



Ross
Shafer

**If you want to contact me
after the meeting...**

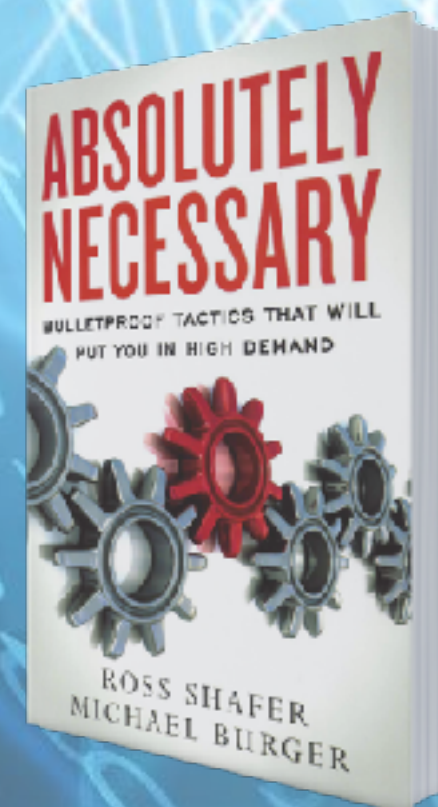
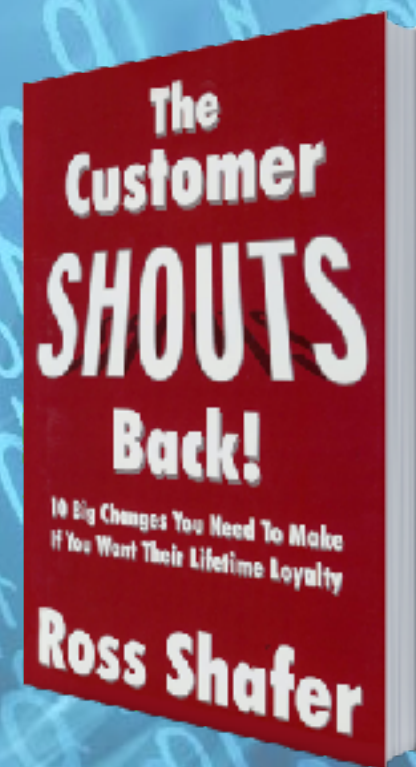
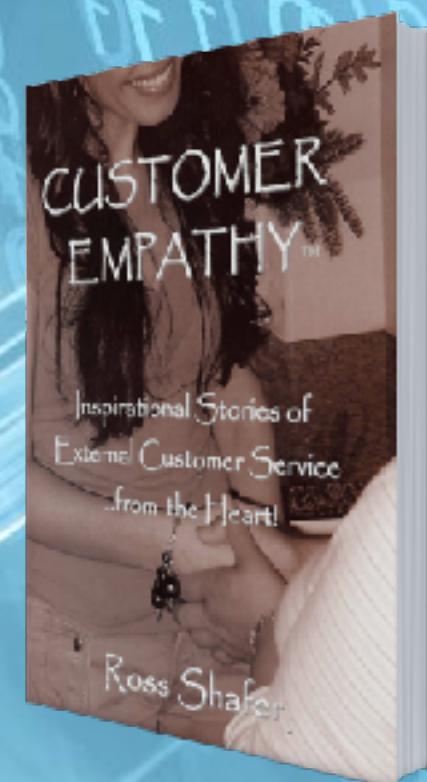
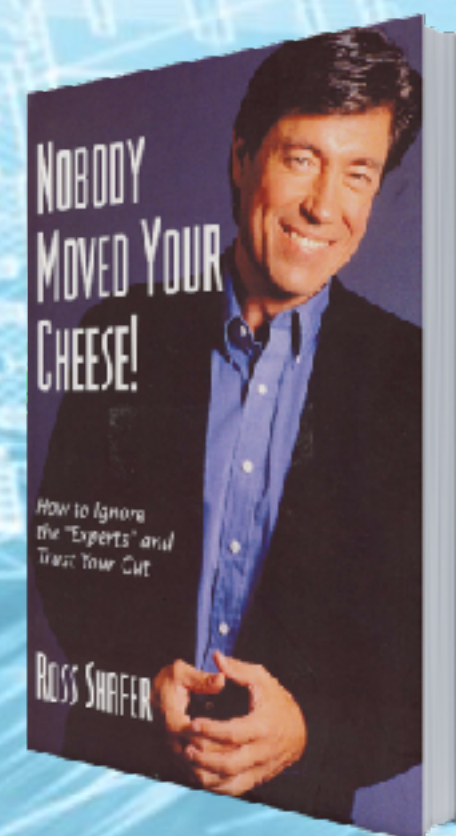
PHONE:

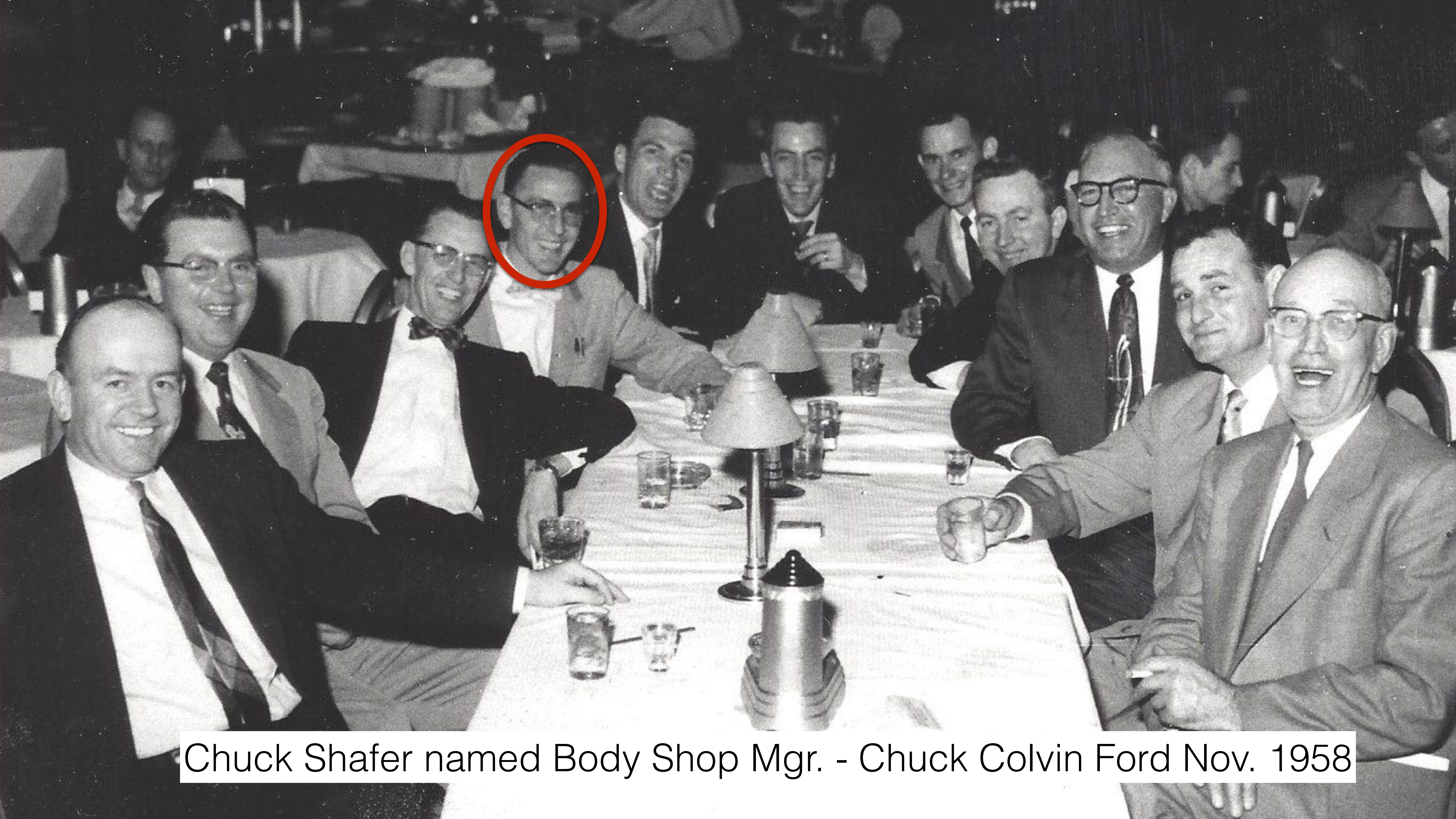
(520)704-9745

Andria@RossShafer.com

Will You Still be Relevant in 2020?

by Ross Shafer





Chuck Shafer named Body Shop Mgr. - Chuck Colvin Ford Nov. 1958



**QUANTUM
LEAPS in the
COLLISION
REPAIR
BUSINESS**





15-yr old
Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



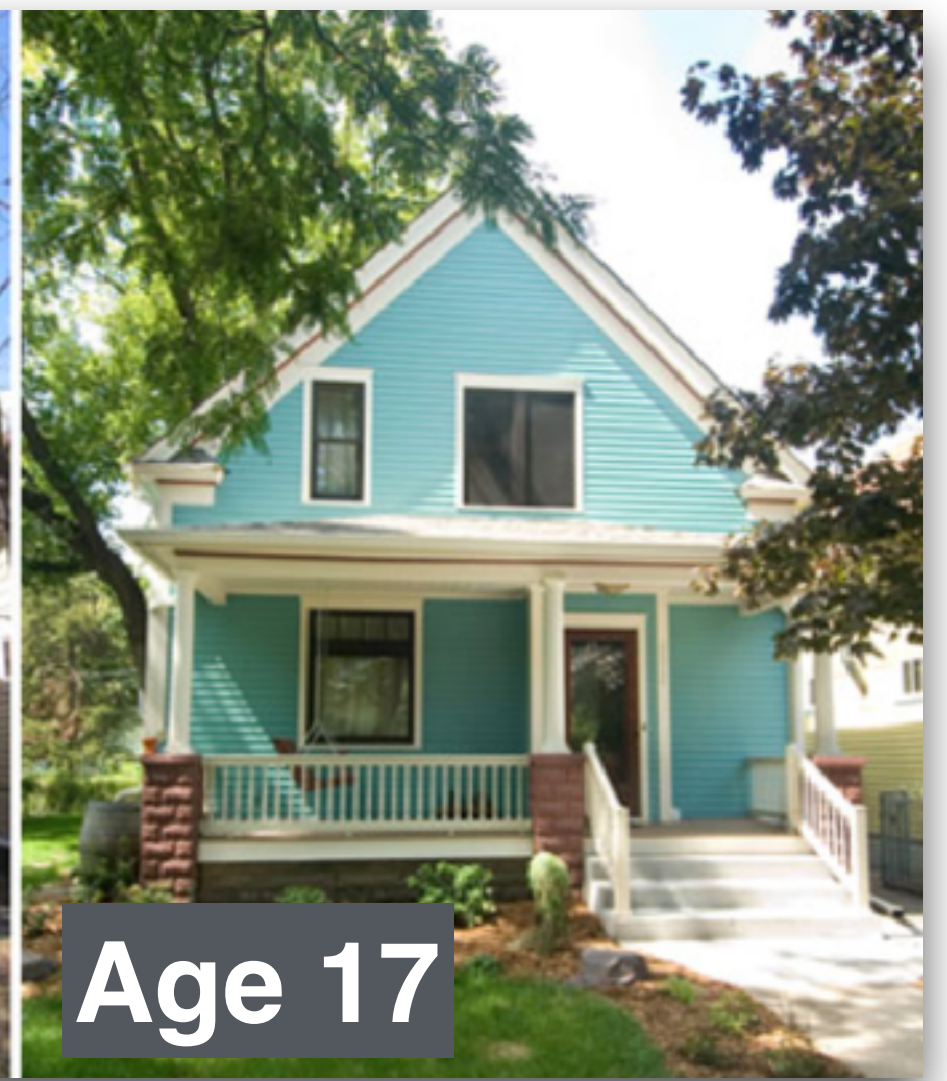
Follow the Tracks of the Herd



Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service



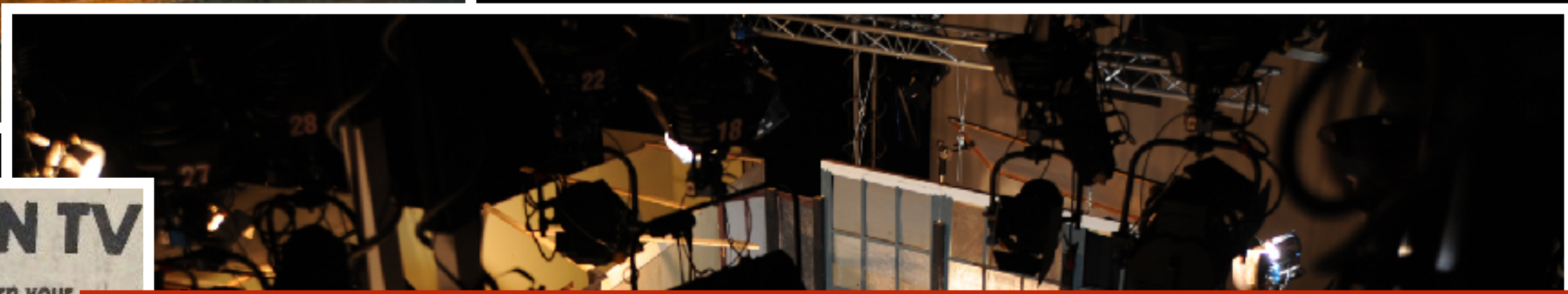
Retail Clothing



Photography & Product Marketing



Building Industry



Flipping Broken Companies

SHAFER® PROJECTION TV



Turn your Den or Rec Room Into a Video Theatre

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

At last 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

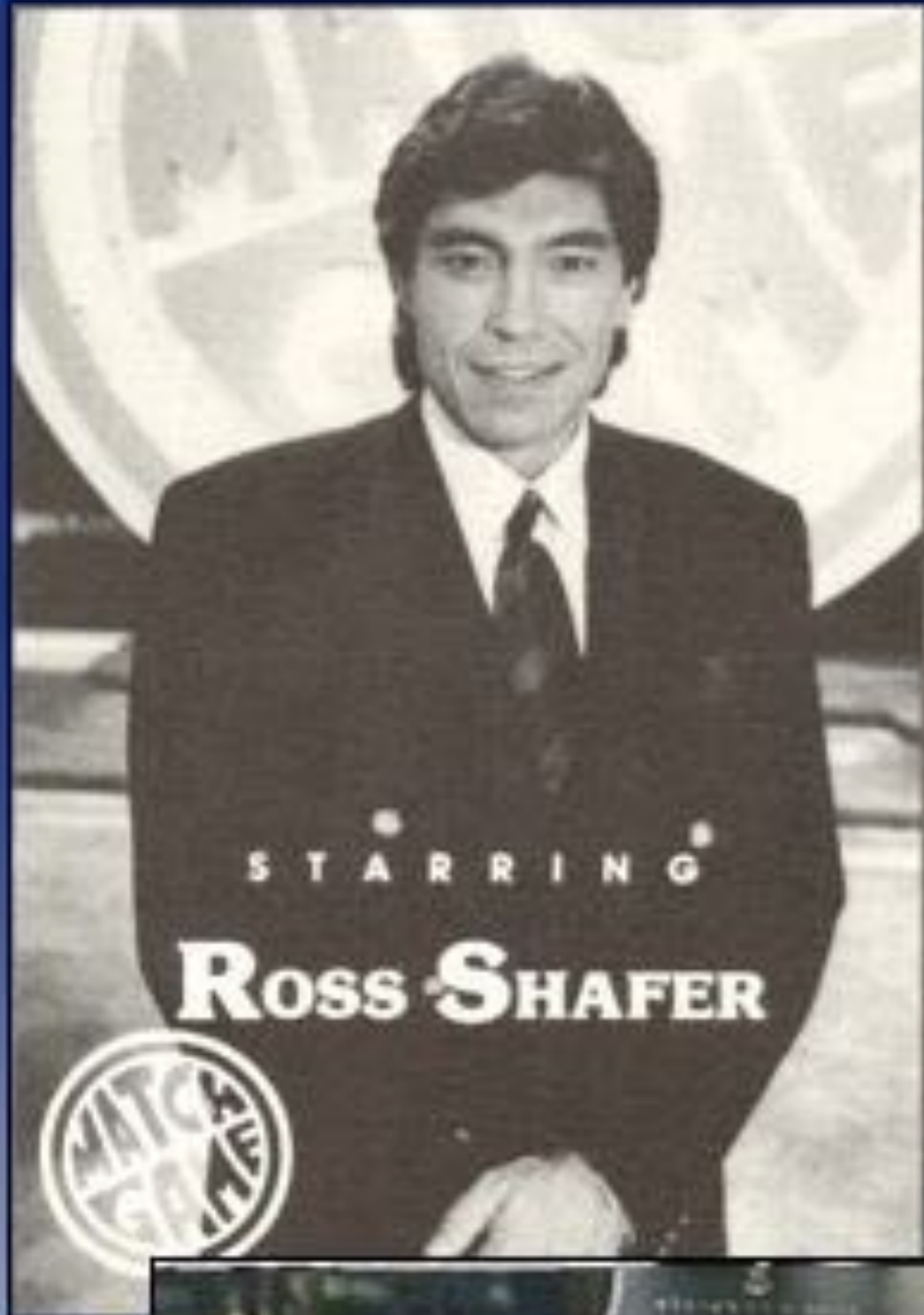
119 Hi Ho Shopping Center Puyallup, Wash. 98371

STUDIO in Puyallup




TV & Film Production





Talk & Game Host



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





360 ★

Review order (1)

Pickup store
Parker & Hilltop ▾
Prep time 3 - 7 min

10 min

Coff. Americano \$2.95

Your order may be ready before you arrive


It looks like your estimated travel time is longer than your order prep time. Consider placing your order when you're a little closer to the store.

[Back to order](#) [Continue](#)

Subtotal.....	\$2.95
Tax 8%.....	\$0.24
Total.....	\$3.19

YOU MAY ALSO LIKE

[Checkout \\$3.19](#)



STAY RELEVANT:

**Innovate by
Looking Outside
The Collision
Business**

Hotel Events

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



Group/Event	Room
GENERAL ELECTRIC	
BREAK OUT SESSION	
A	

CRASH THE WRONG MEETINGS

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](#)

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[Calendar](#)

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The “Empty Bag” Issue





LARAMAR

55,000 UNITS



The background features a complex pattern of light blue technical drawings, including various geometric shapes, lines, and arrows, overlaid with vertical columns of binary code (0s and 1s).

Why Have Car Repair Customers Expectations Changed in 2020?

THE
amazon


‘EFFEECT’

Comcast
xfinity

amazon

hulu

NETFLIX

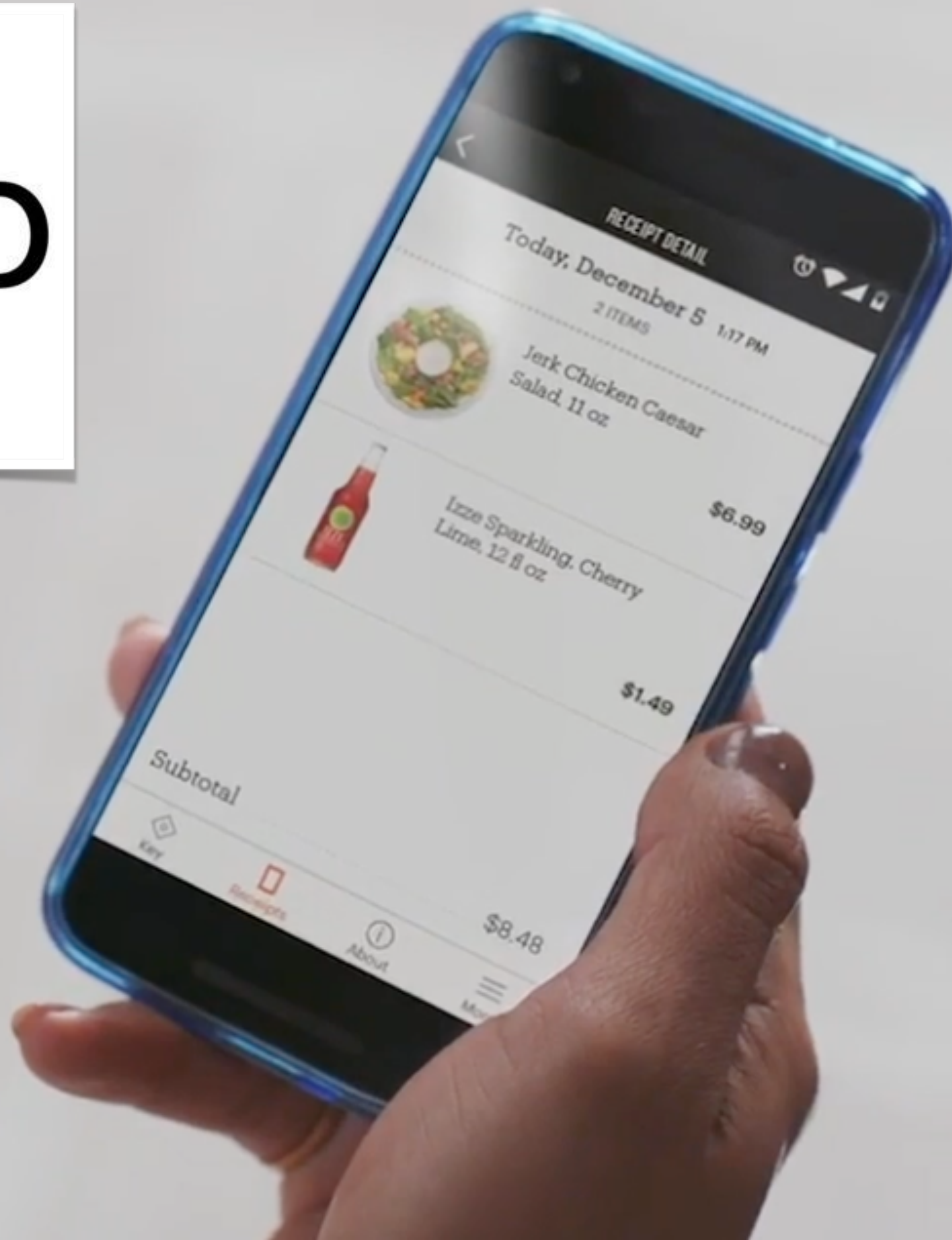
Google





amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



2,500,000+
patients love
“Virtual” Doctor
Visits

Humalogy



+



**DON'T
Obsess
About...**



CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. You don’t necessarily have to exceed expectations.

The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)

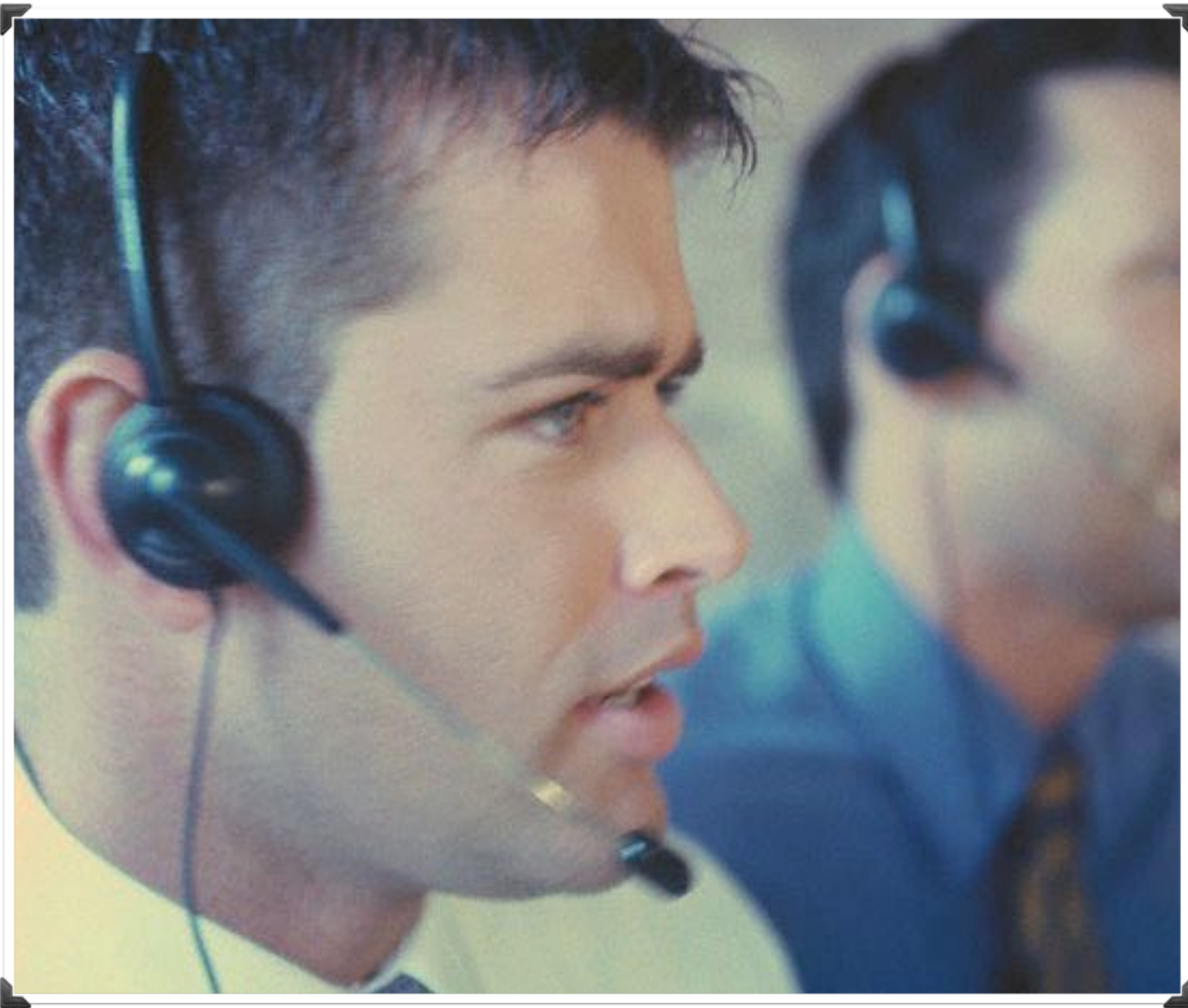


“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

Eliminate the



Moments



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



GE Capital

“To improve our customer service some departments will be closed for training.”





TOYOTA

customer first.



Freshly baked Otis-Spunkmeyer cookies.

Does



vs.

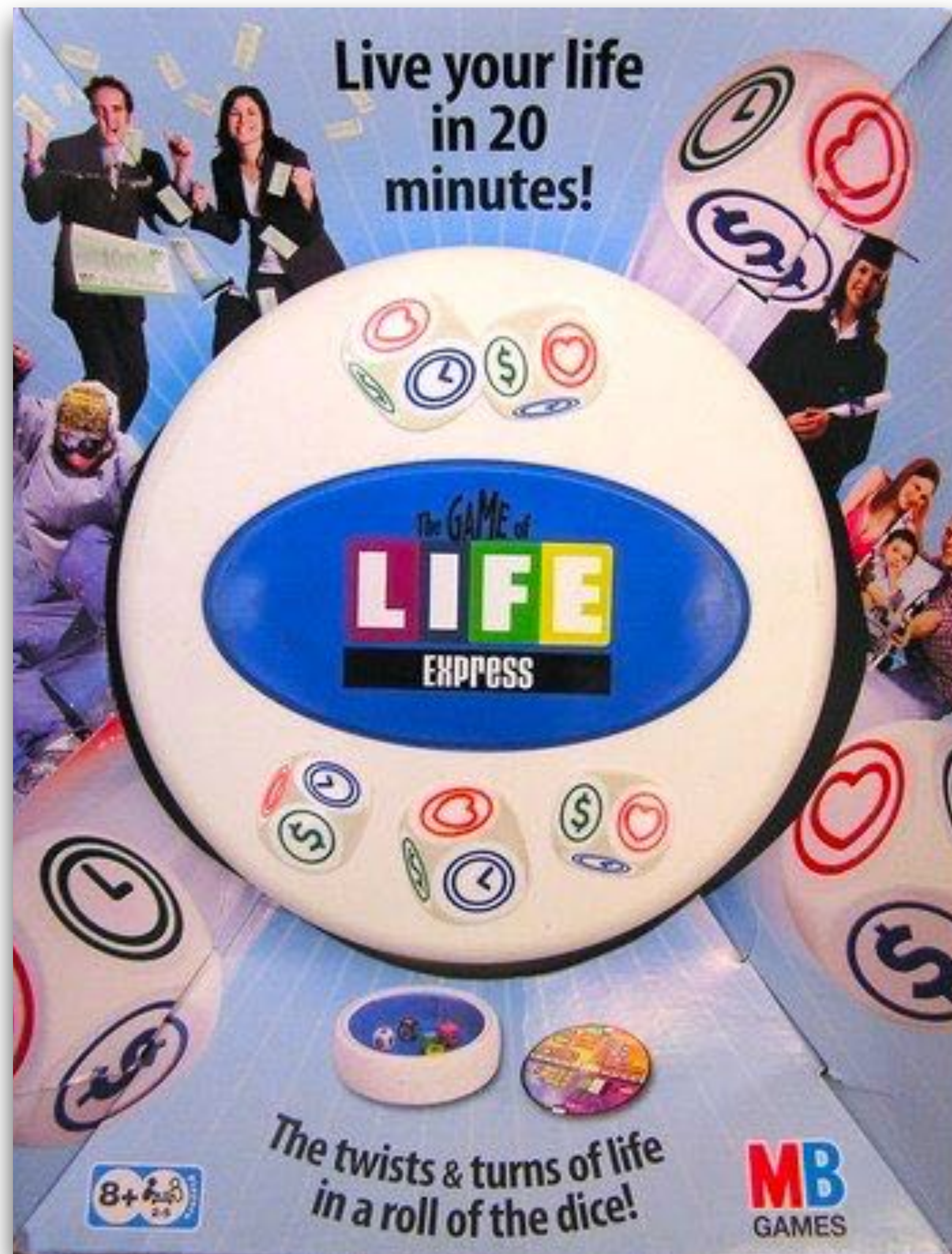


Work?

comcast[®]
xfinity[™]

**10 yrs ago, near bankruptcy, customers said,
“*The toys take long to build.*”**





Play the “Express” versions in 20 minutes!





**Scores UP 21 points
in 90 days**

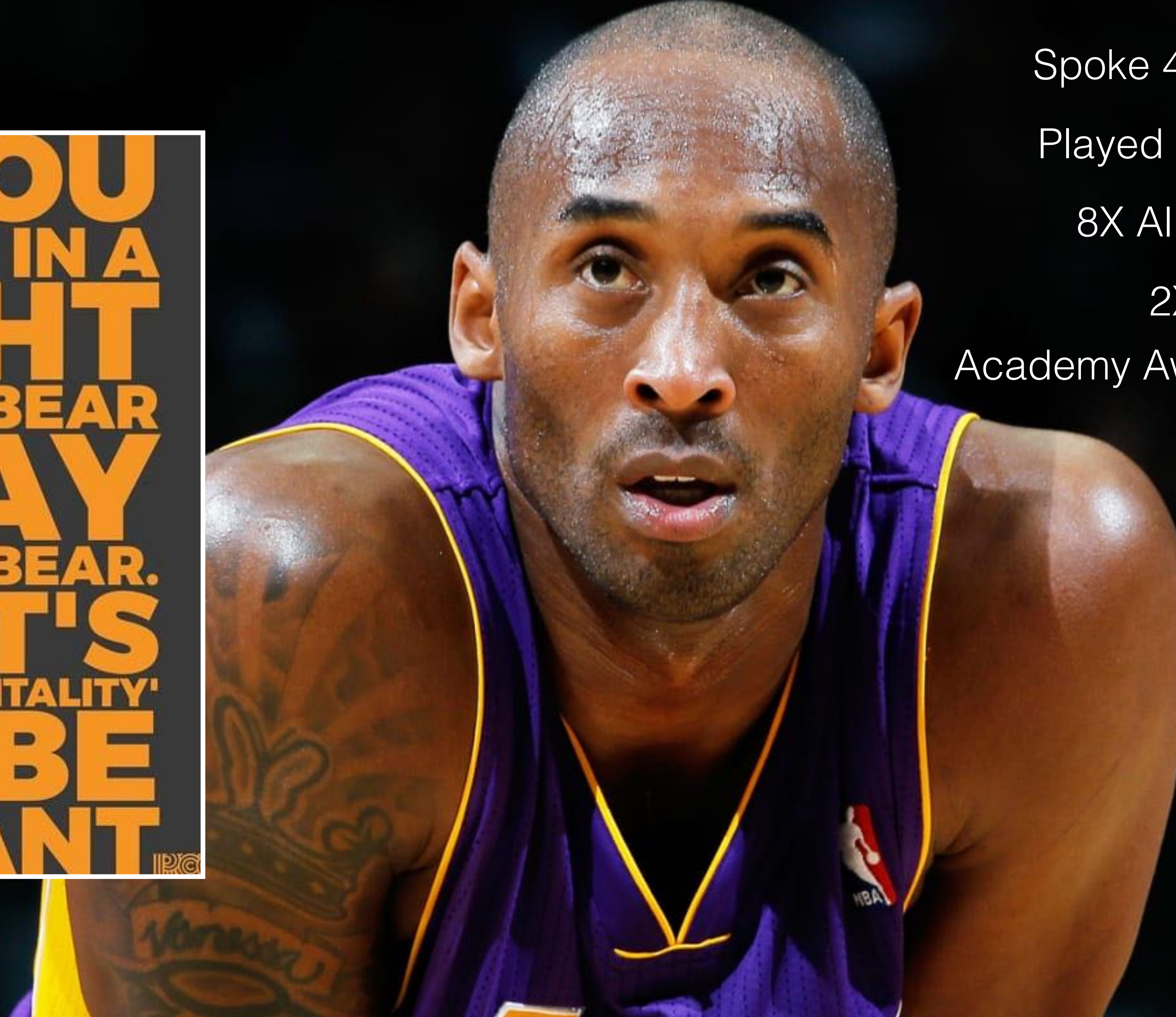
Westar Energy®



The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, typical of engineering or architectural plans. Overlaid on this are patterns of binary code (0s and 1s) in a lighter blue color, suggesting a digital or technological theme. The overall aesthetic is clean, professional, and high-tech.

**World Class
Expertise is Your
Unfair Advantage**

**IF YOU
SEE ME IN A
FIGHT
WITH A BEAR
PRAY
FOR THE BEAR.
THAT'S
'MAMBA MENTALITY'
-KOBE
BRYANT**



Spoke 4 languages

Played 20 seasons

8X All NBA Team

2X NBA MVP

Academy Award Winner

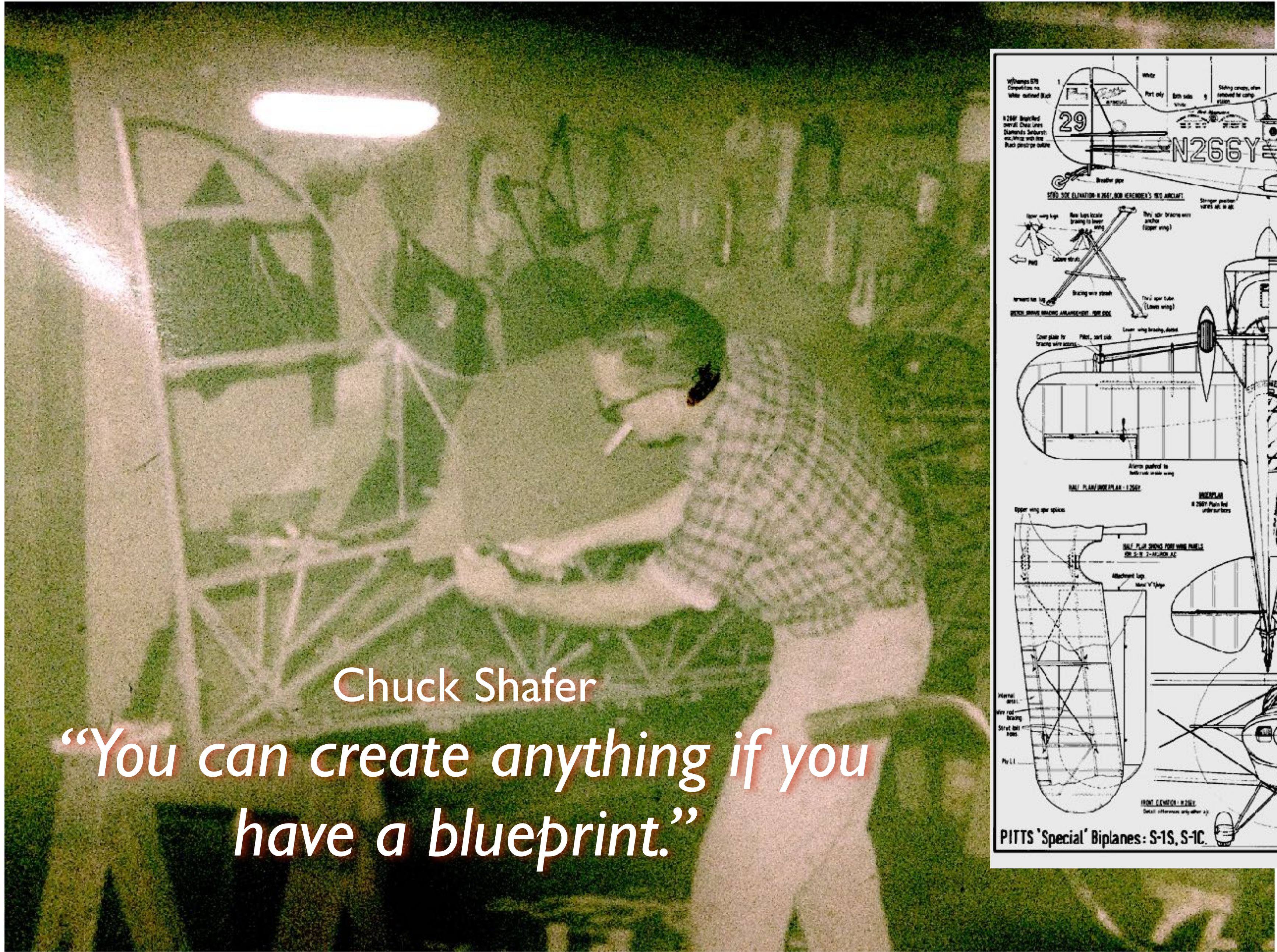
1,127 Free Throws in a Row





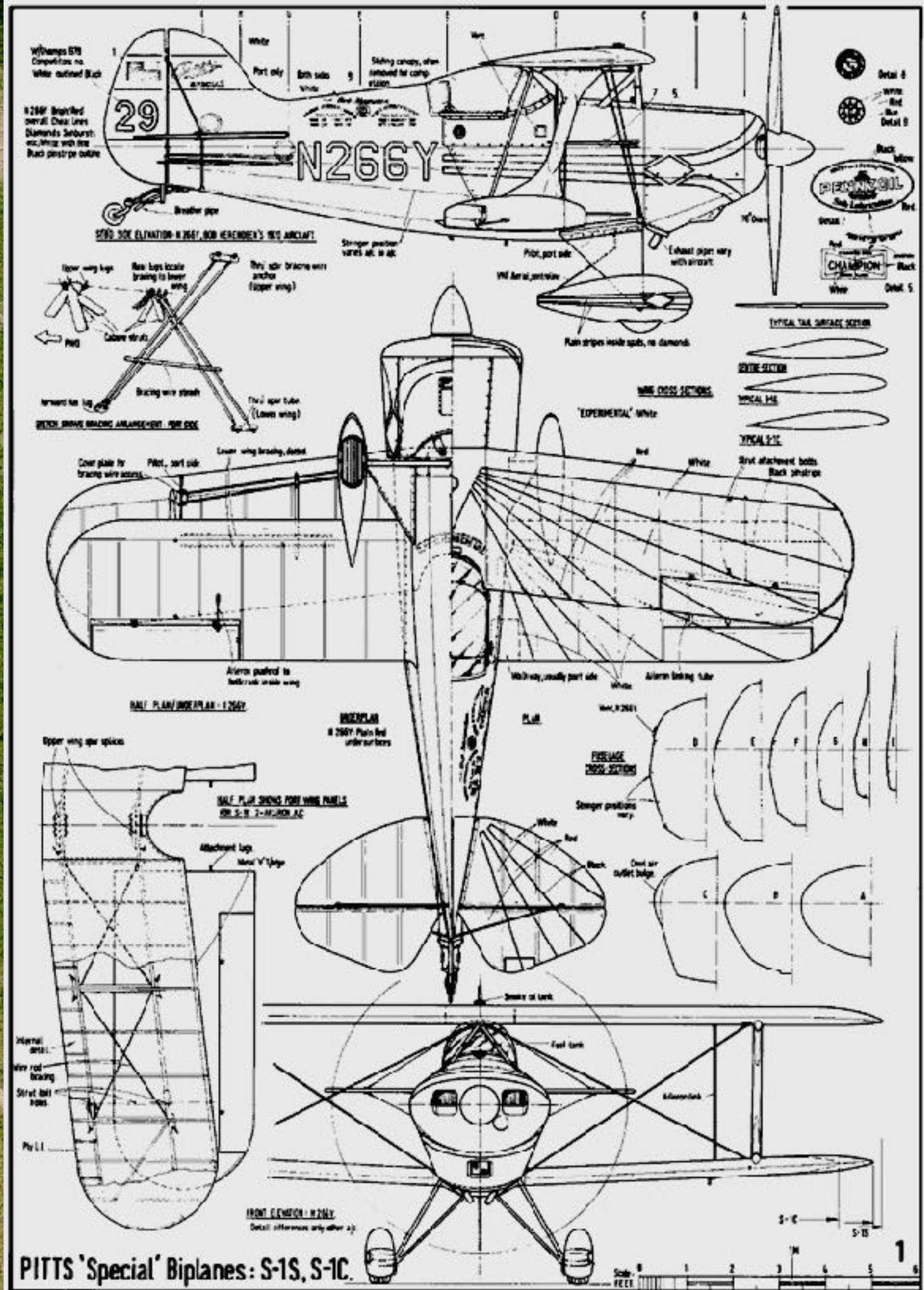


Chuck Shafer
1927-2001



Chuck Shafer

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





Maiden flight - May 1971



“Fear is the enemy of success.”

CHUCK SHAFER





How Can You Retain Customers & Employees in 2020?

FIVE  **9** TM

1. Fastest Responsiveness

2. Full Transparency

3. Listen Harder "I understand"

4. FULLY SUPPORT EACH OTHER

5. Urgent Follow Up



Customer Retention

126%

Employee Retention

131%



**Customers Want
YOU to be Curious**



Be Personally & Professionally CURIOUS





“73% of managers are discouraged by the communication skills of college-age students.”





*“This week, YOU will be
our Chief Trending Officer.”*

TREND SPOTTING SITES

<http://www.springwise.com> (My favorite weekly updates)

<http://www.forbes.com/sites/stevecooper/2013/11/19/how-to-become-a-trendspotter/>

www.Trendhunter.com (Cool inventions)

<http://dupress.com/periodical/trends/business-trends-2014/>
(Deloitte University)

<http://www.gartner.com/newsroom/id/2603623> (Technology trends)

<http://www.infoq.com/research/software-trends-2014> (Software trends)

<http://www.businesswire.com/news/home/20140101005013/en/Forrester-Top-Global-eCommerce-Predictions-2014#.U-GCYIYQ7wI>
(Business Wire & Forrester Research)

“STORYTELLERS”

**Are in High
Demand**

‘We don’t sell motorcycles. What we sell...



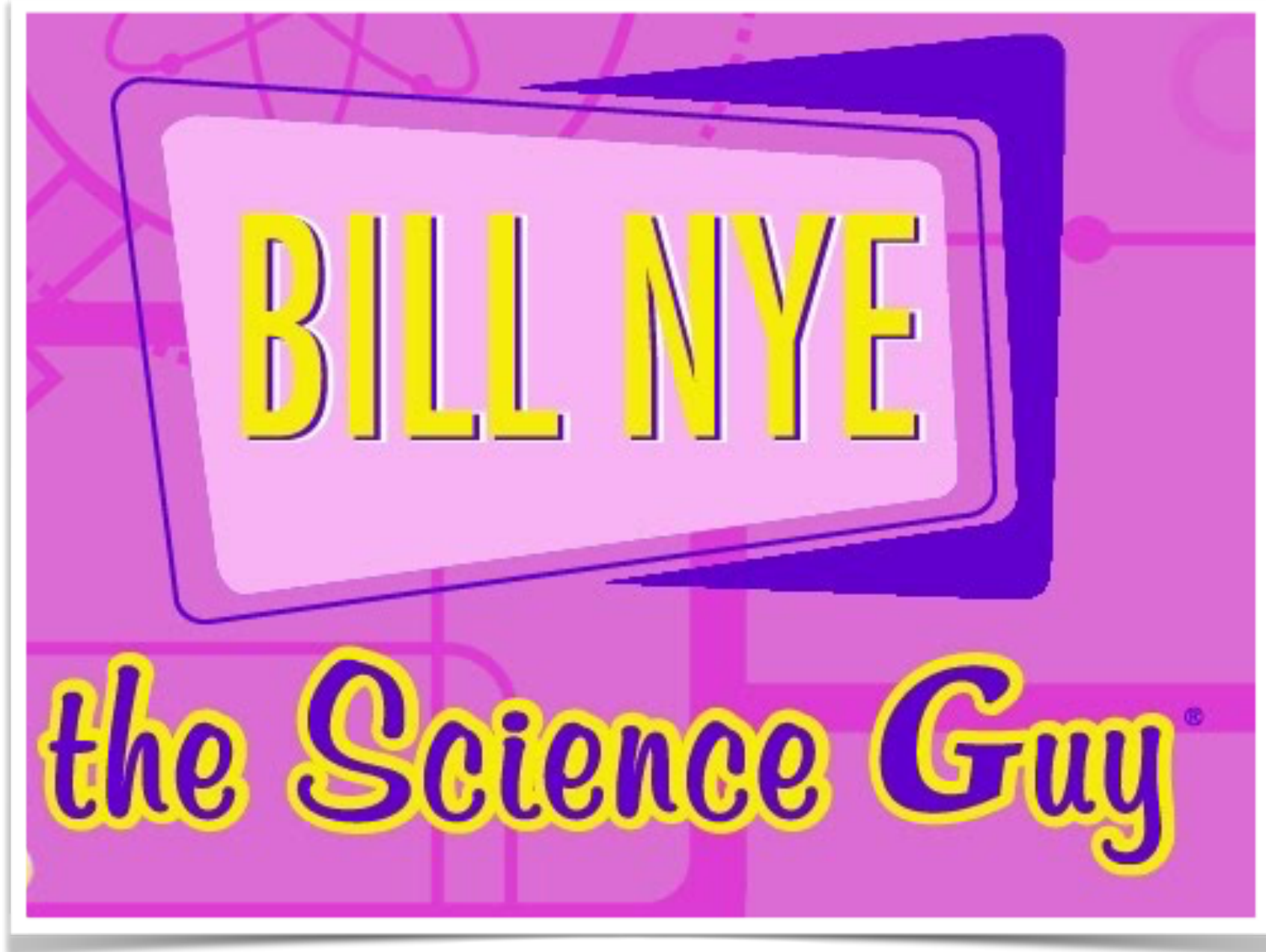
Company founded 2011



In 2016, Sold to Unilever 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 several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**Elevate Your
Superstars Quickly**





GIVING BACK: FREE RESOURCES

You

A screenshot of the YouTube channel page for Ross Shafer. The channel name is "ROSS SHAFER" in large red letters, with the subtitle "Funniest Expert on CHANGE" below it. A circular profile picture of Ross Shafer is on the left. The page shows a grid of video thumbnails with titles such as "Why is the Lifespan of a Company only 15 Years?", "How to Pitch Your Big Ideas to the Boss", "Should You Change Your 'Leadership' Persona?", and "How Can Leaders Make Better Decisions?". A "Subscribe" button is visible in the top right of the channel header.

Download (2) Free e-Books

www.RossShafer.com



**Encourage Your
Team Members
‘Like a Video
Game’**





Ross
Shafer

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after the meeting...**

PHONE:

(520)704-9745

Andria@RossShafer.com