



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

Contact:

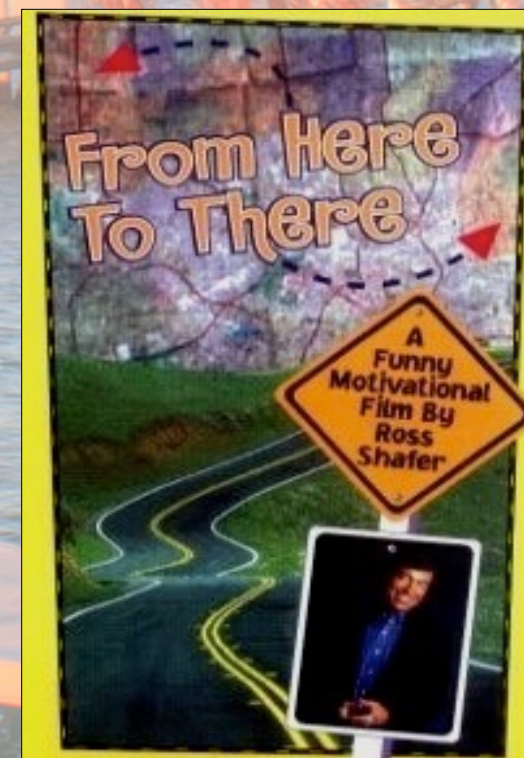
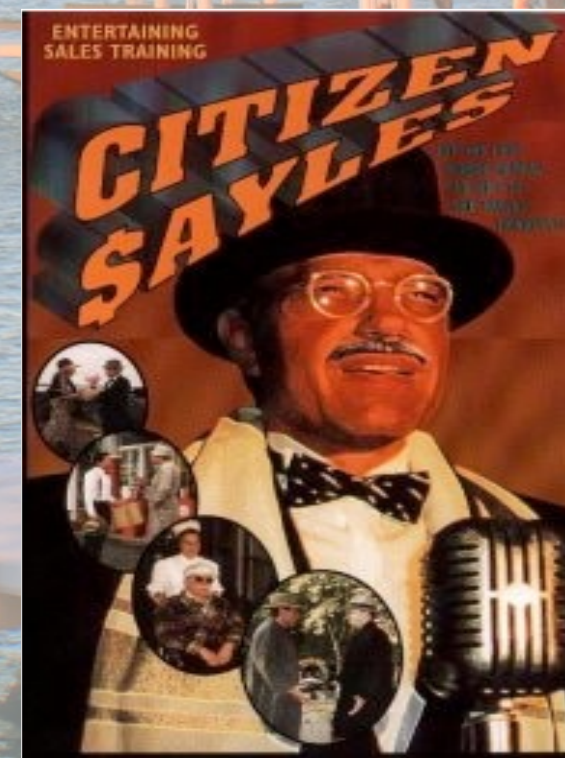
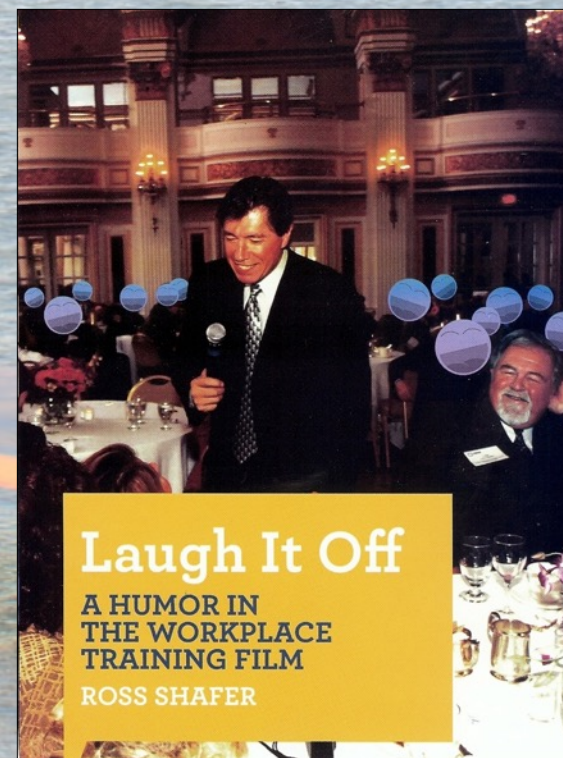
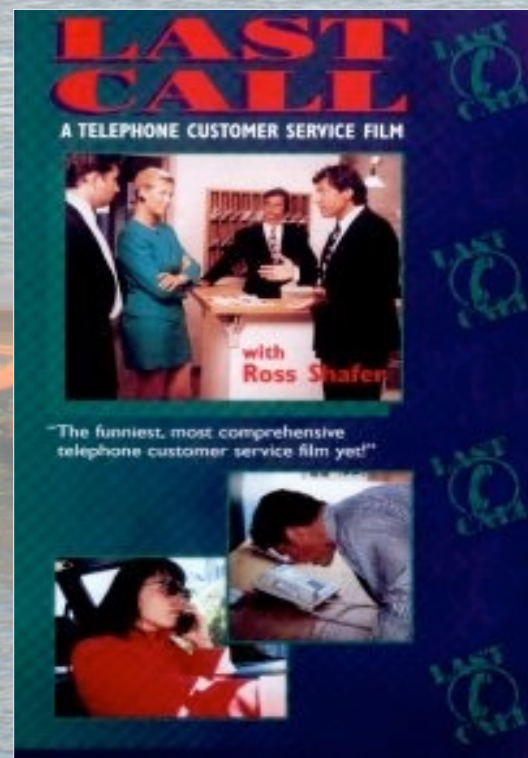
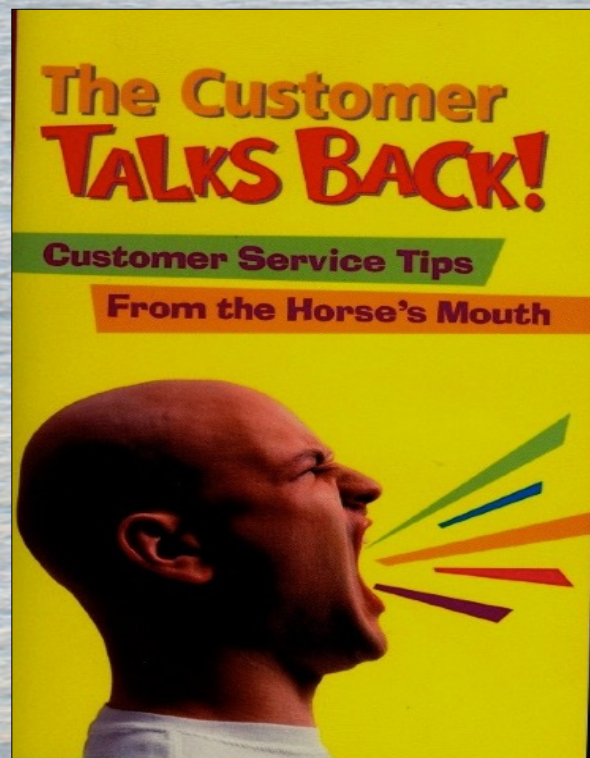
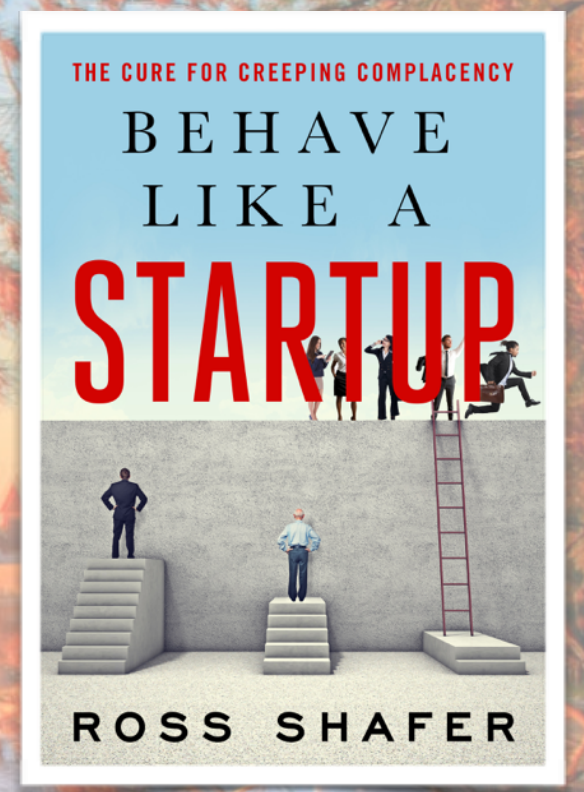
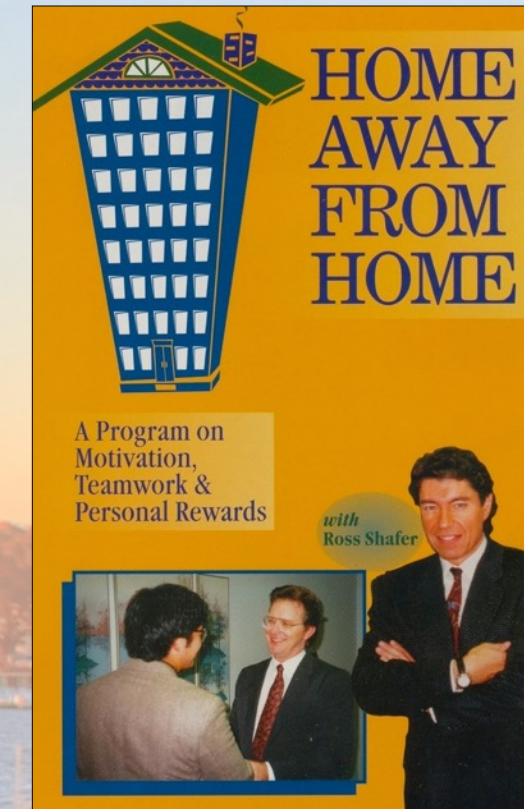
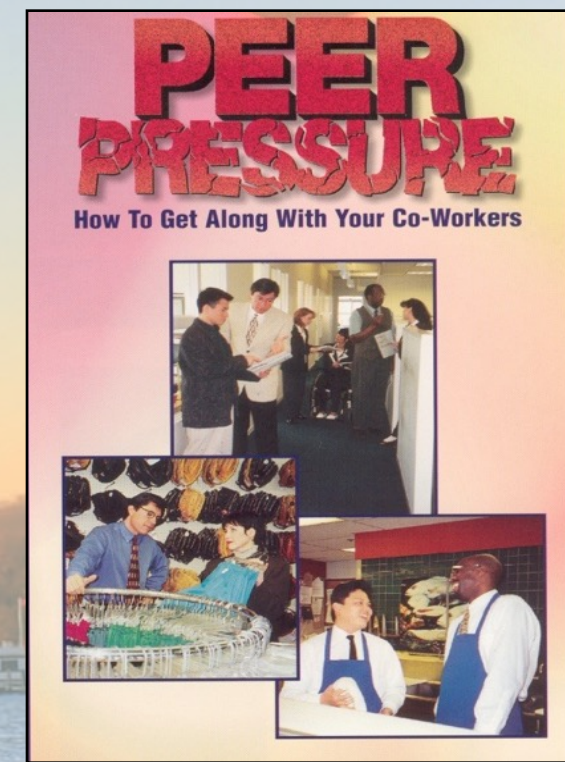
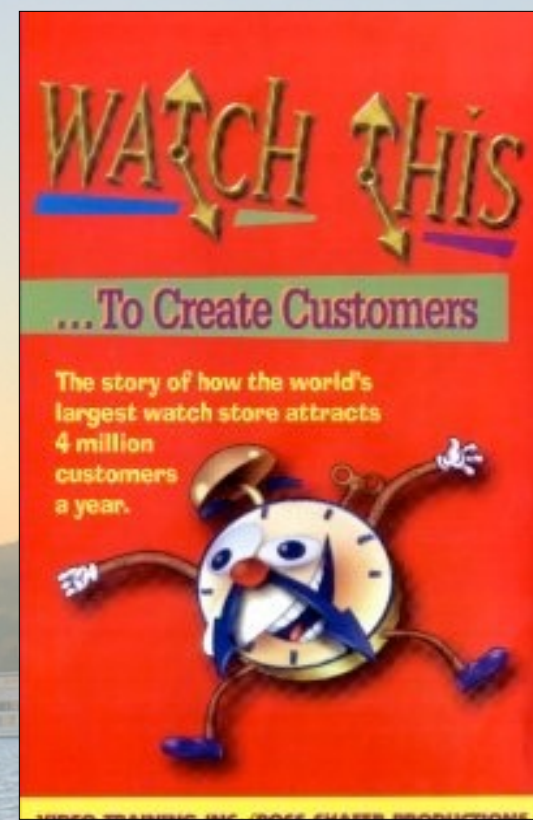
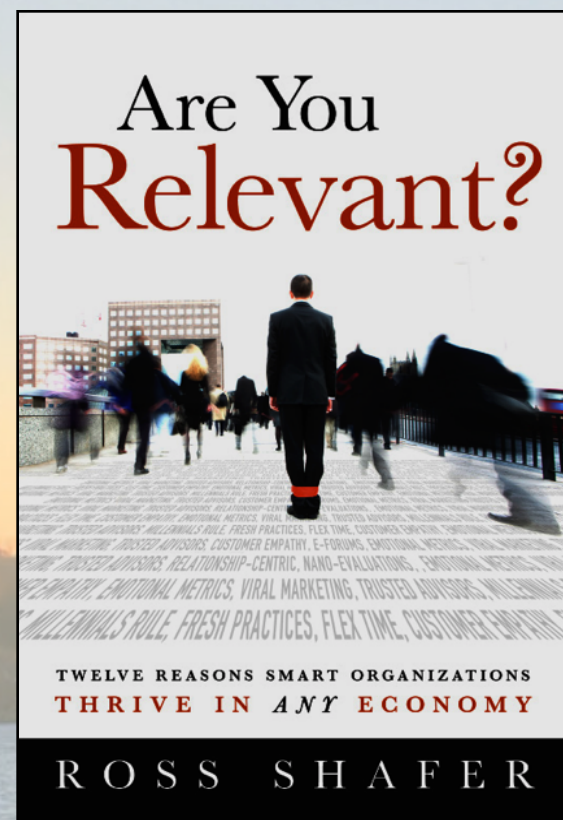
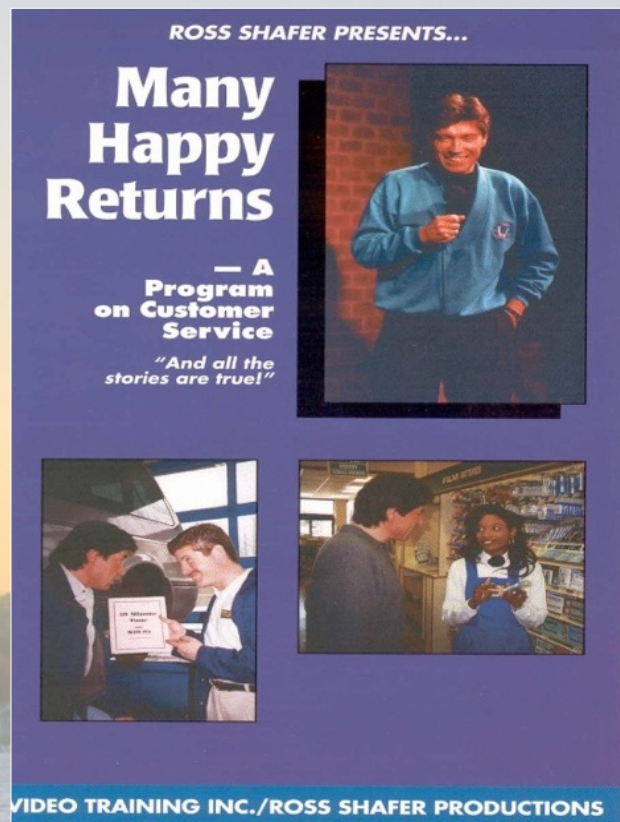
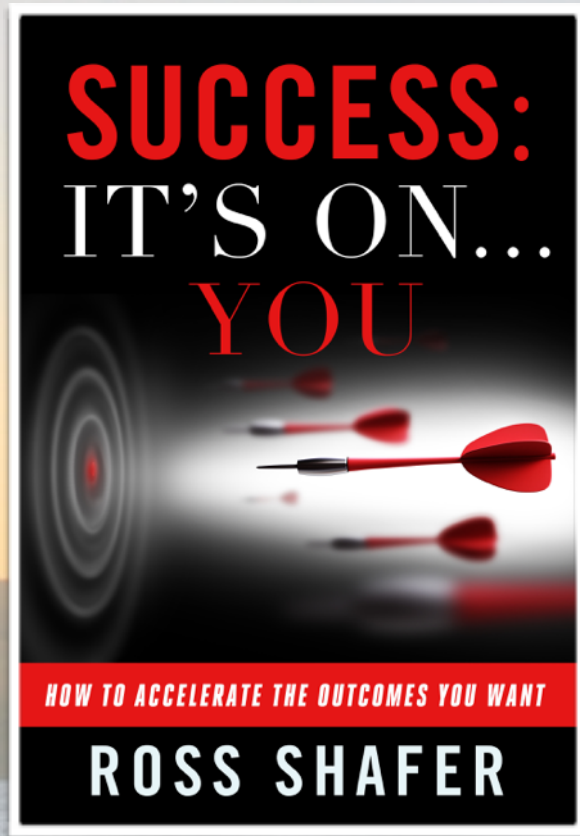
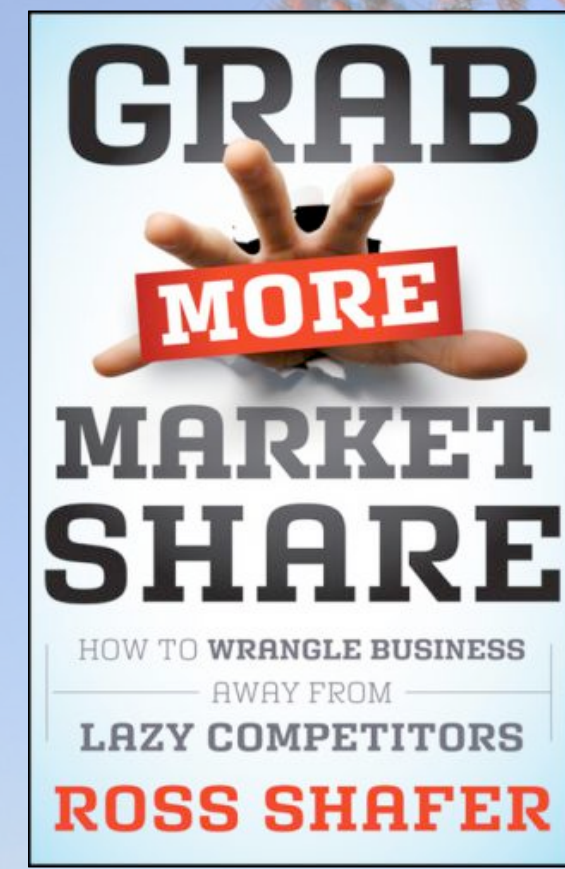
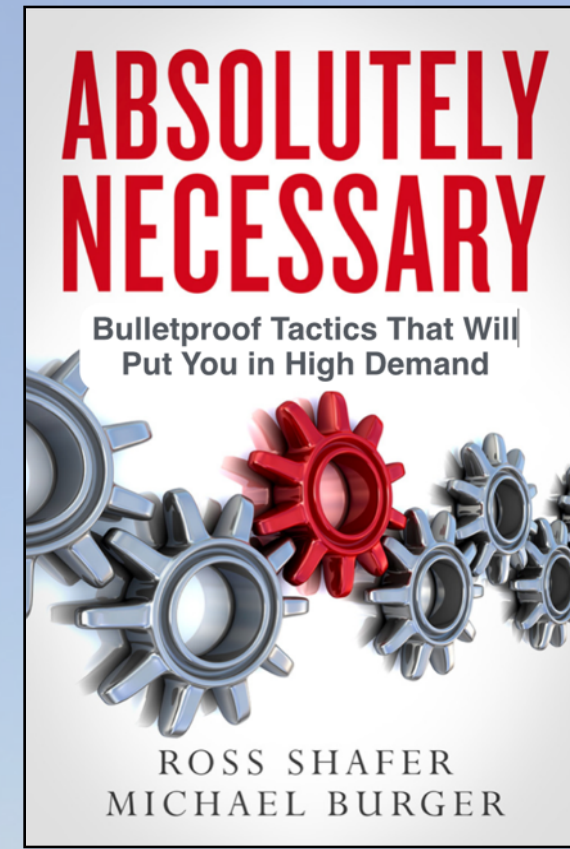
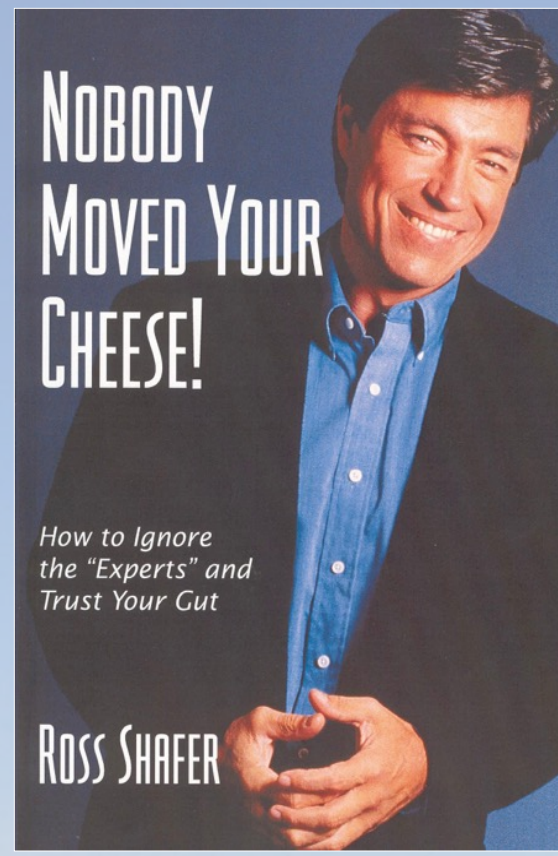
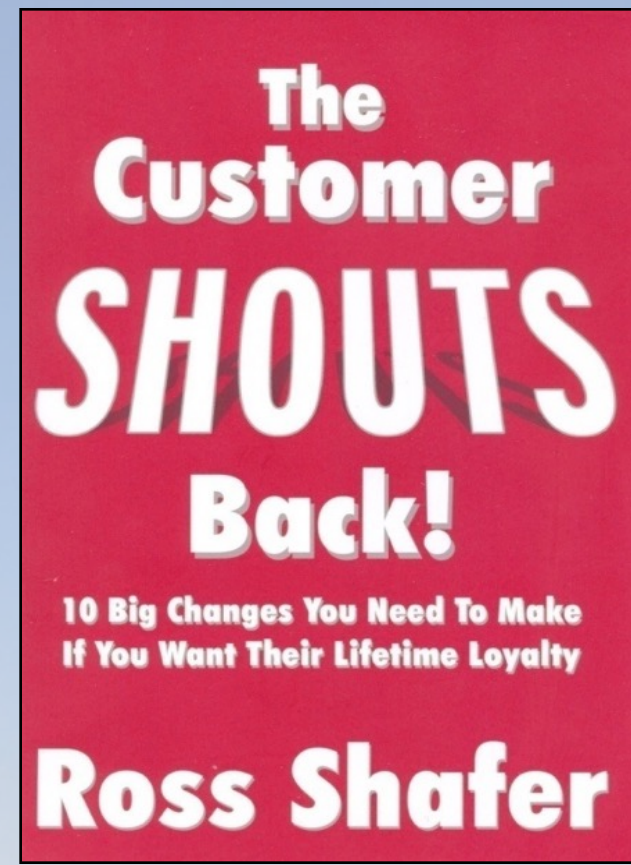
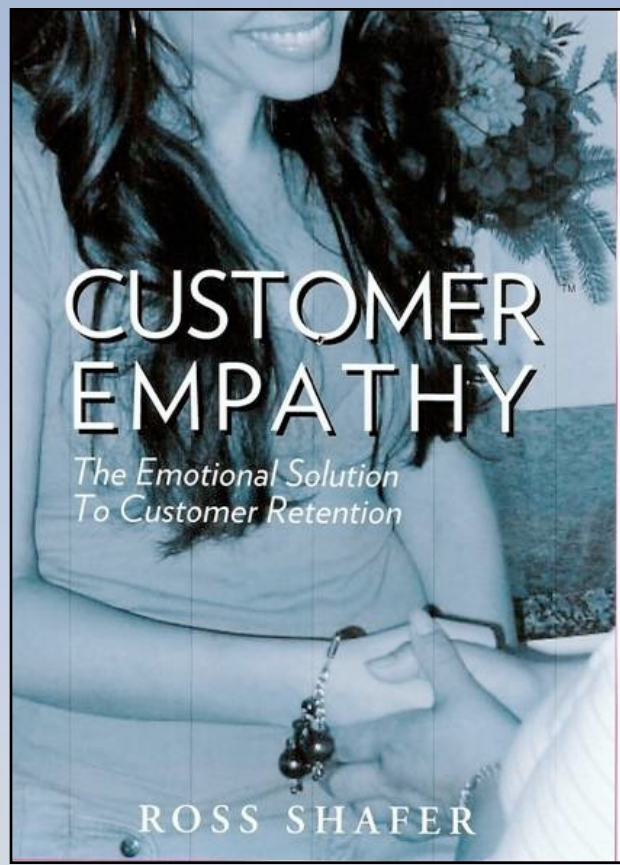
SETH DECHTMAN

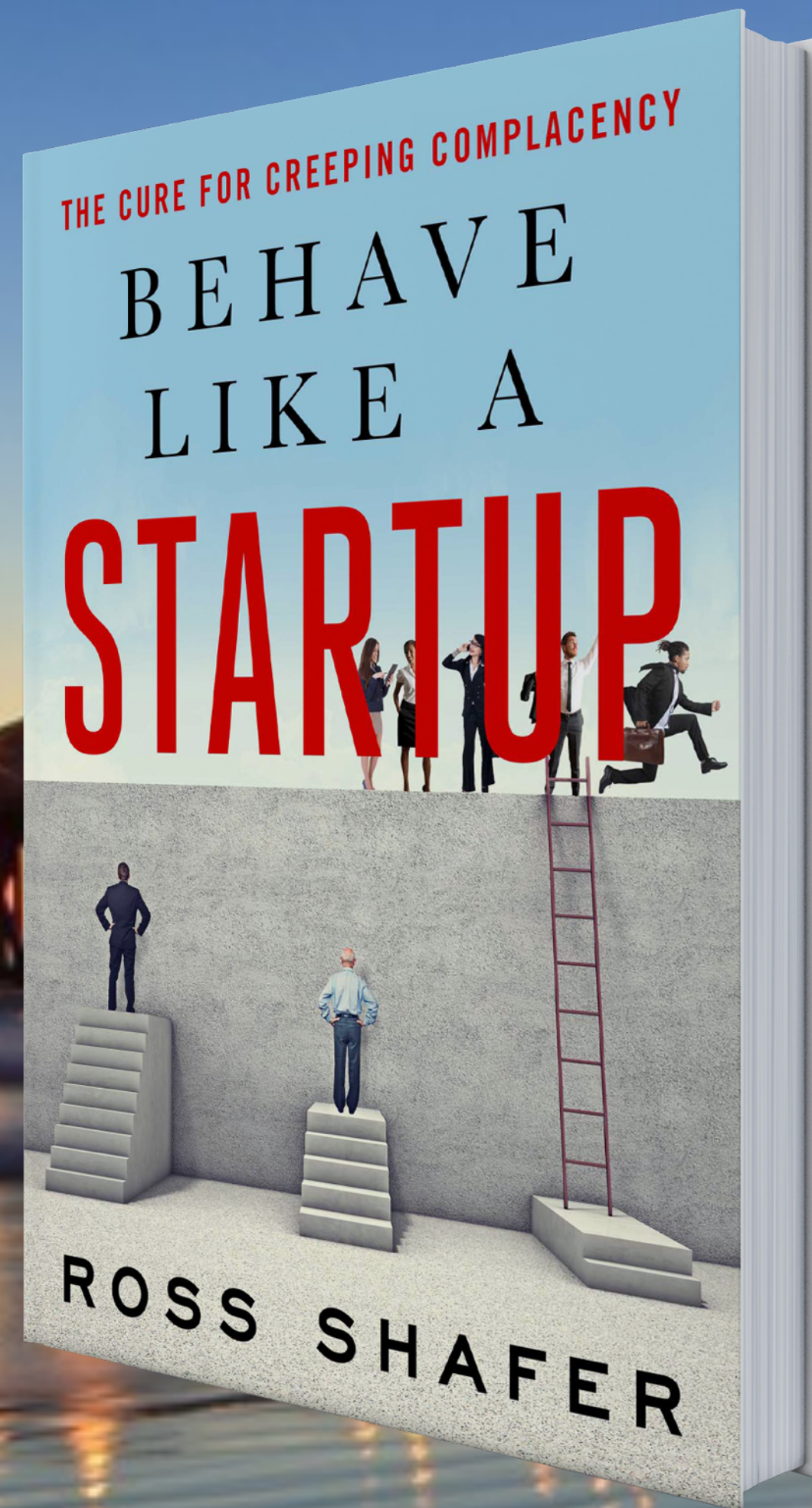
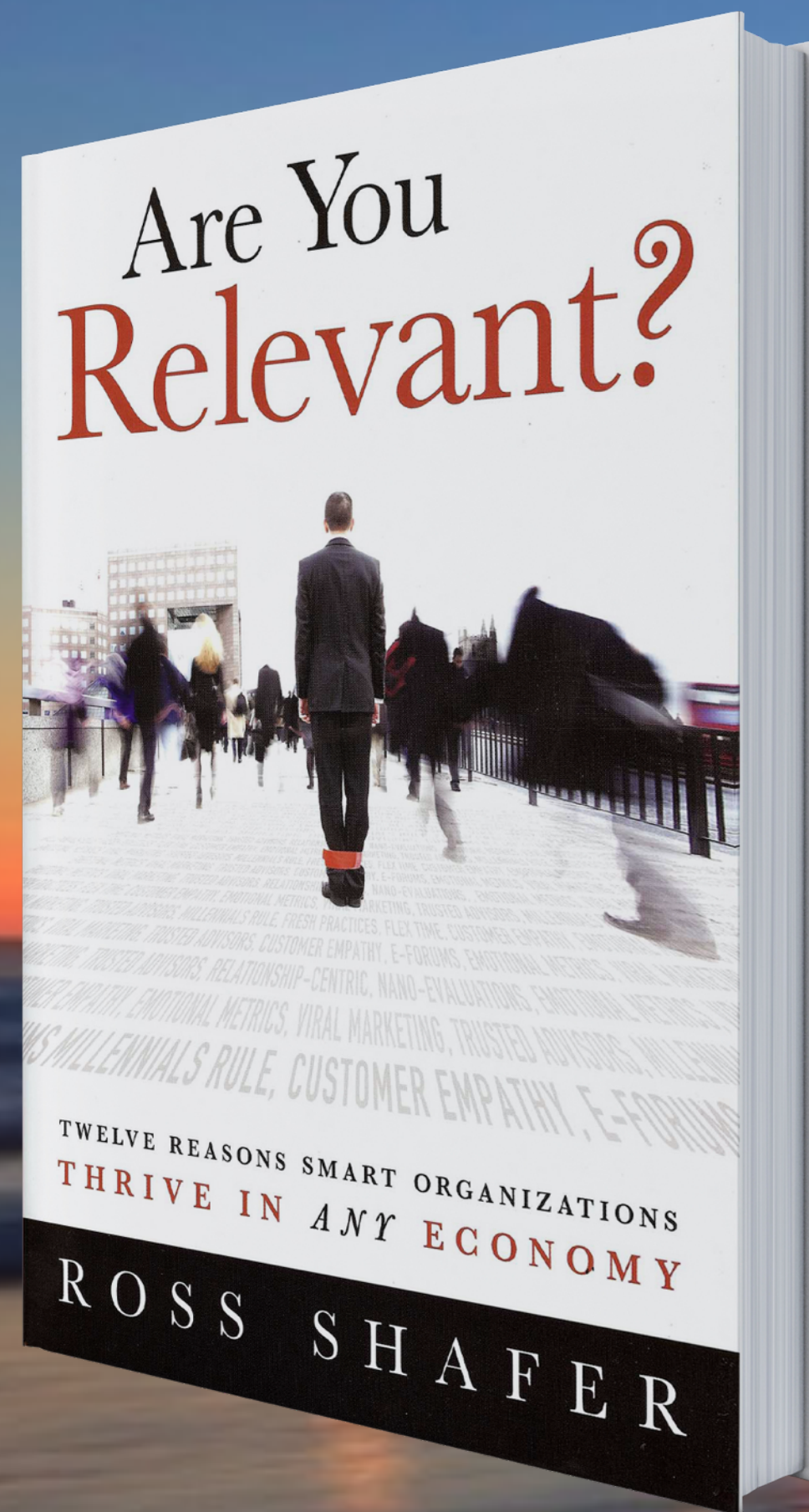
seth@thespeakeragency.com

ROSSSHAFFER

**ARE YOU STILL
RELEVANT?**







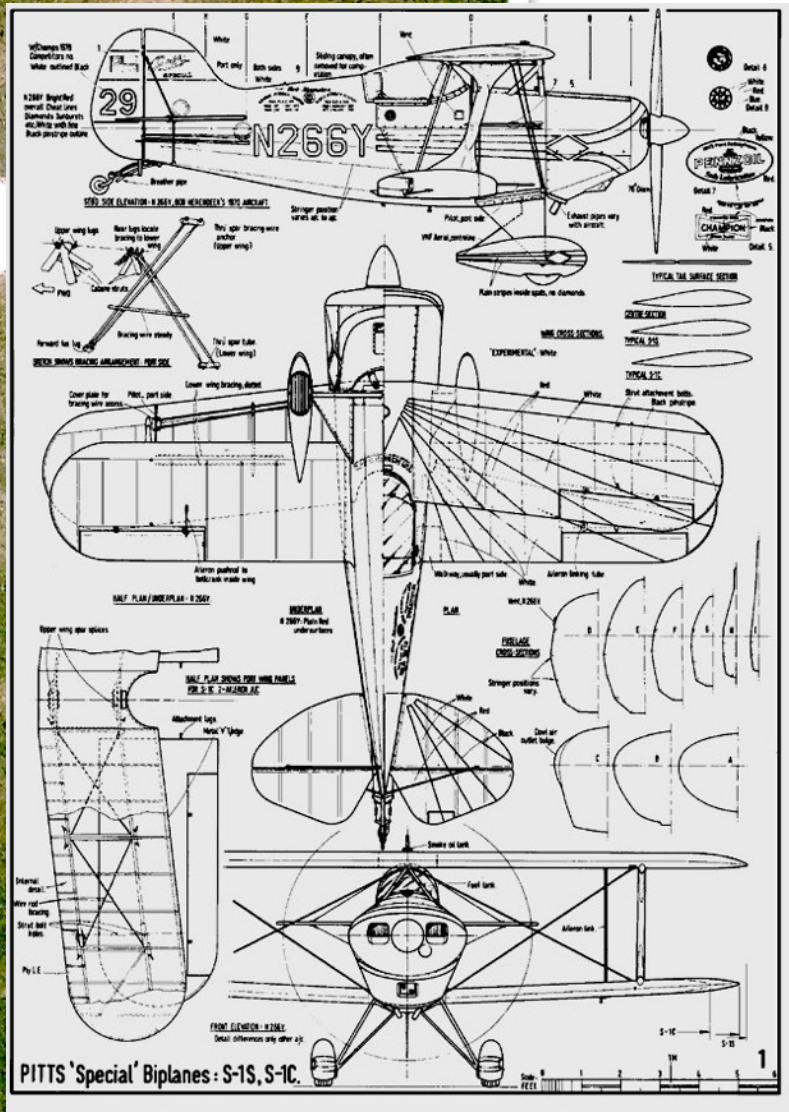
Don't Let Your Obstacles Define Your Future



Ross Shafer
Blackfoot Indian Tribe
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.”*

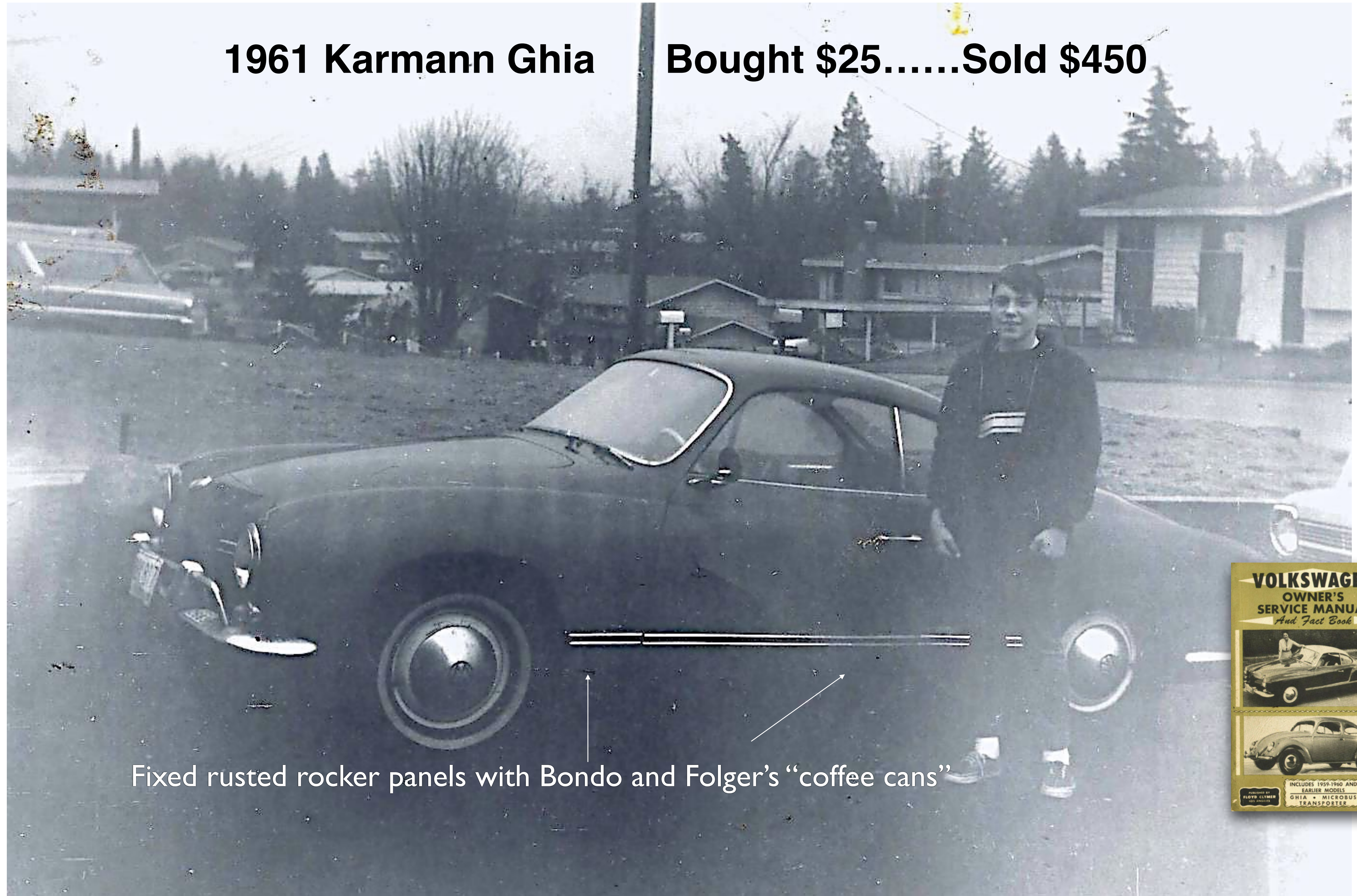


Maiden flight - May 1971

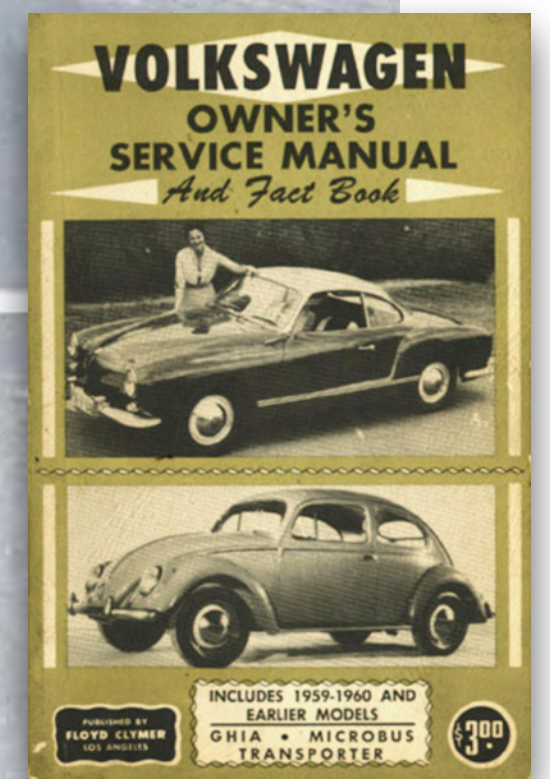


1961 Karmann Ghia

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




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



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



1965 Pontiac GTO Convertible



© PHOTO BY PHOTON

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



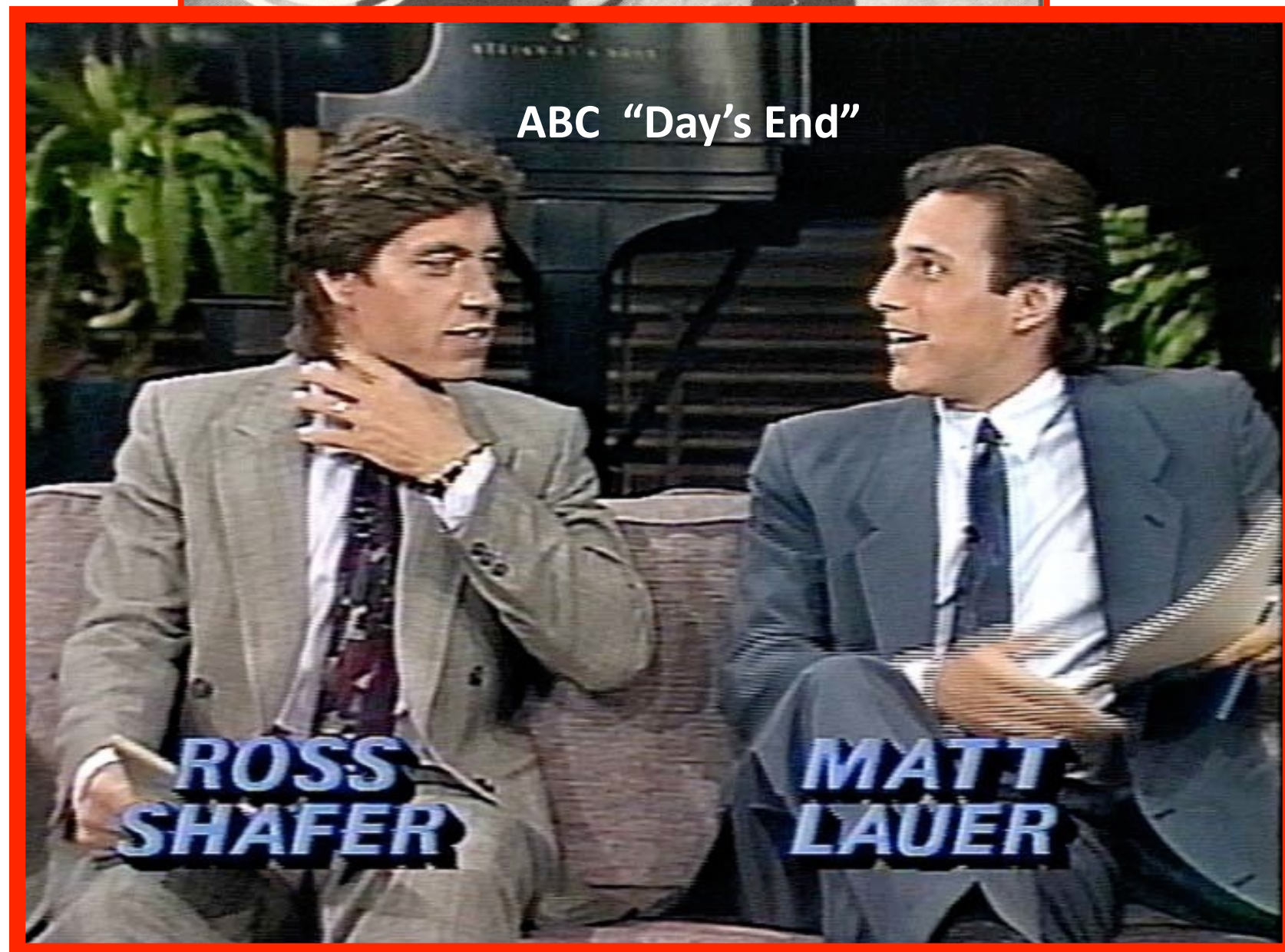
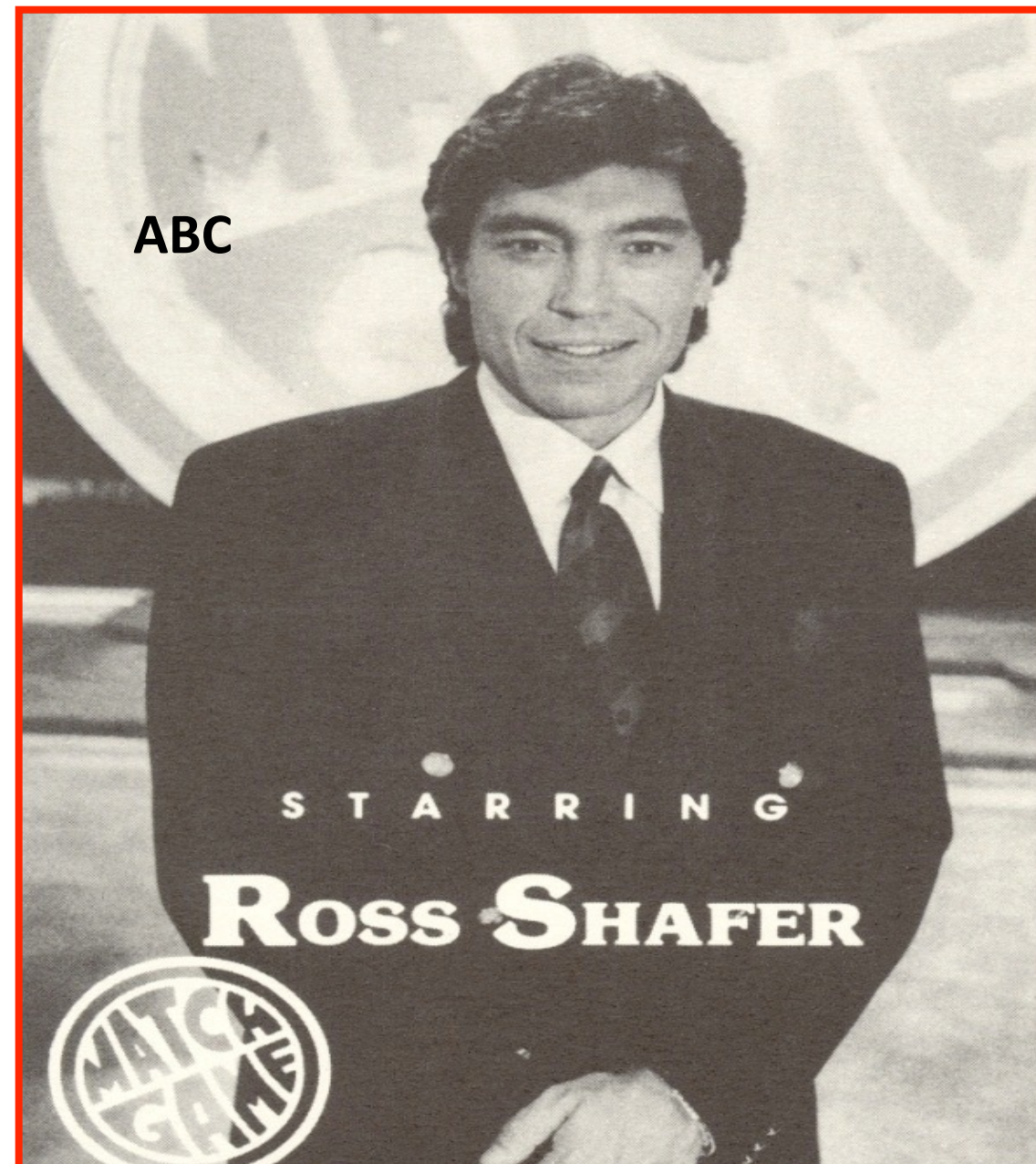
Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1





**Want a Shortcut
to Success?**





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



Be “Paranoid” About Innovation



Hotel Events

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

Events for September 28, 2016

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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[MENUS](#)

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[View All Locations](#)



Back Pain Meds





Fairmont Mayakoba - Cancun, MX
“Where Our Brand is You”



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.

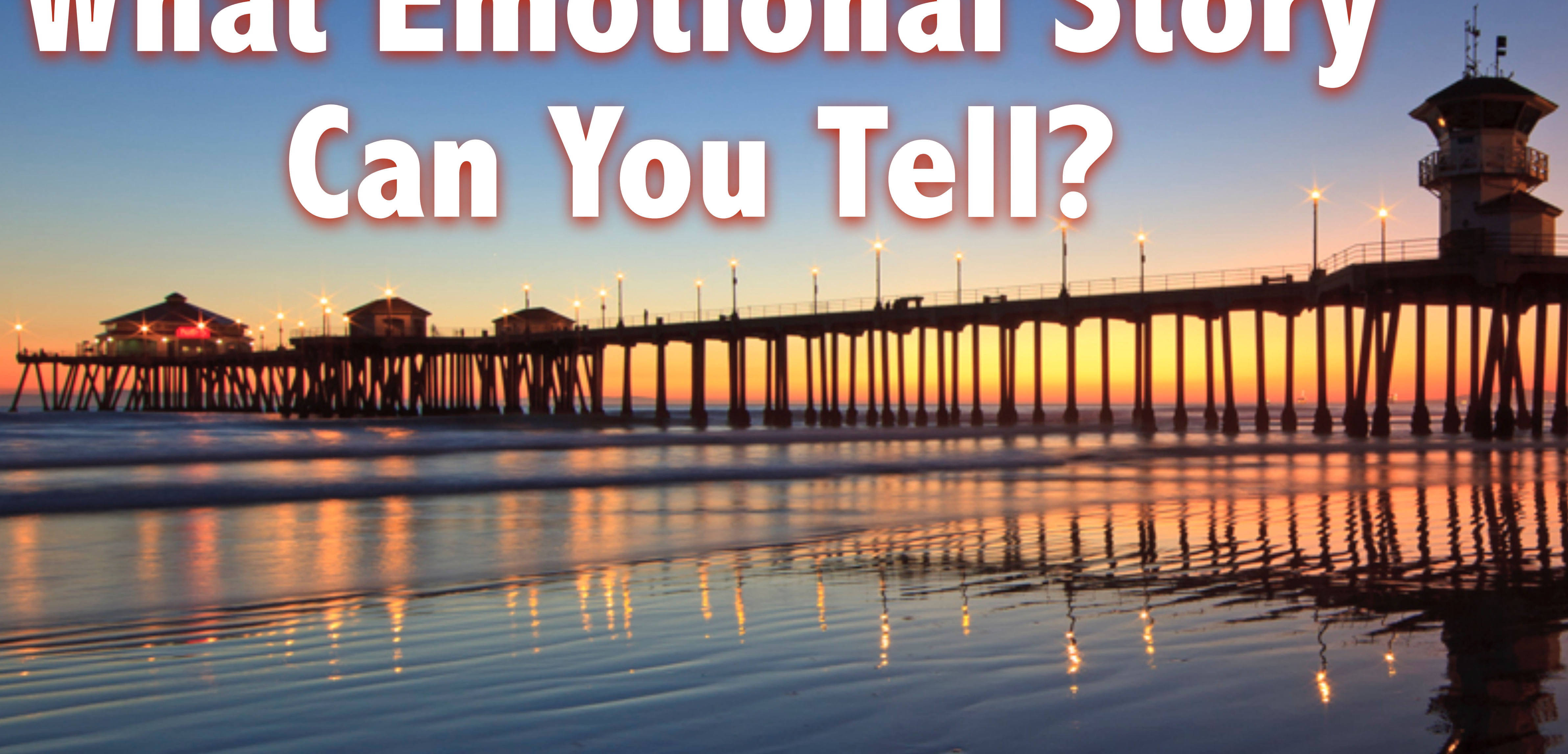
body lotion/
lotion pour le corps

For:

Mr. Shafer

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

What Emotional Story Can You Tell?





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"

“...the ability for a 43-yr old accountant to dress in black leather, drive through small towns, and have people be afraid of him.”





Laramar Apartment Homes - 55,000 units

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



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...





“I can’t help you because that’s not my job.”

“There is nothing else I can do.”

“Can you call back?”

“We didn’t cause this problem.”



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.

“I have a new
place for
your flowers!!”



DON'T ALLOW THE



MOMENTS



**“I understand why you are angry.
But let’s make this right as quickly as possible.”**

**Which Customers Are
the Most Important?**



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 Investment Services, Insurance & 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)



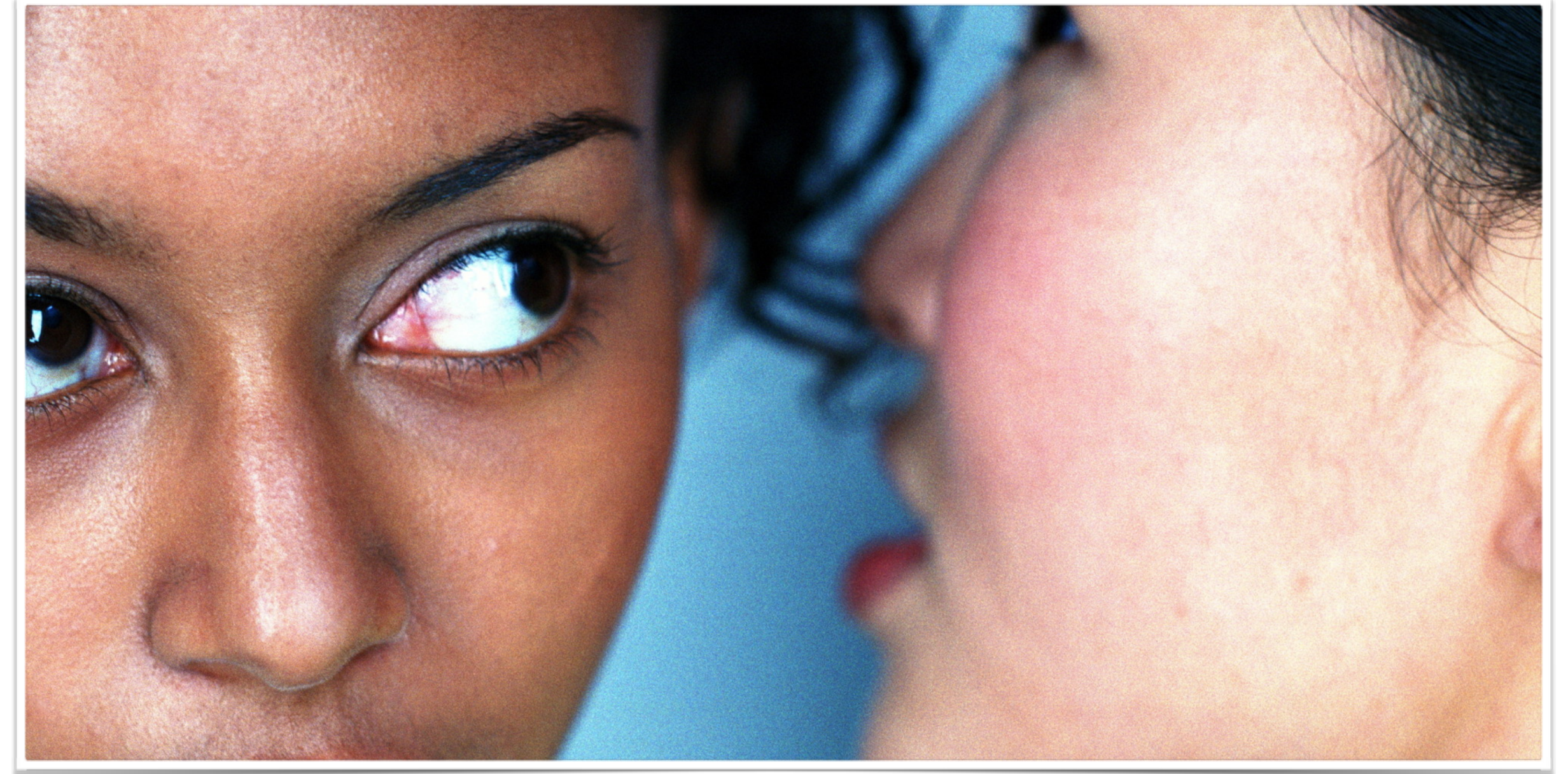
She-Commerce

“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.”



Attract & Retain Talented Young People

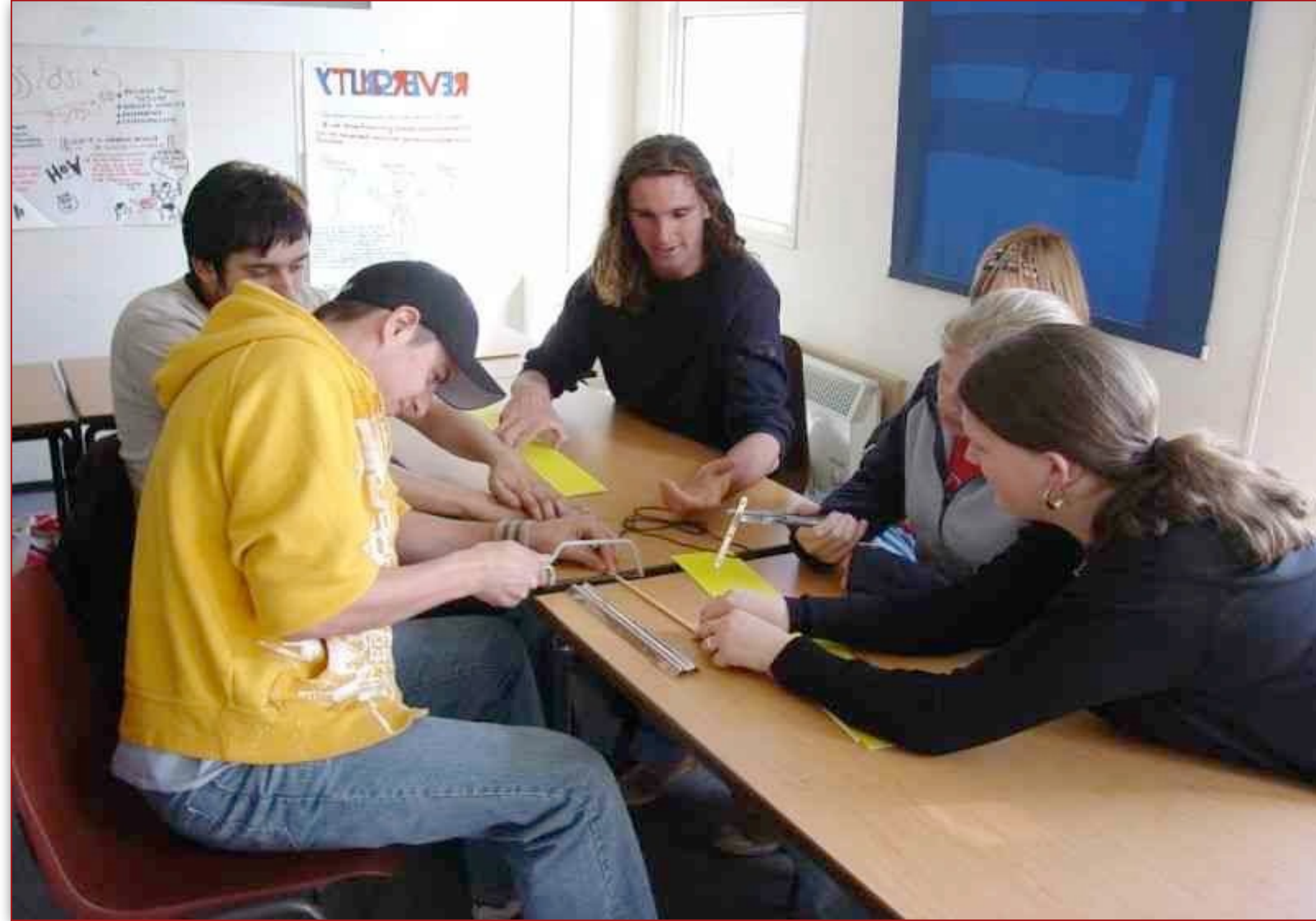


Millennials Look Like This now...



Don't Mentor Them

**Advocate for
Them**

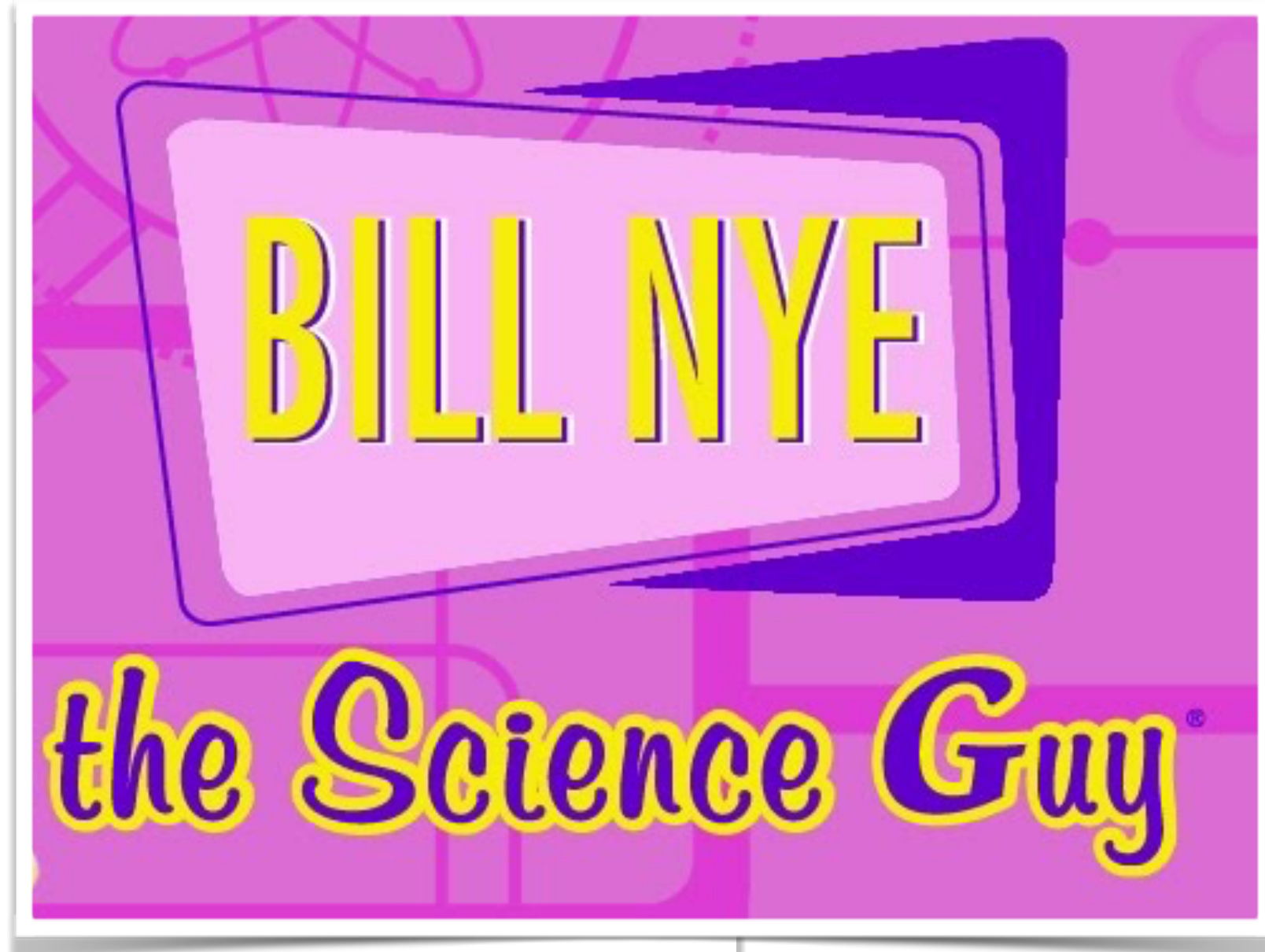


“48% of employers are dissatisfied with the oral communications skills of college students.”

Ongoing Encouragement

Being World Class is Your Unfair Advantage





POST MEETING: FREE RESOURCES

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

Ross Shafer View as: Yourself

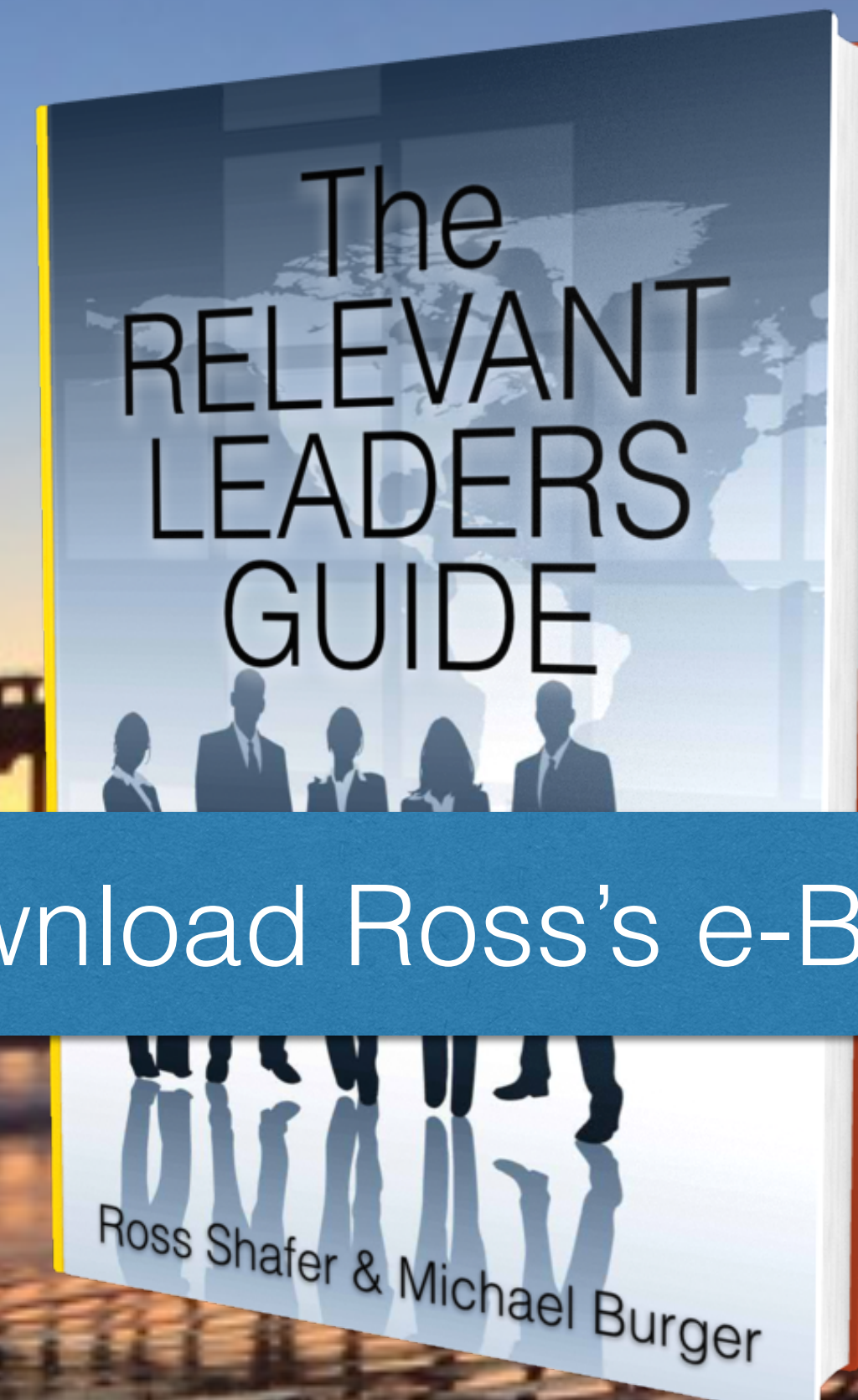
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Relevant Leaders Club Download All

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 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
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
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
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
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...
1 month ago • 62 views
This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

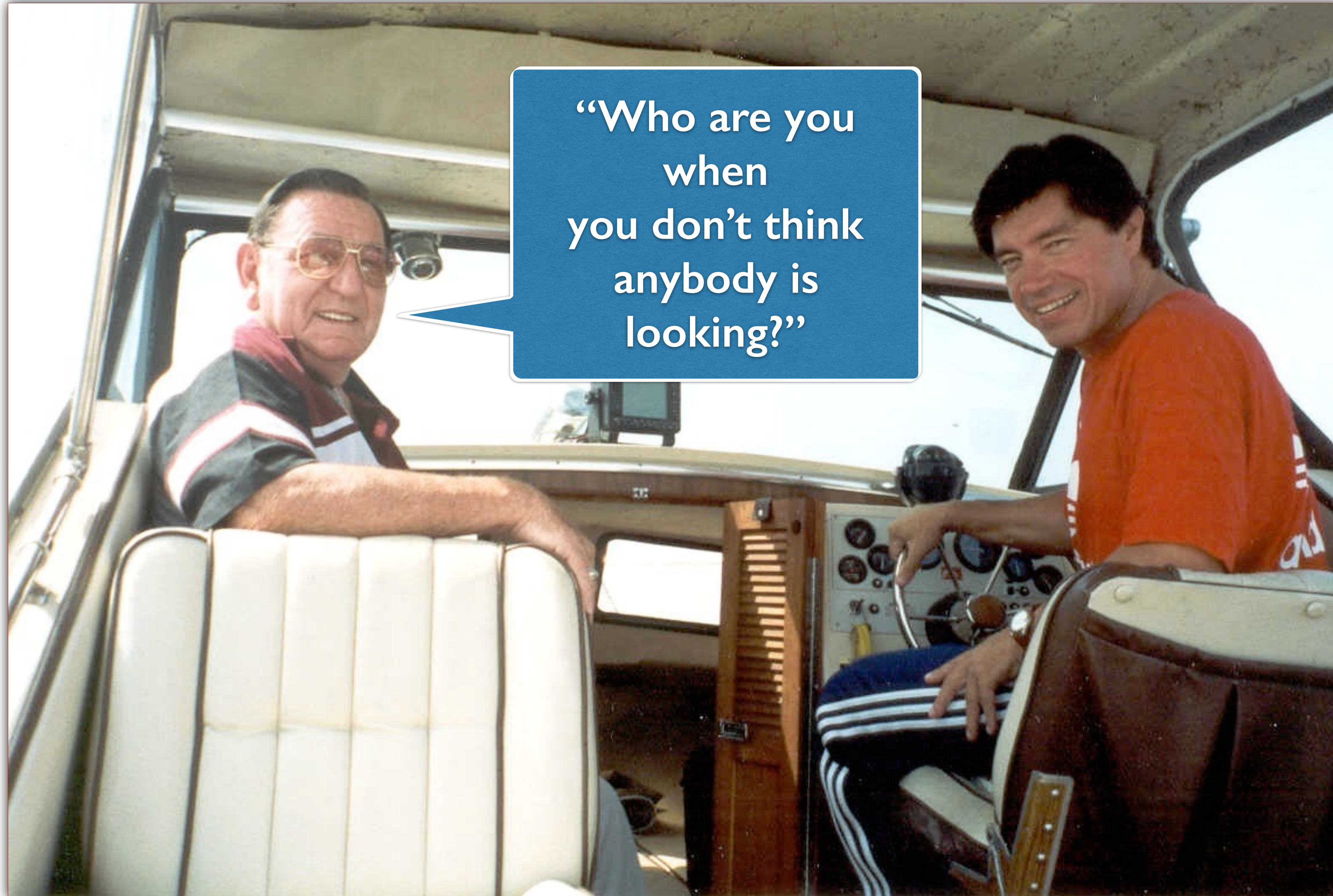
Download Ross's e-Book



Contact: **SETH DECHTMAN**
seth@thespeakeragency.com

Resilience is Your Best Friend





Chuck Shafer 1927-2001



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



Daddy/Daughter date
10th birthday!



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ROSSSHAFFER