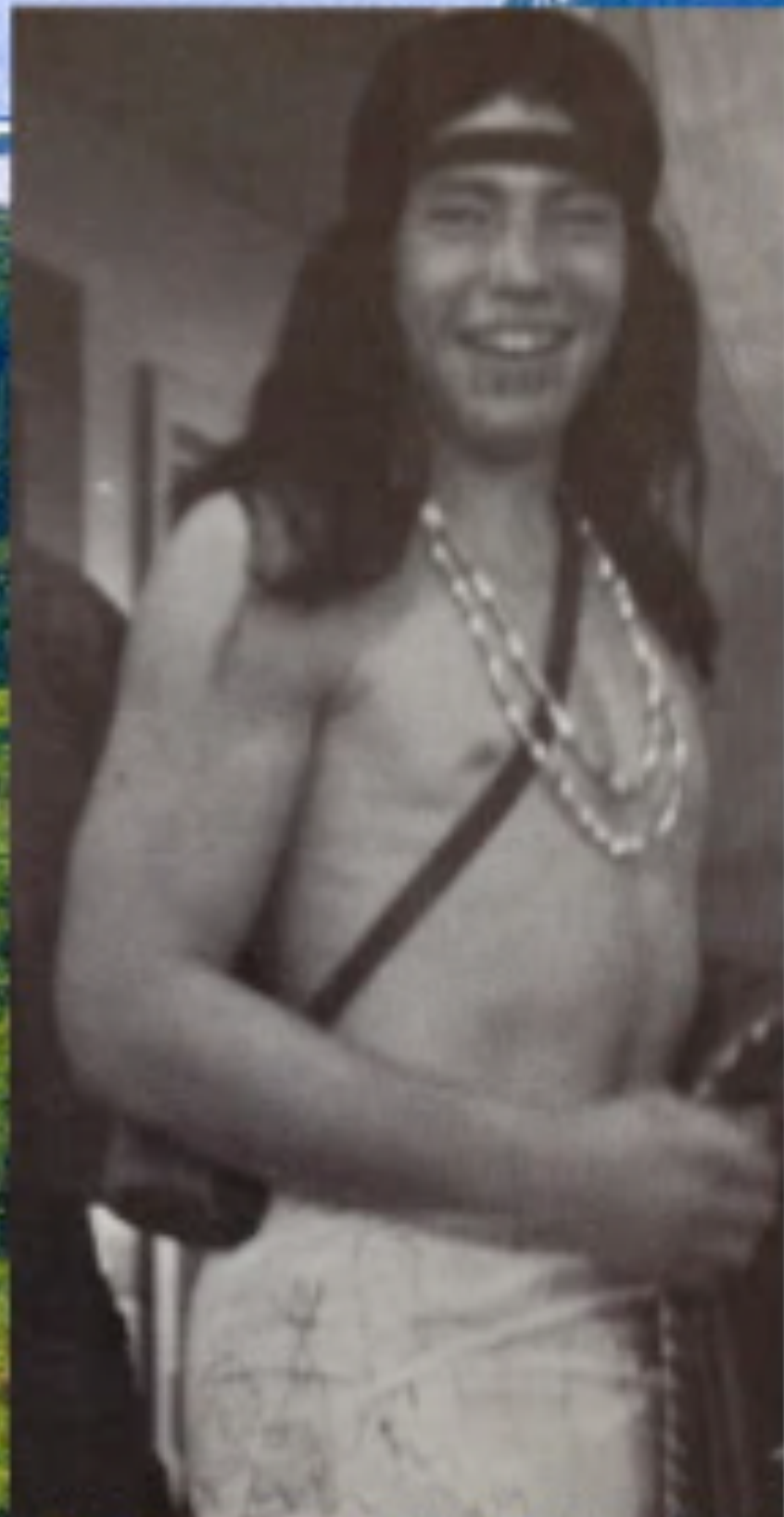
ROSS SHAFER



What I'm NOT...



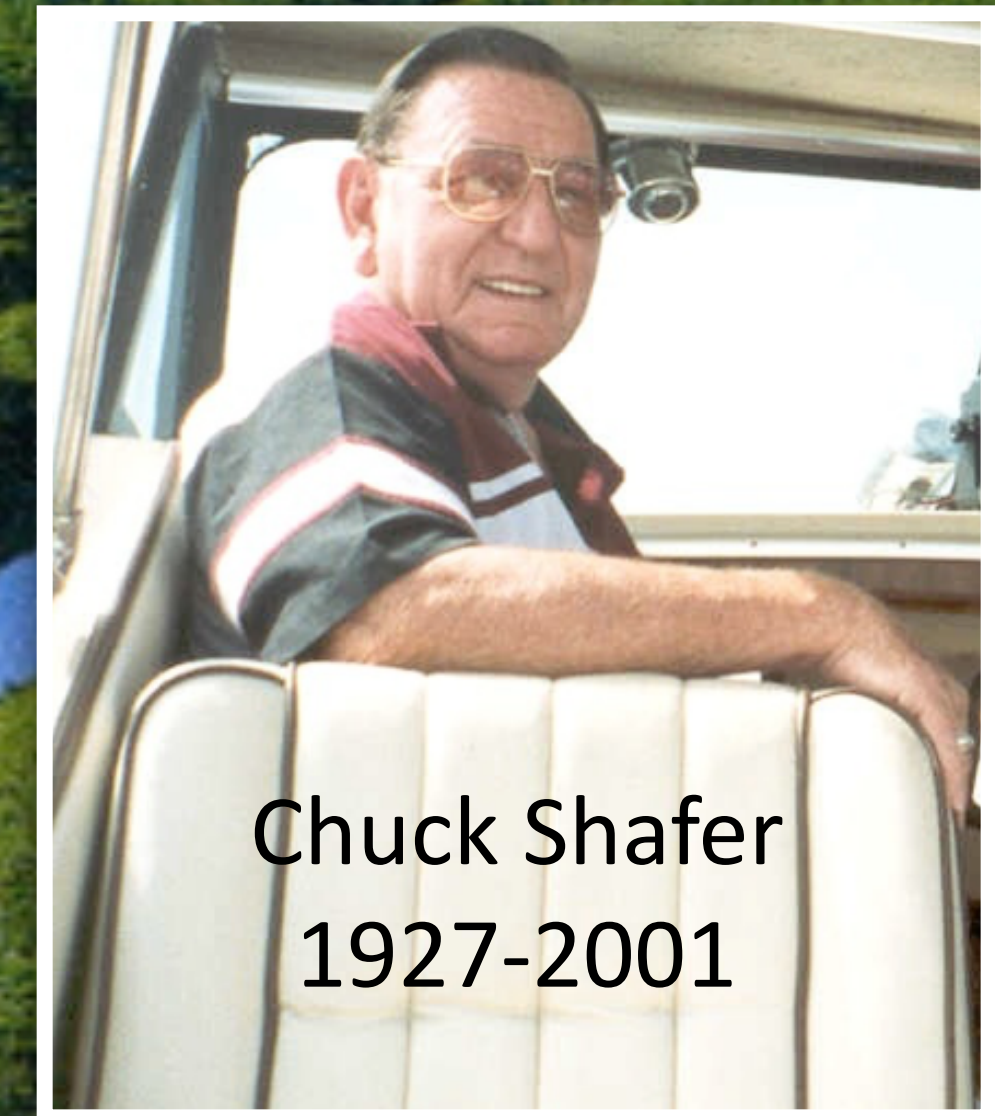
**“Make friends with people
and profit margins.”**



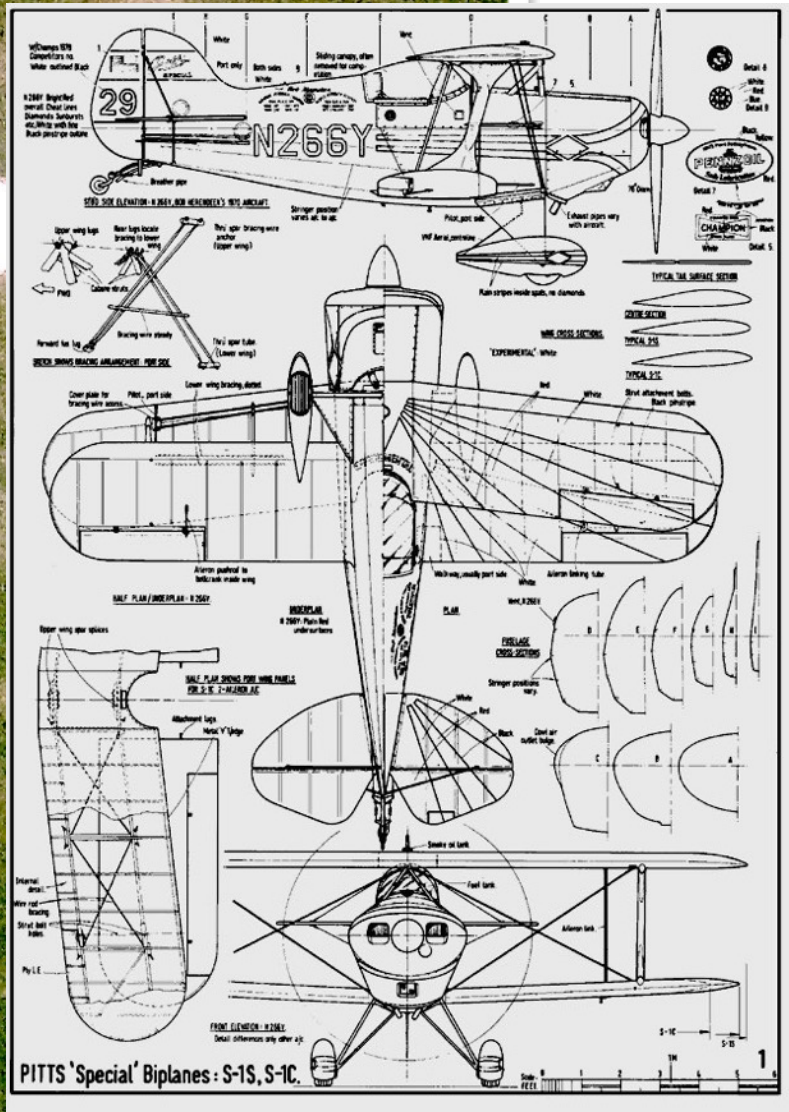
Blackfoot Nation

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

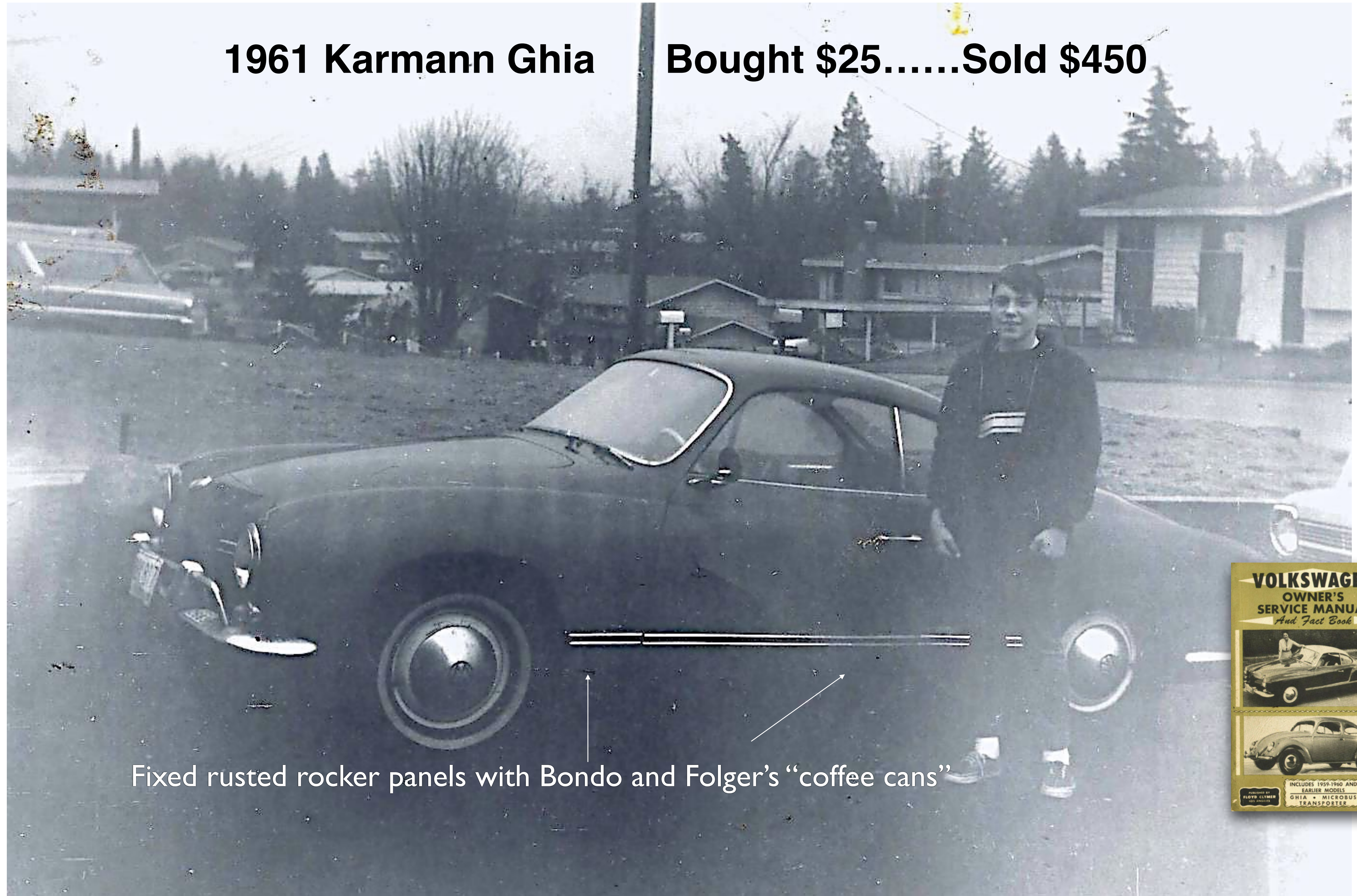


“Never put timid and desire in the same sentence.”

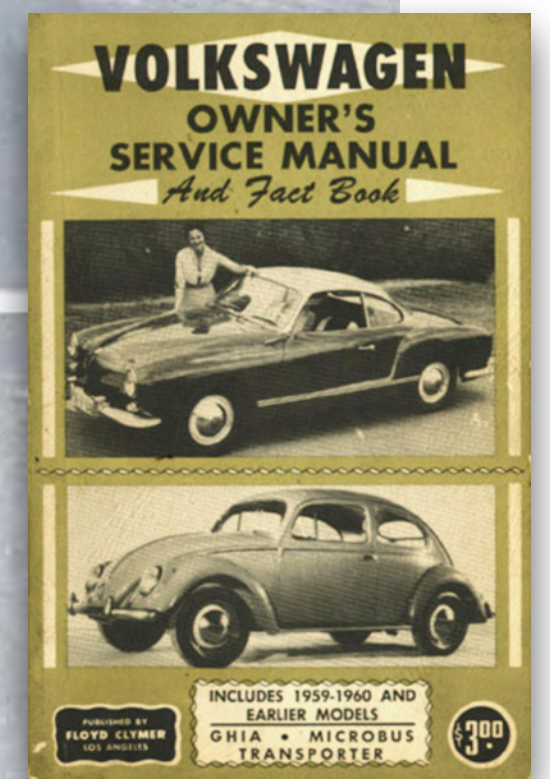


1961 Karmann Ghia

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

Ferrari 308 GTS bought for \$9,800



Sold for \$38,500





purchased for \$4,800



sold 18 mos. later for \$17,500



bought \$178,000



sold \$360,750





UNITED STATES BANKRUPTCY COURT
Western District of Washington

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





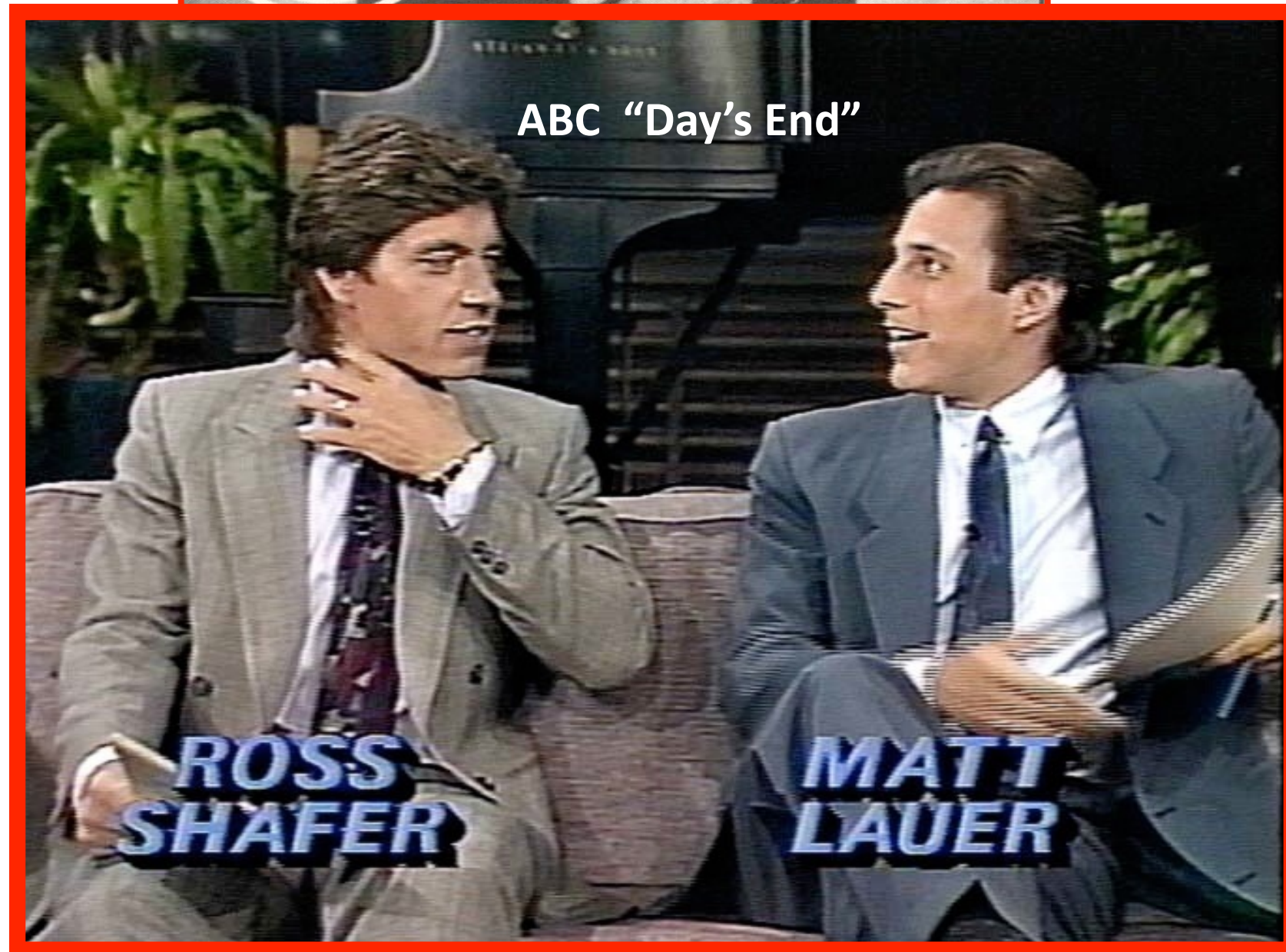
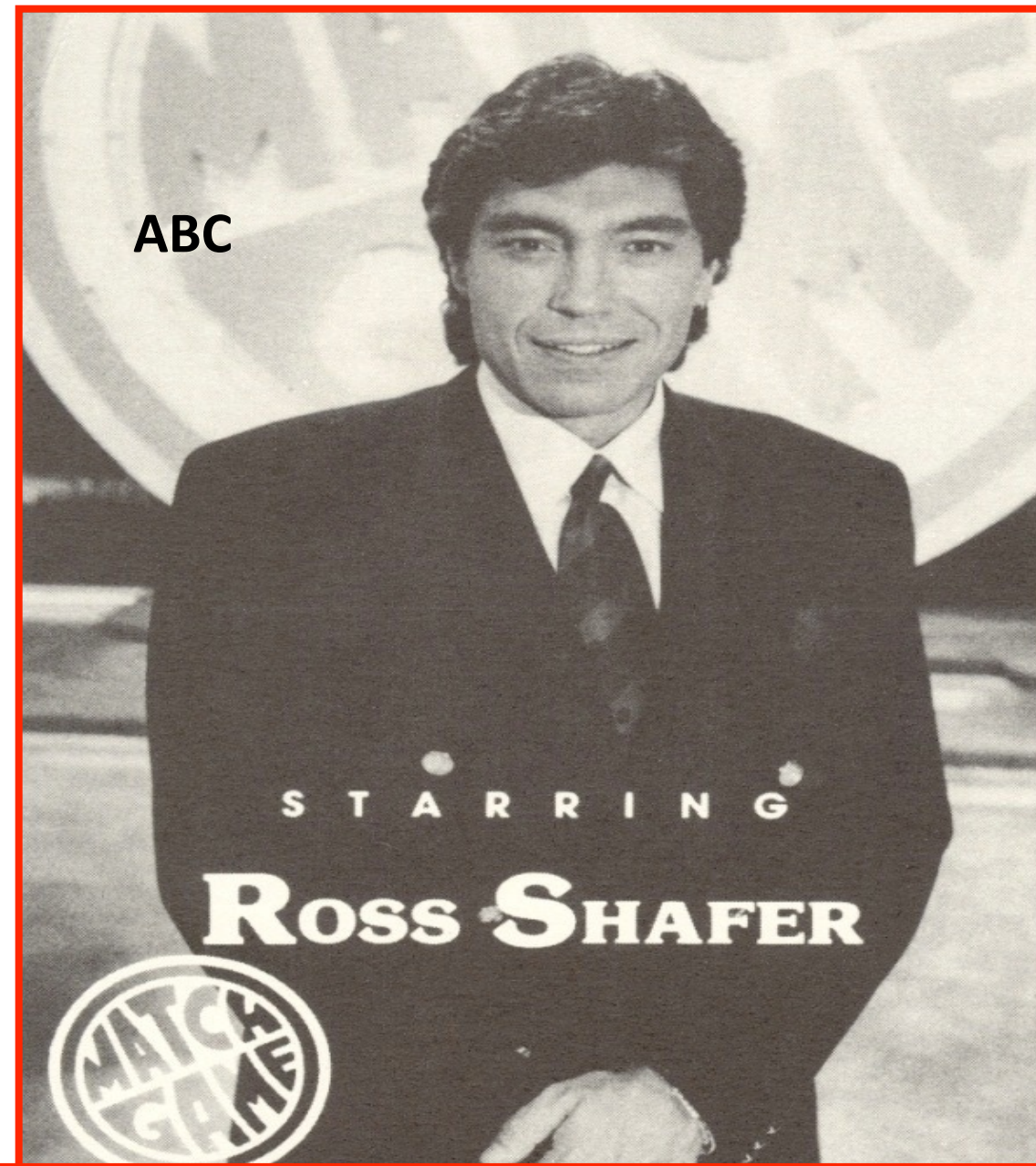
Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1





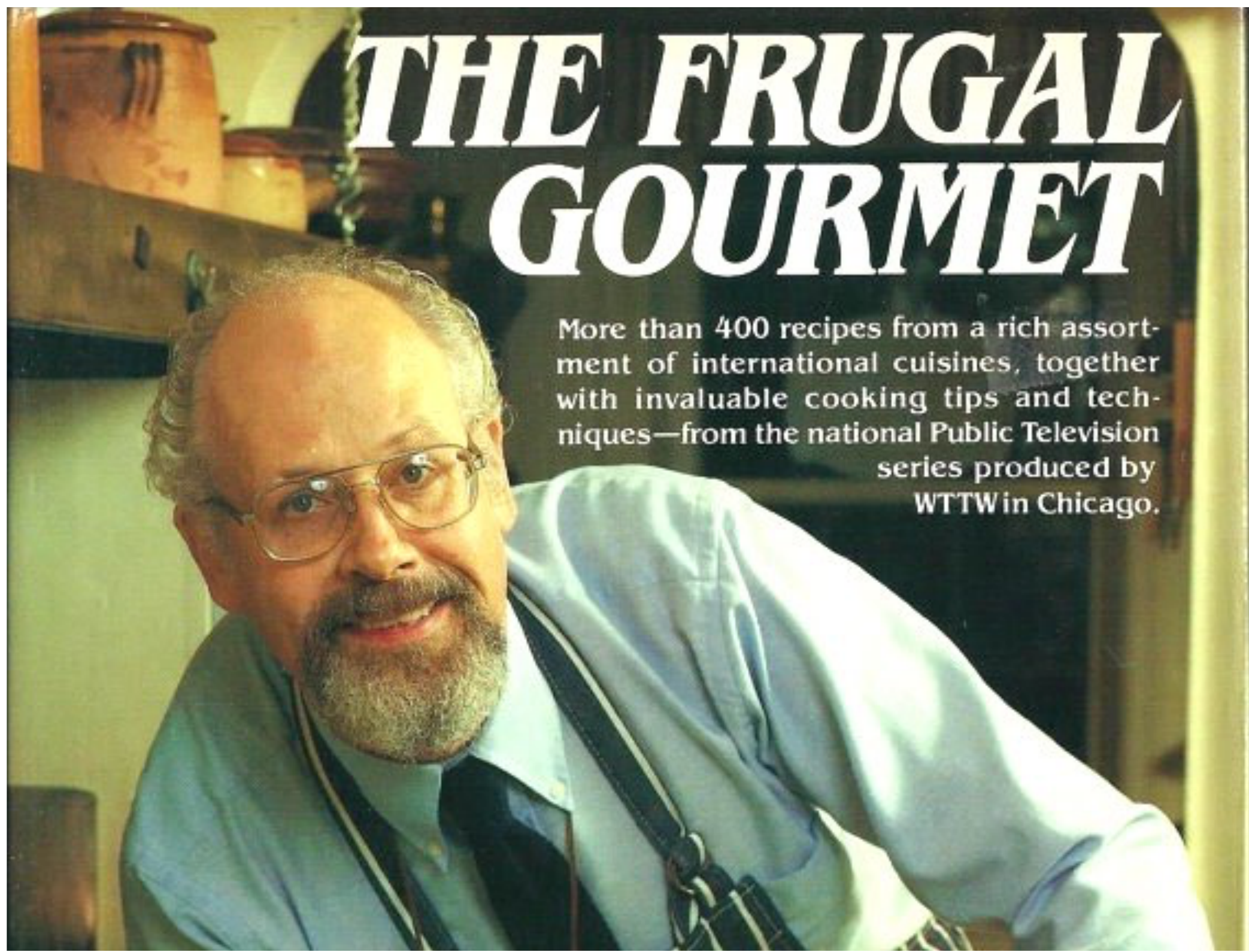
Innovation Hides in Plain Sight



The Galloping Gourmet

THE FRUGAL GOURMET

More than 400 recipes from a rich assortment of international cuisines, together with invaluable cooking tips and techniques—from the national Public Television series produced by WTTW in Chicago.



“If you’re afraid of butter, use cream.”

-Julia Child

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





Be Assertive in the Hunt for Better Ideas



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

[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

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[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

Customers Demand an Emotional Brand Story



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





We don't sell houses.

We sell warm spaces where love can grow.

In 1953, Harry and Evelyn Carney bought this Home for \$3,900. Harry put in a rose garden while their two boys Donald and Lawrence built a tree fort on the side yard. Their daughter, Cynthia was married in the back yard.

Now, after 55 years, Harry and Evelyn have decided to simplify their lives and move to a beautiful assisted-living community just 2 miles away.

Last week, John and Heather Wallace bought *The Carney Home* at 378 Crestwood. They love the quaint sidewalks, the nearby park, and the short walk to what will eventually be 2-year old Ella's elementary school. We're proud to be a part of helping another generation create new memories in this lovingly cared-for home.



Celebrating Claudine G. Bowers 1922 - 2010



For Claudine's Closest Friends

Sugar.....2 cups
All Purpose Flour.....2 cups
Buttermilk.....1 cup
Water.....1/2 cup
Baking soda.....1 tsp
Crisco.....1 stick
Butter.....1/2 stick
Eggs.....3
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Pecans (chopped).....1/2 cup

FROSTING

Butter.....1 stick
Cinnamon.....1 Tsp
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Powered sugar.....1 box (16oz)
Pecans (chopped fine+sprinkled on top)


Oven 350 for 30 min.
Pan 13" X 9"

How Should You Sell to Millennials?



Millennials Look Like This now...



A wide-angle, high-angle photograph of a massive esports arena during a GamesCom event. The arena is filled with a dense crowd of spectators seated in tiered bleachers. The stage is illuminated with vibrant blue and purple lights. Several large video screens are positioned around the stage, displaying various esports matches, including a Dota 2 match. In the foreground, there are several gaming stations with monitors and keyboards. The overall atmosphere is energetic and high-tech.

PROVIDE “QUICK WINS”

300,000 attended GamesCom

Customers Go Viral w/ the Unexpected Experience





ROSE 31

90ml 3 FL. OZ.

conditioner/
apres shampooing

For:

Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York

ROSE 31

90ml 3 FL. OZ.

shower gel/
gel douche

For:

Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York

ROSE 31

90ml 3 FL. OZ.

body lotion/
lotion pour le corps

For:

Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York









Maria Garcia

Customers are Redefining the WOW Moment



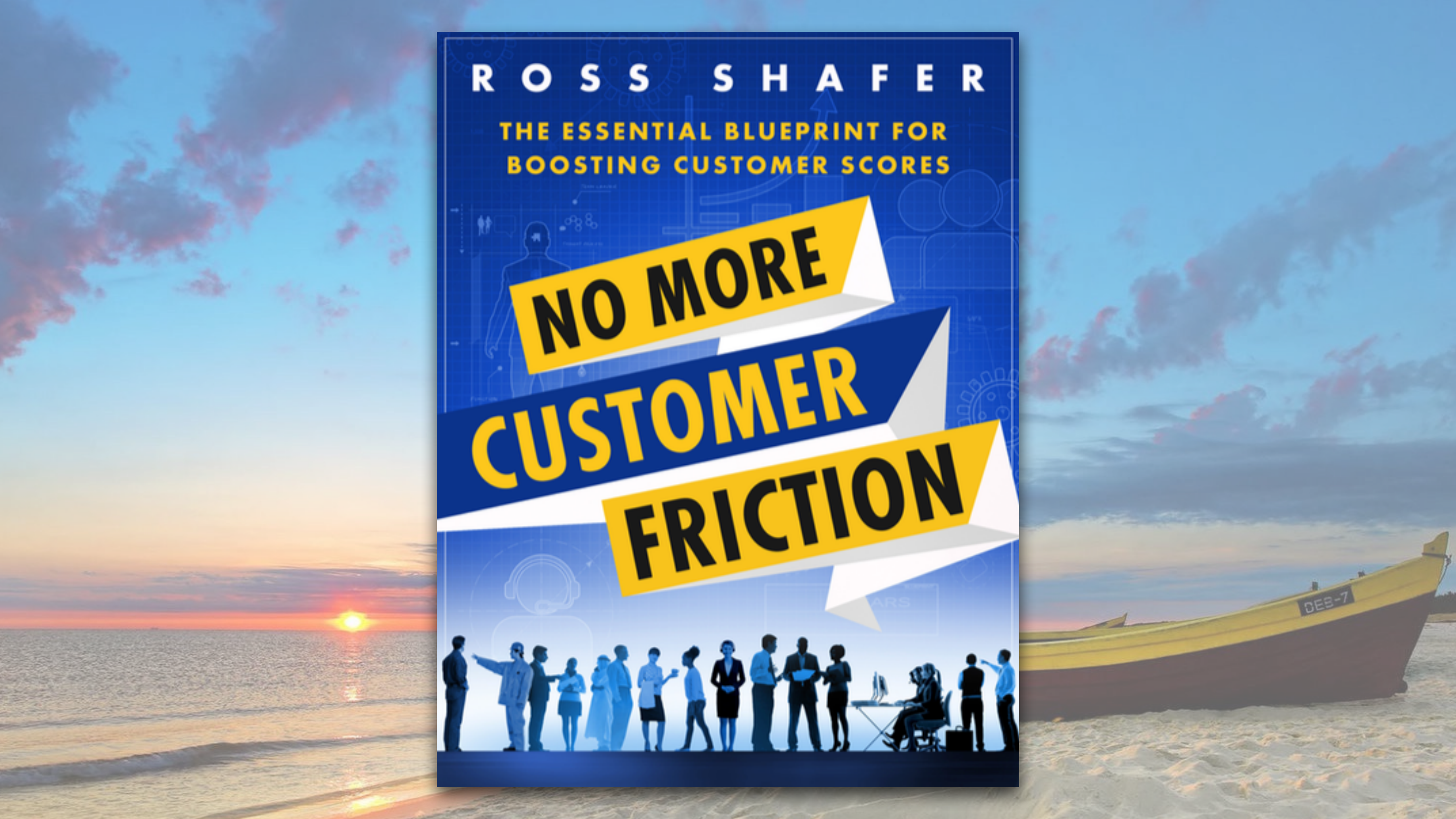
R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

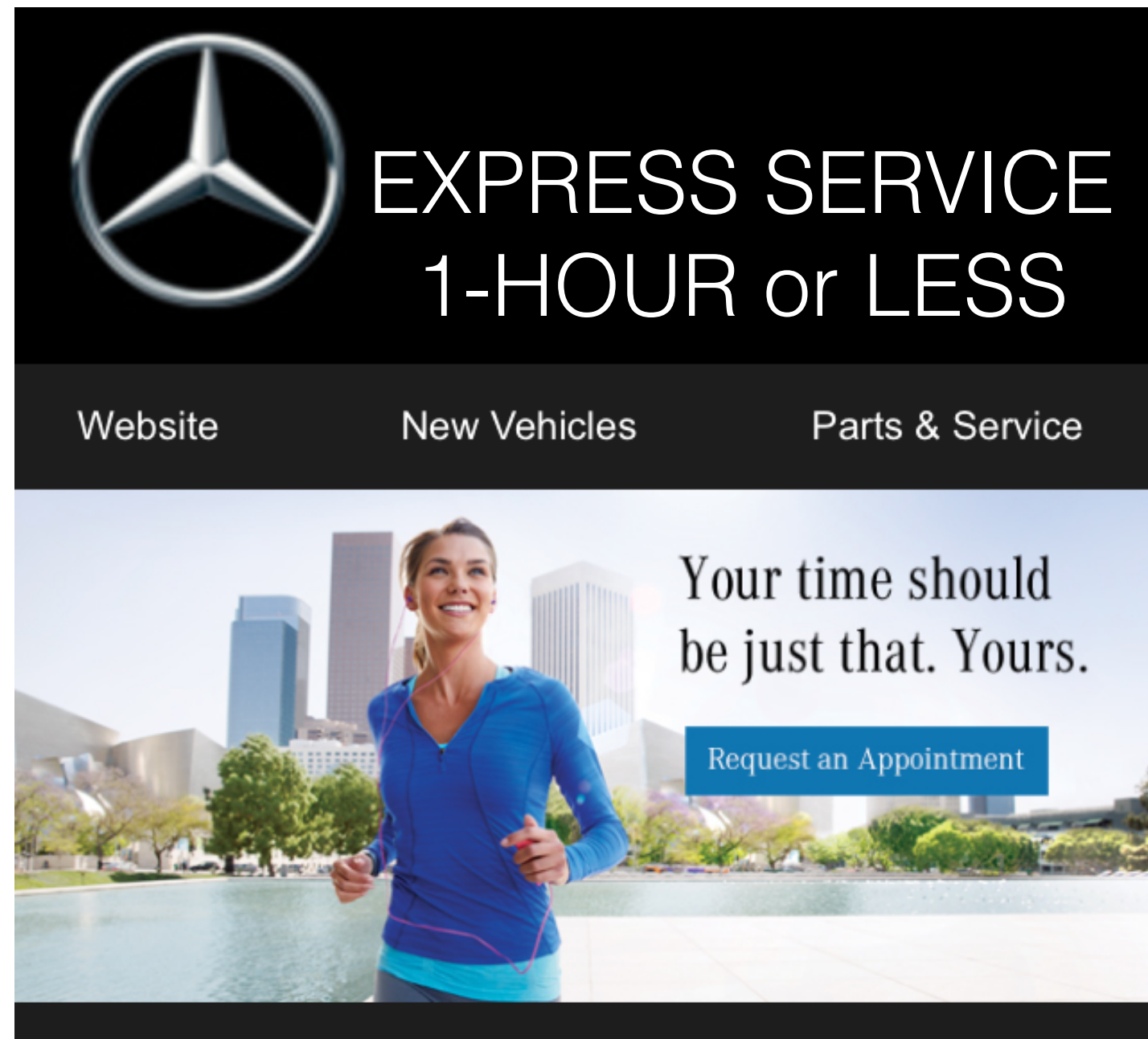
NO MORE


CUSTOMER

FRICTION



SAVE ME TIME. I WANT CONVENIENCE.



 EXPRESS SERVICE
1-HOUR or LESS

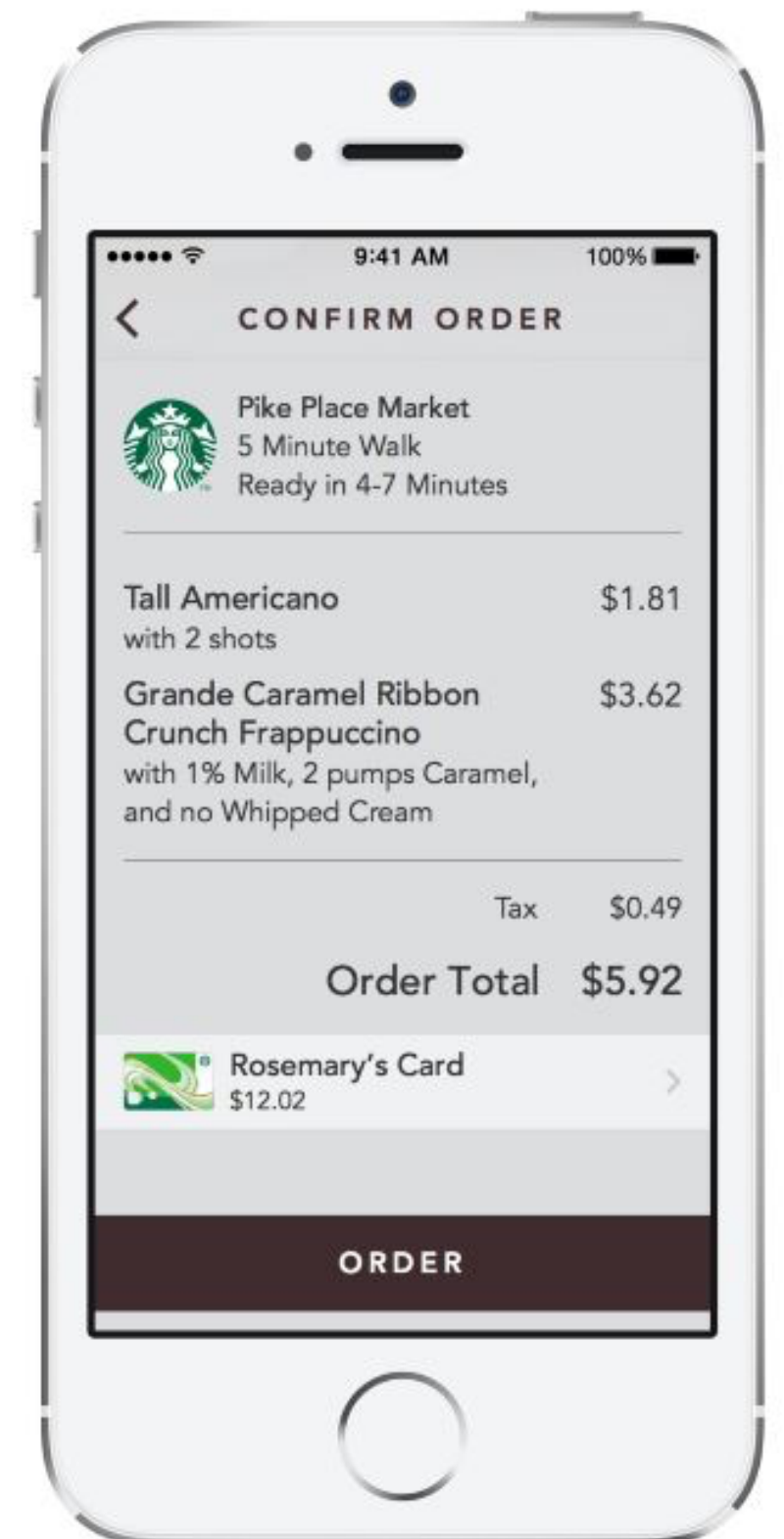
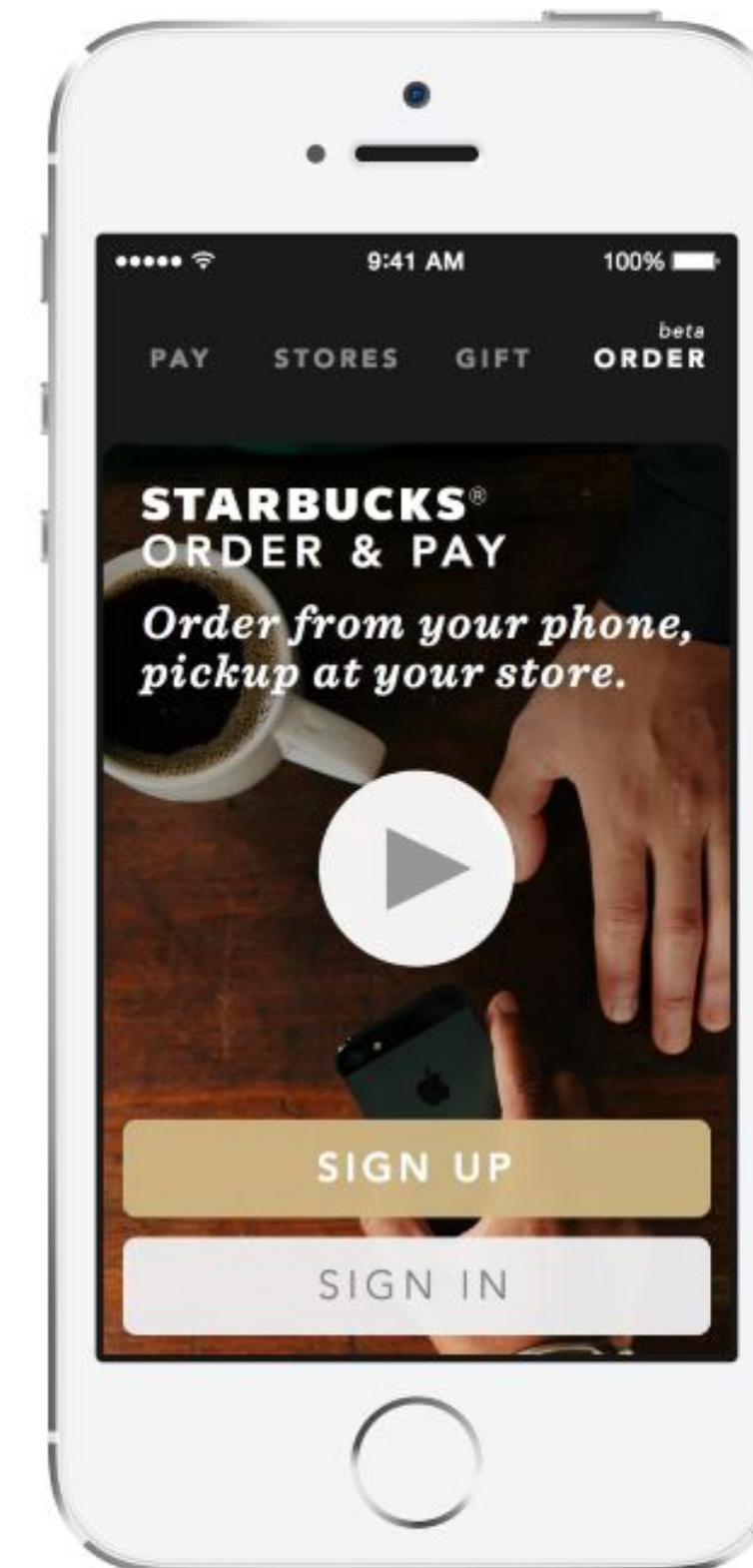
Website New Vehicles Parts & Service

Your time should be just that. Yours.

[Request an Appointment](#)



U B E R



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®

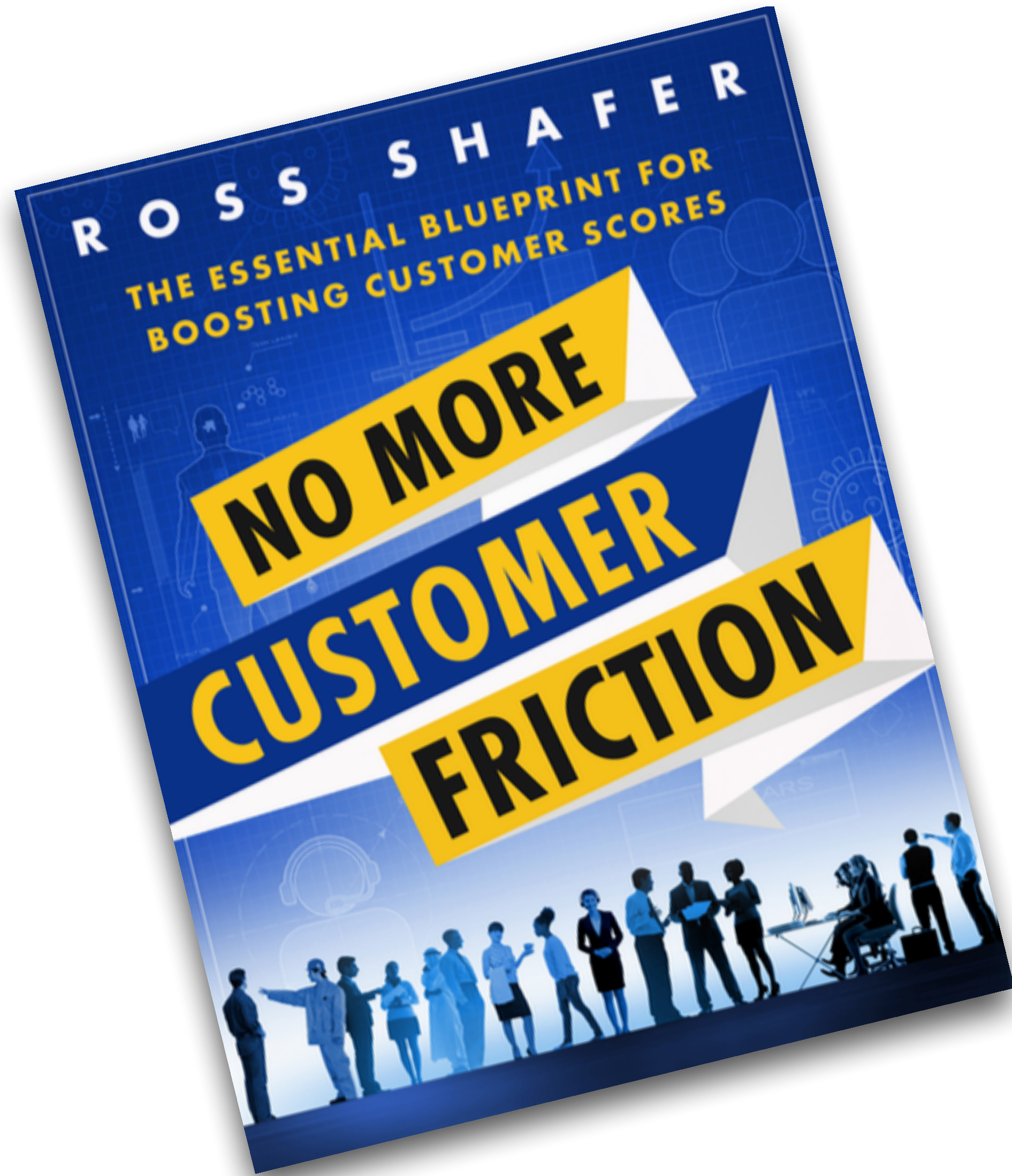
for outstanding customer service...



“There is nothing else I can do.”

“I can’t go against our policy”

“Can you come back later?”



**Does This
System
Work?**



They lost 1,000,000m subscribers in one-quarter. So, they spent \$300M to hire more people and improve ALL processes. Today, billing, call centers, and installation teams are reliably rock-solid. Comcast has the highest sign ups & #1 customer retention stats in their industry.

10 yrs ago, customers complained their toys were boring. Lego had to sell products below cost. They hired designers who LOVED the toys & thought they should be tied to movie franchises (Harry Potter, Batman, etc). In the last two years, Lego has become the largest toy company in the world.

This company was *Last Place* in their industry. I coached the *No More Friction system* to Linemen, Call Centers, & Engineers - during 22 sessions in 10 cities. We attacked customer complaints and empowered on-the-spot fixes. Within 90 days, we raised their J.D. Power scores 21 Points...#1 in their industry.

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)





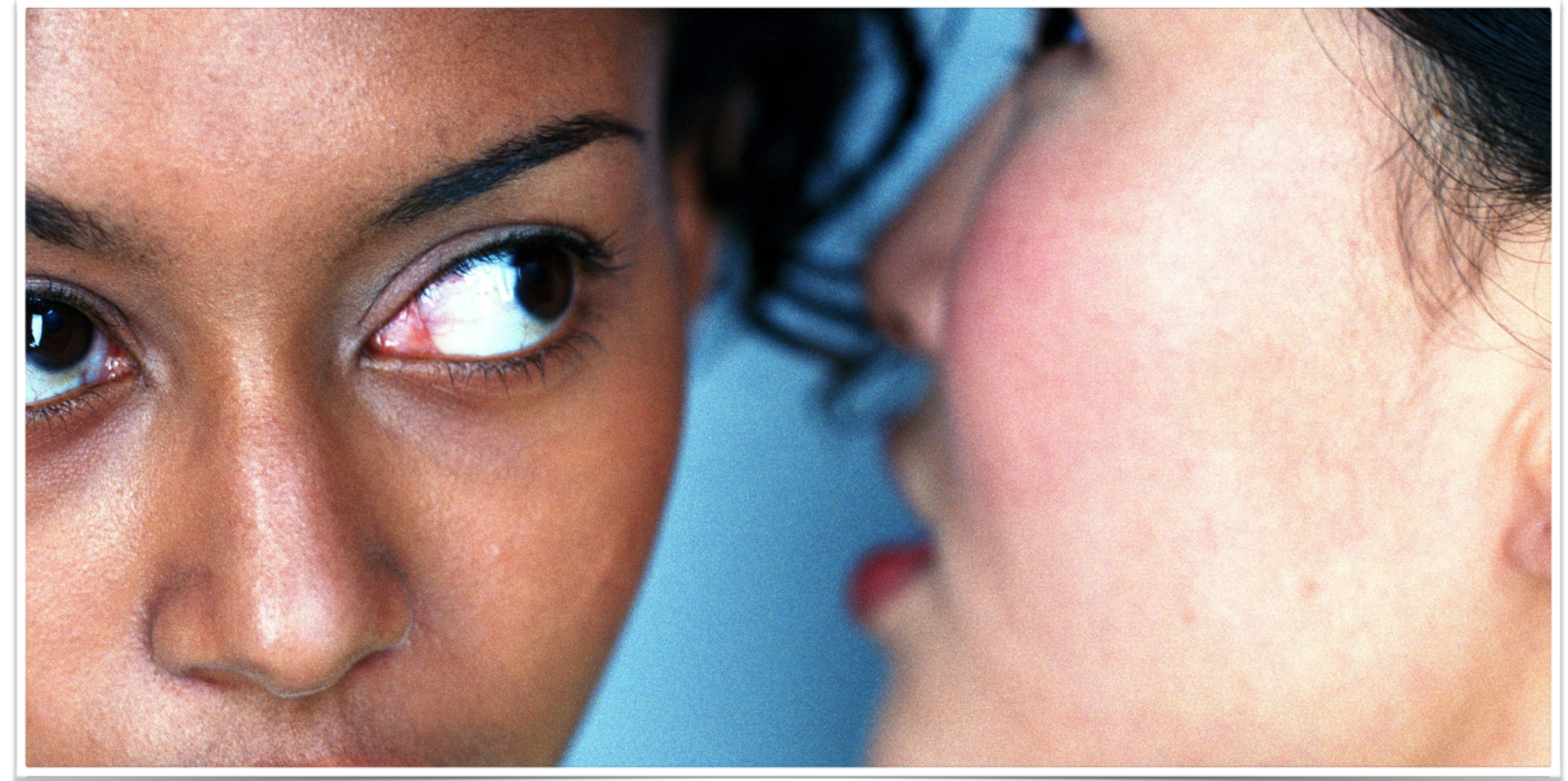
She-Commerce

“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.”

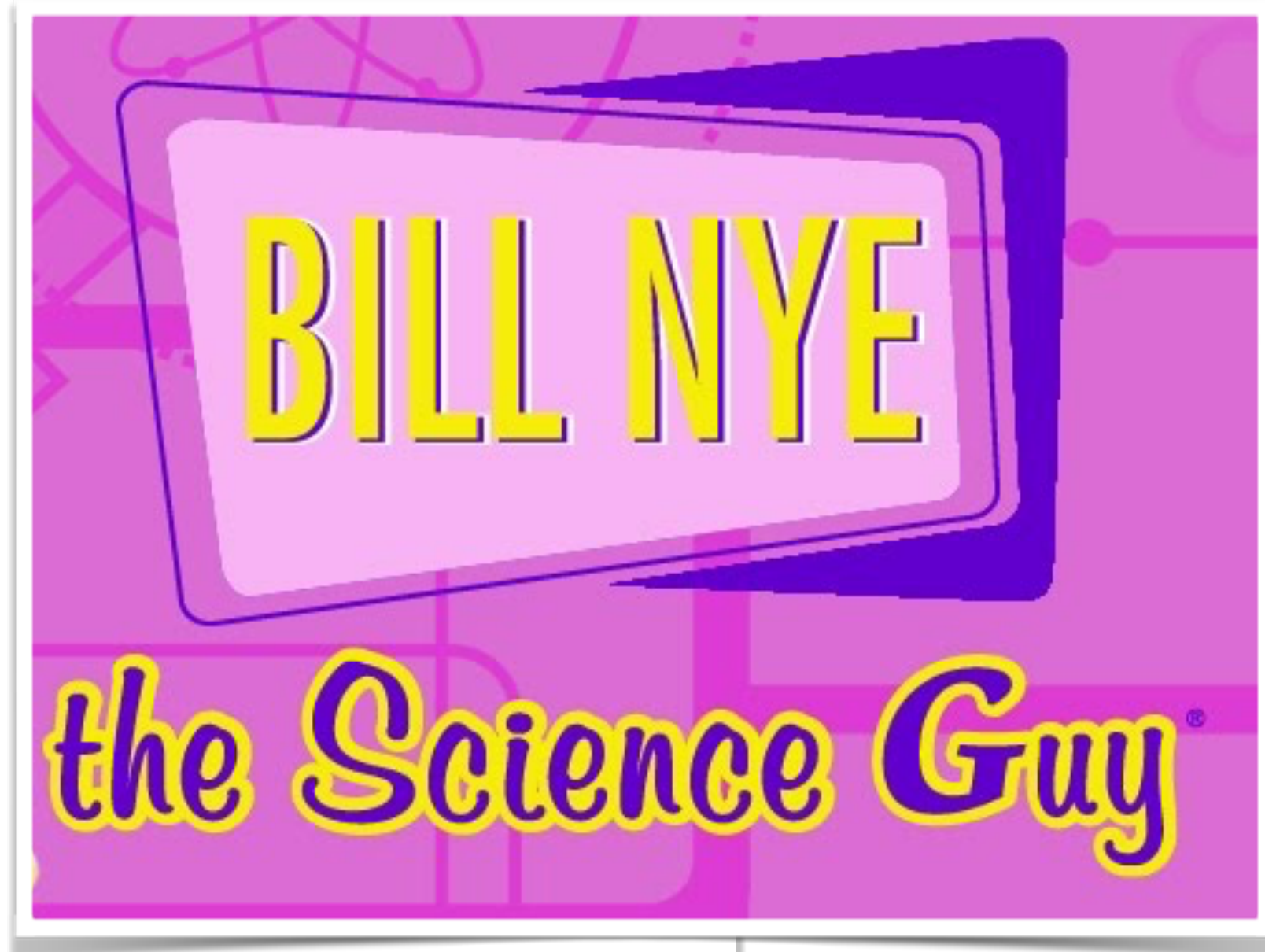


**World-Class
Performance is Your
Unfair Advantage**



World's Greatest Shooter





**Don't Hire Self-
Absorbed People to
Execute Other-
Centered Behaviors**





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



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



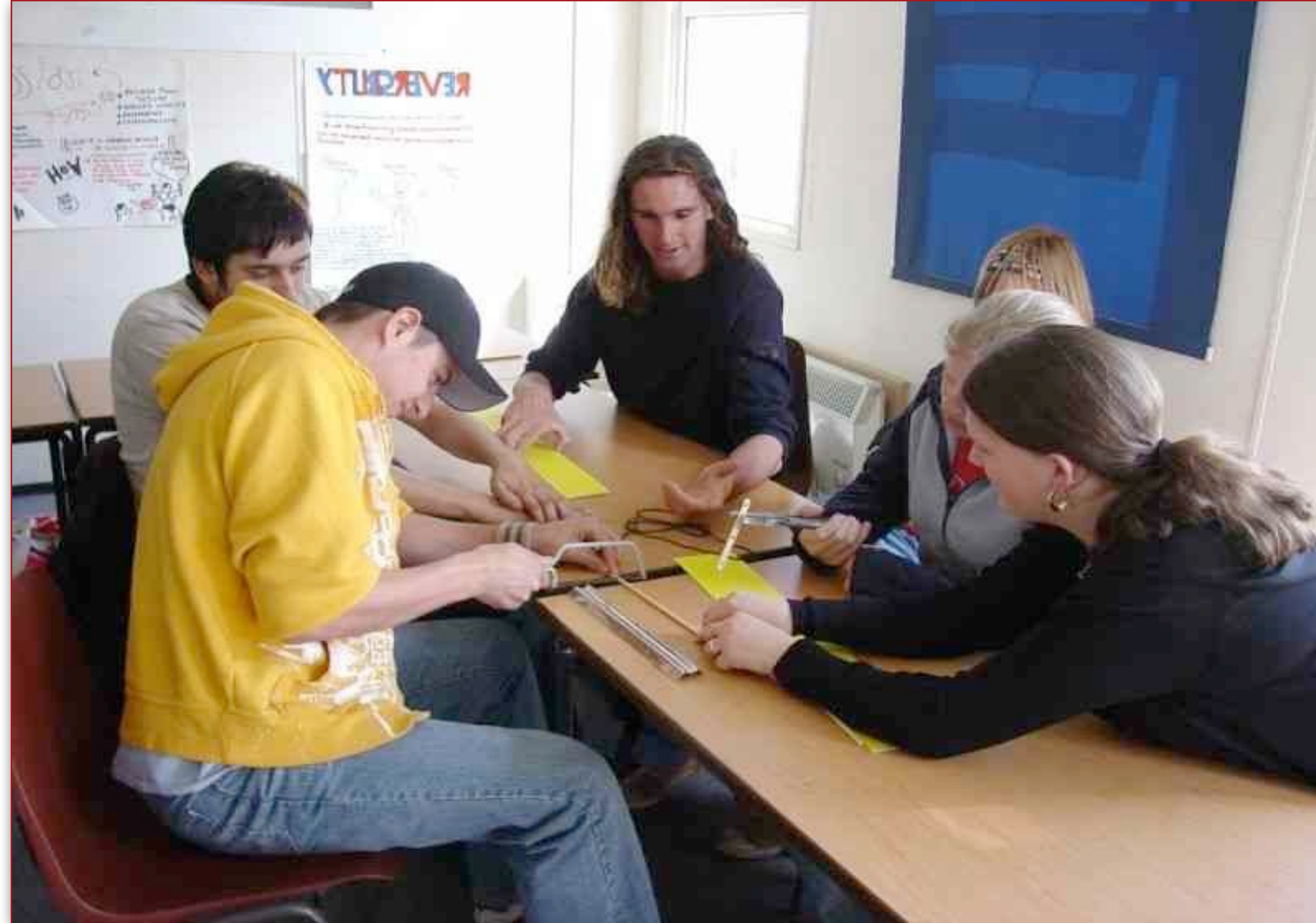
Aileen Bennett Thank you – I thought i had broken the internet (again)

6 hours ago · Like · 1

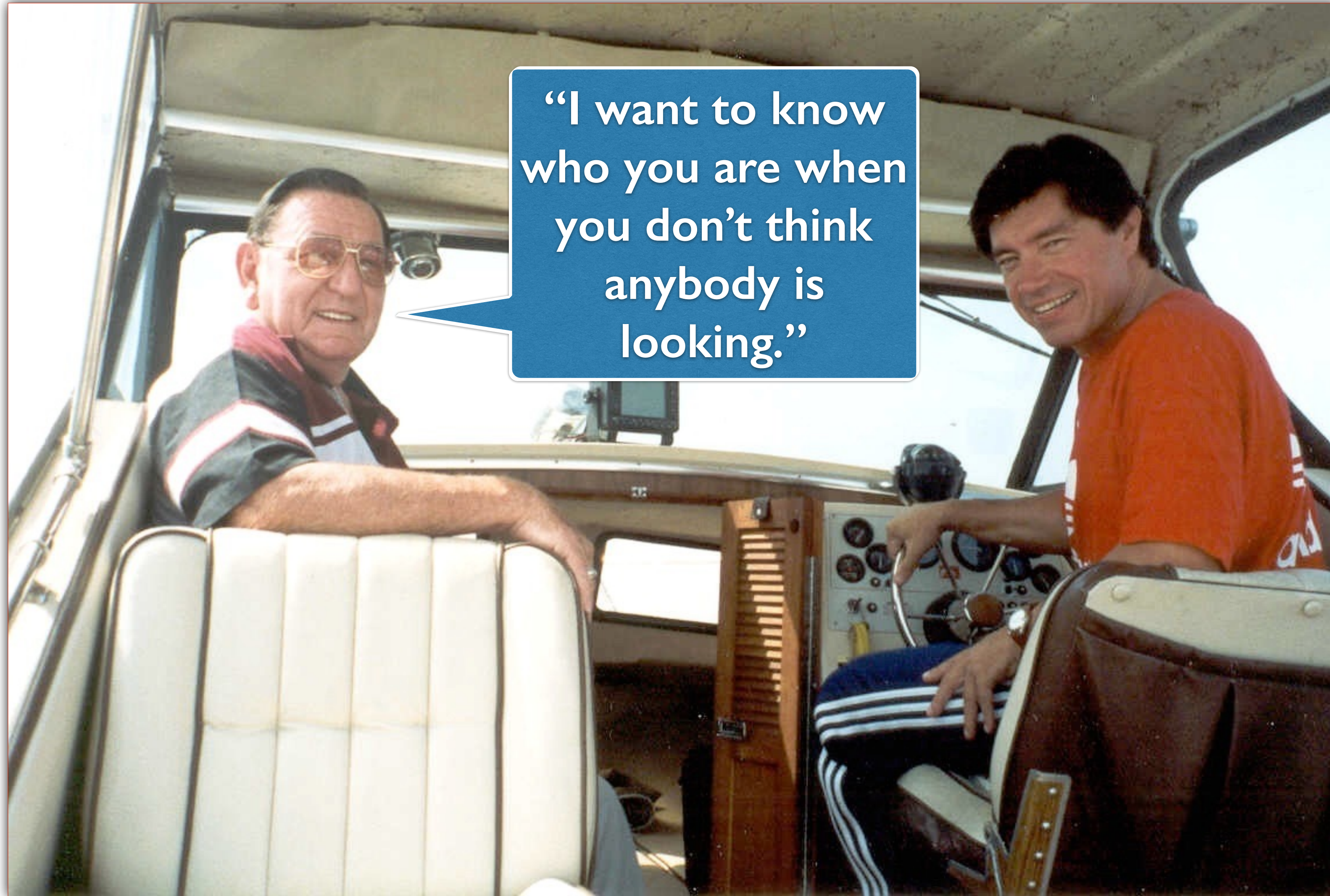


Kathleen Hassan yup

5 hours ago · Like · 1



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



Chuck Shafer 1927-2001

Ongoing Encouragement

FREE RESOURCES FROM ROSS

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

Ross Shafer | View as: Yourself

Home Videos Playlists Channels Discussion About

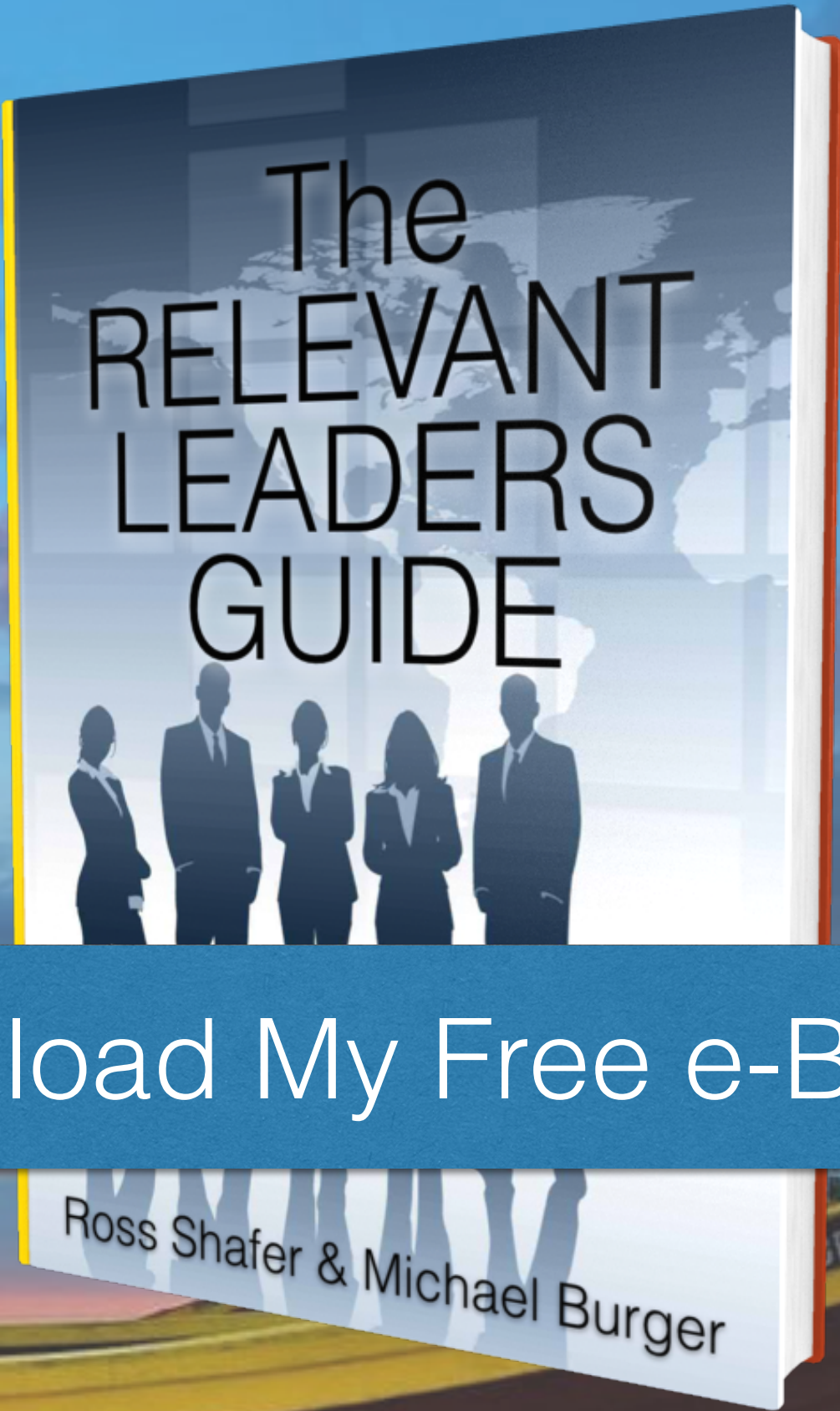
Relevant Leaders Club [Download All](#)

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...

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Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatable...
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www.RossShafer.com



THANK YOU

ROSSSHAFFER