



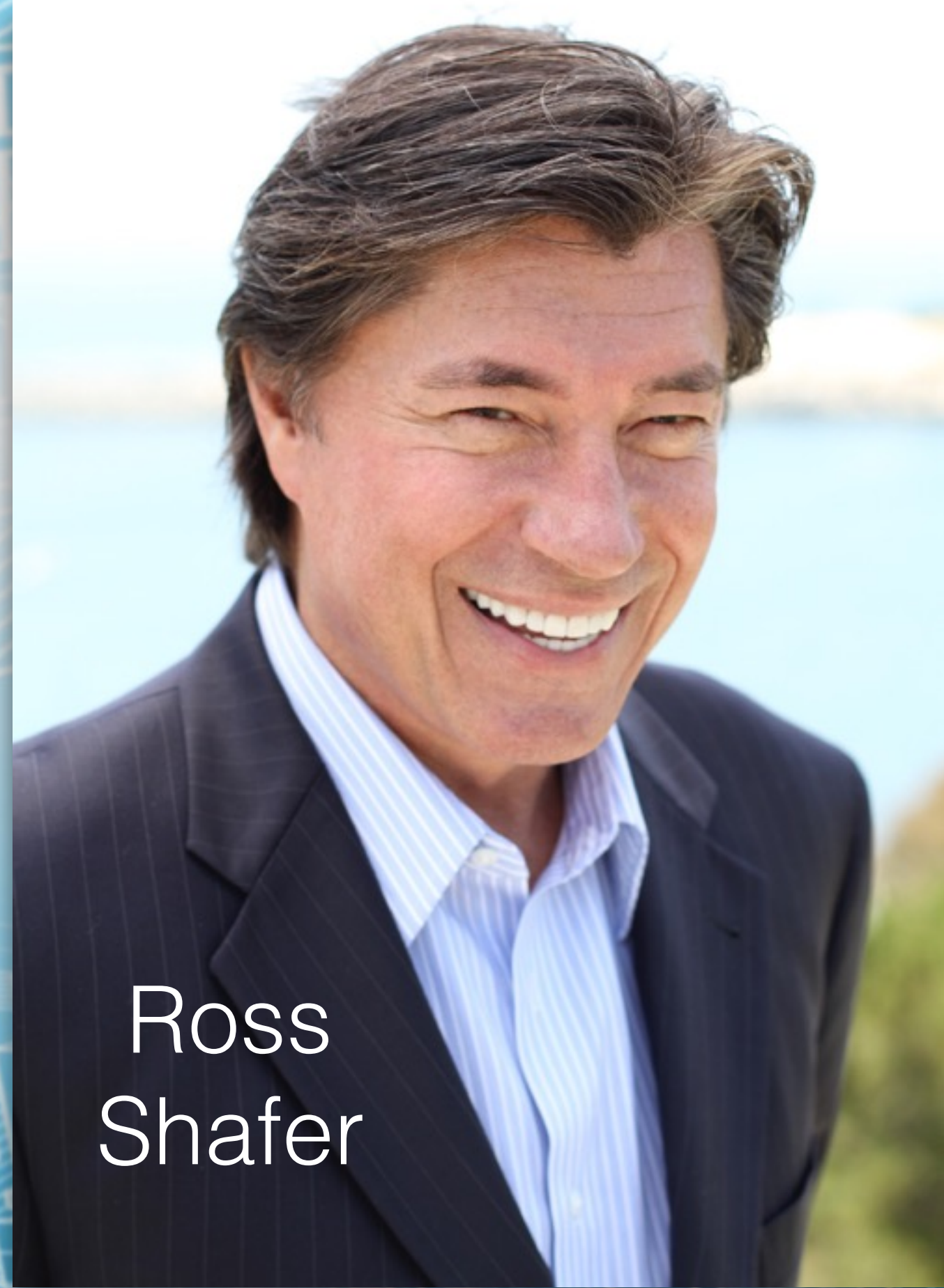
**Want to
CONTACT ROSS?**

Julie Homsey

homsey@speakerexchangeagency.com

1-405-204-3126

ROSS SHAFER



Ross
Shafer

COMPETING IN AN ON-DEMAND CULTURE

Restaurants/Food Service



Retail Clothing



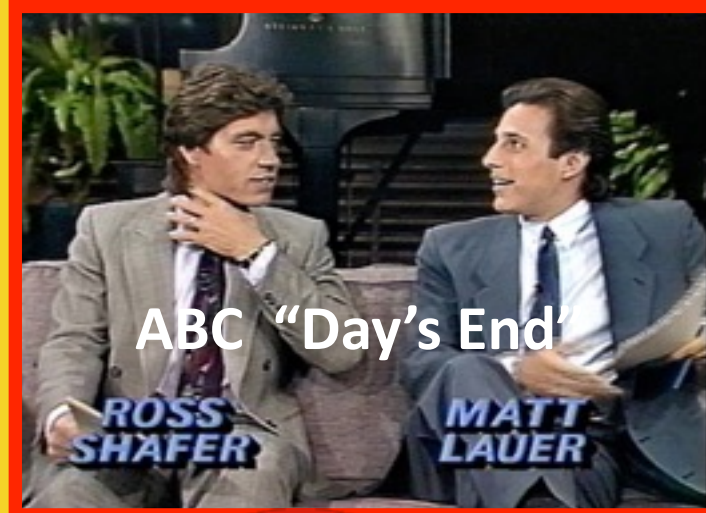
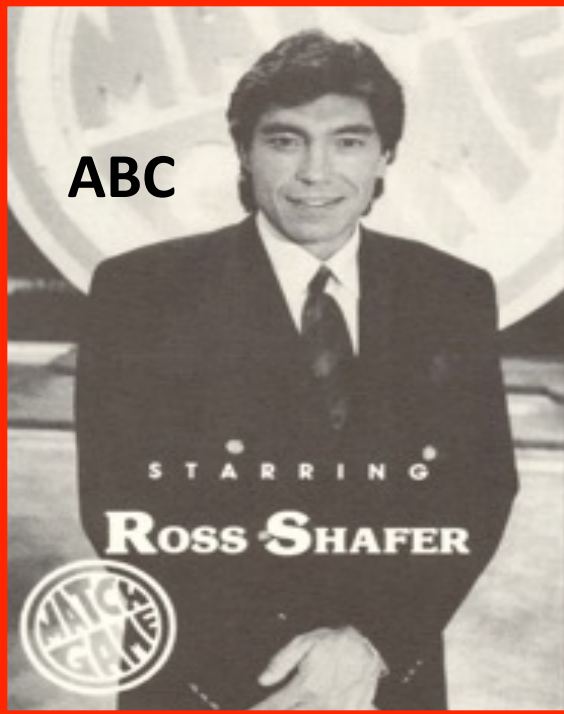
TV & Film Production



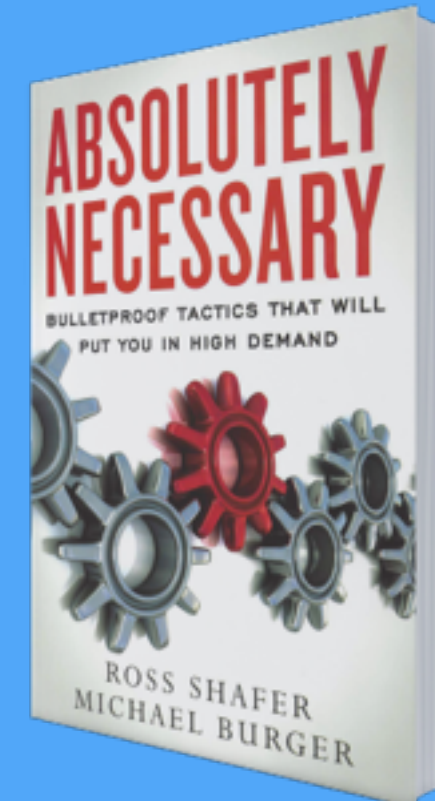
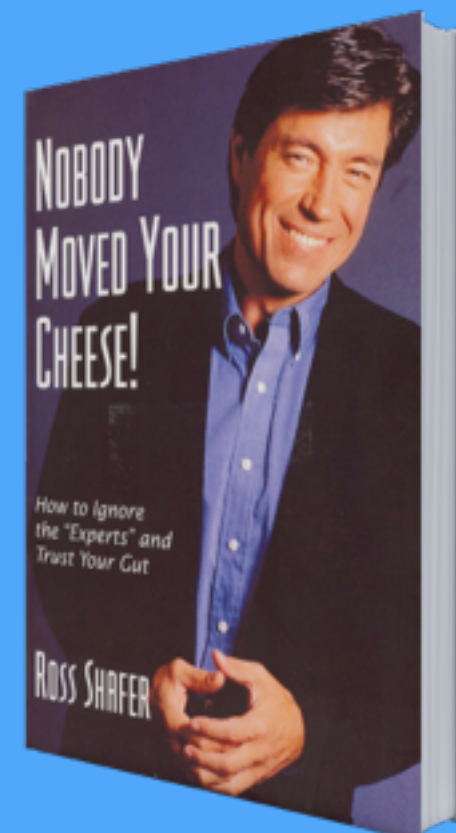
Building Industry



Manufacturing



2



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 'What I'm Not...' is centered in a bold, dark blue font.

What I'm Not...



Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



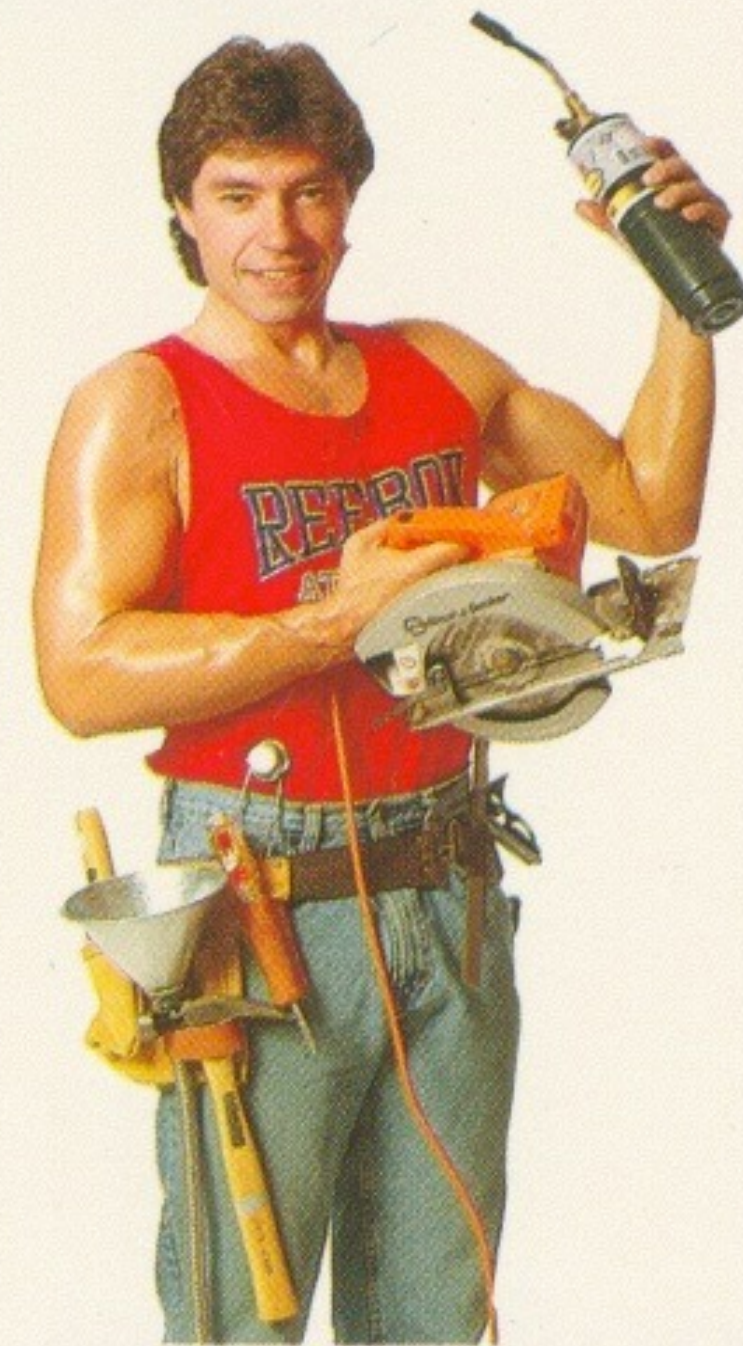
Follow the Tracks of the Herd

COOK-LIKE- A-STUD

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

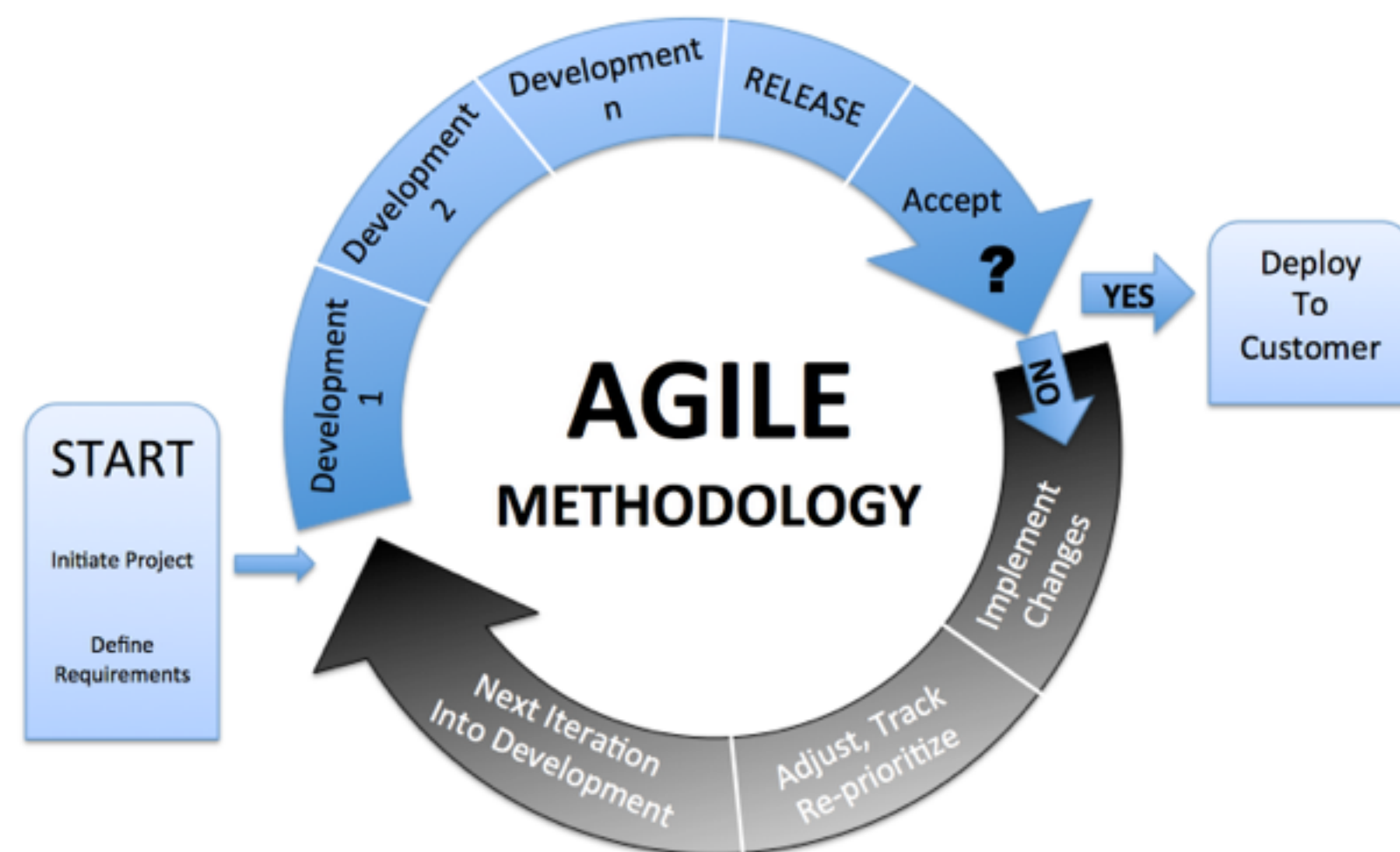
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





Ryan Shafer



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, 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.

**Notice Solutions
Your Competitors
Ignore**

Hotel Events

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

Events for April 30, 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



[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](#)








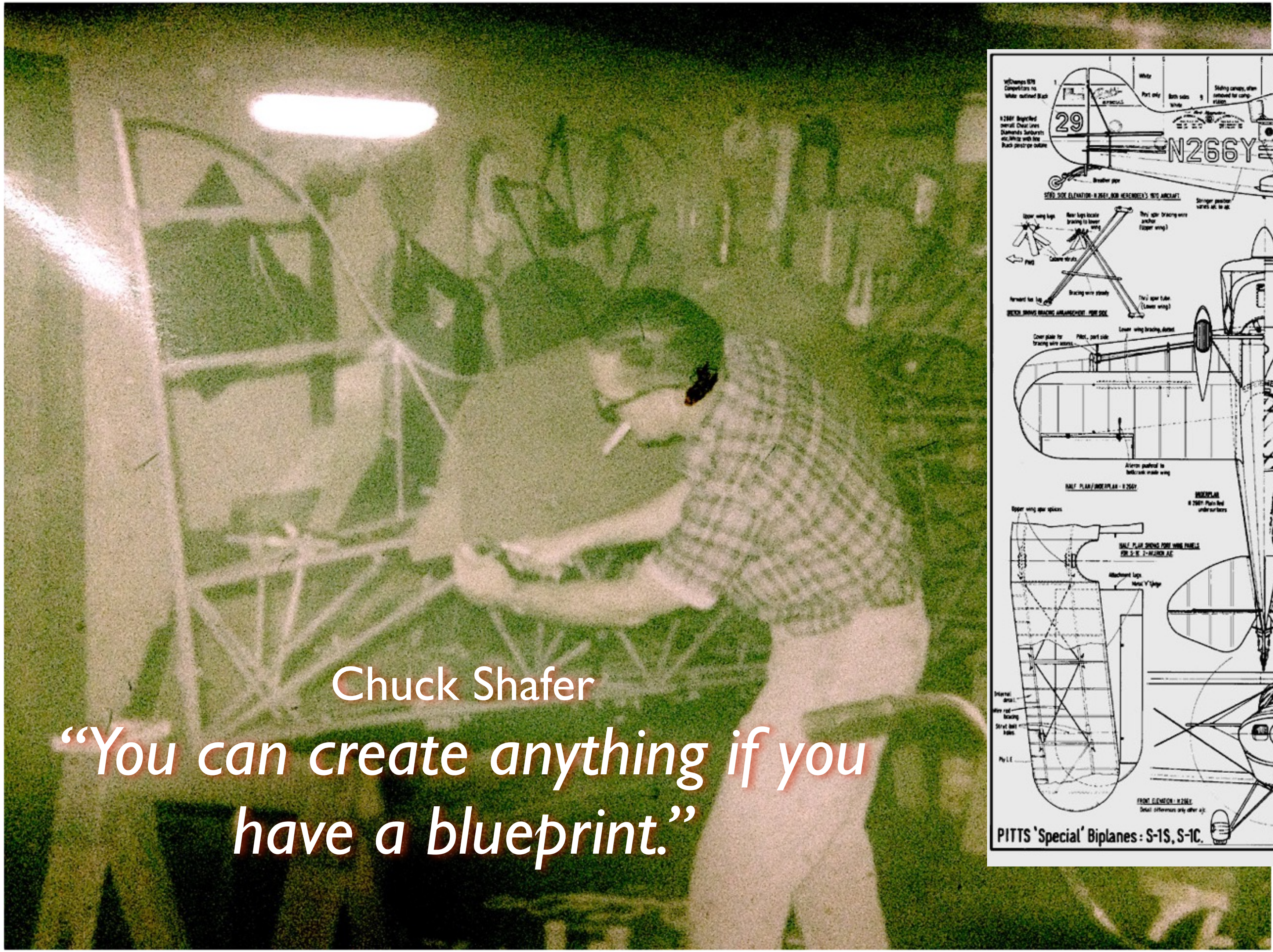
LARAMAR

55,000 UNITS



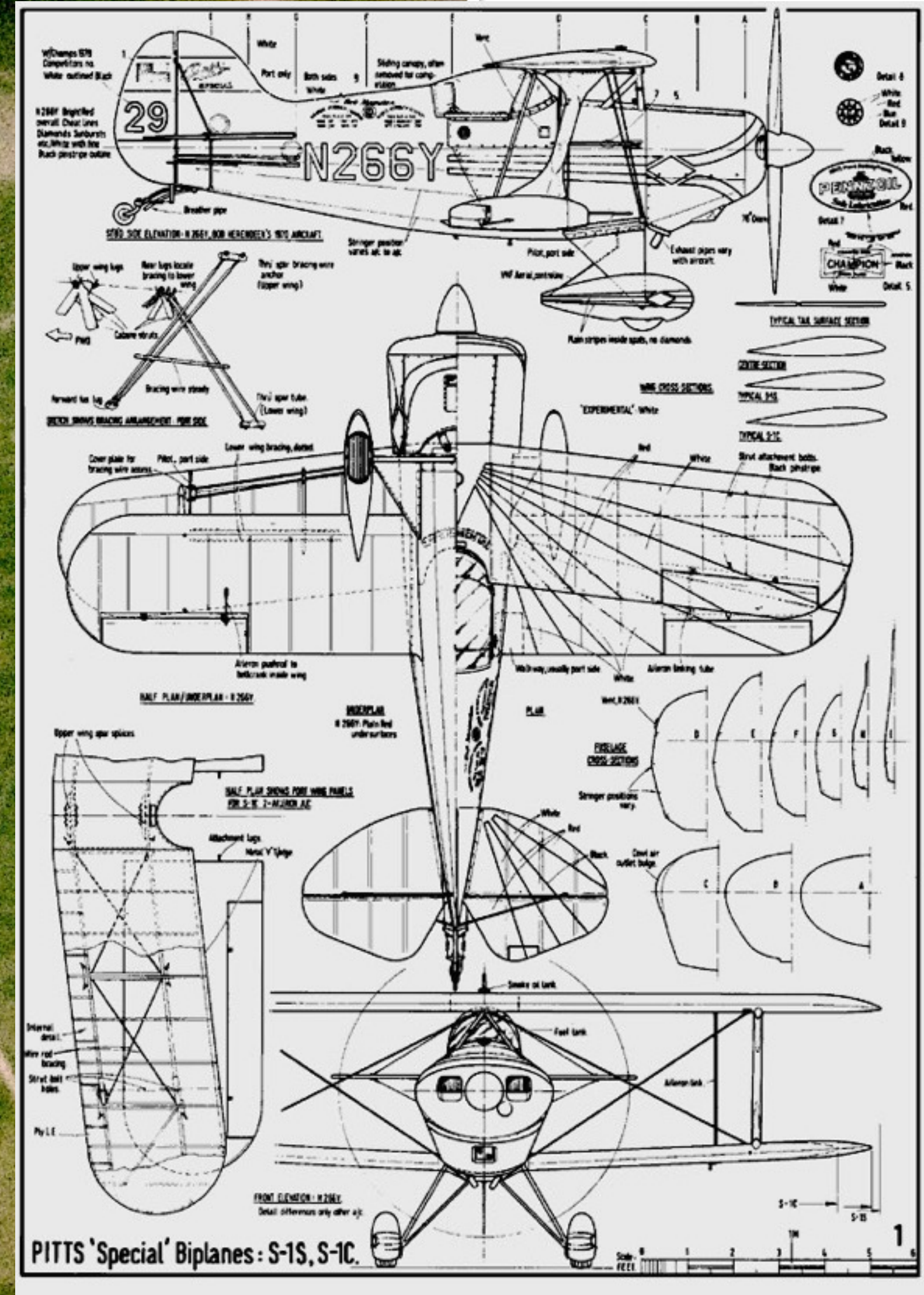
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

DREAM BIG
(seriously big)



Chuck Shafer

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





Maiden flight - May 1971



**“Success is not about who you know...
it’s about who knows YOU.”**

CHUCK SHAFER

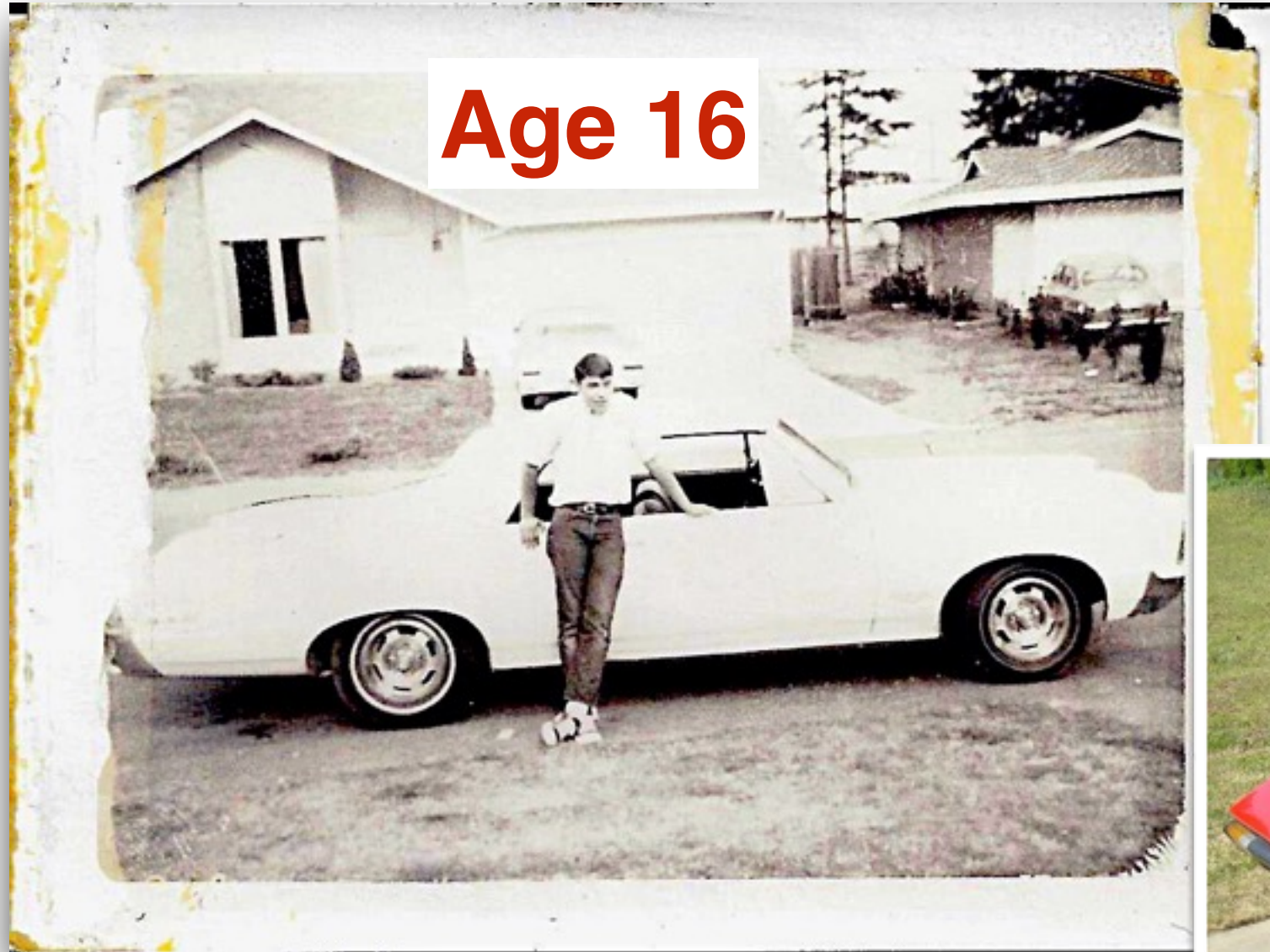


Age 13



Age 18

Age 16







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

Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry



Manufacturing & Distribution



TV & Film Production



THE ICE CREAM SHOP





The background is a complex technical drawing or blueprint, rendered in white lines on a blue gradient. It features various geometric shapes, circles, and lines, typical of engineering or architectural plans. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, suggesting a digital or data-related theme. The overall aesthetic is clean, technical, and futuristic.

**The Unexpected
Obstacle
Might Be YOU**



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.

**On-Demand
Service is
“Friction-Free”**



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



2,500,000+
patients love
“Virtual” Doctors



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



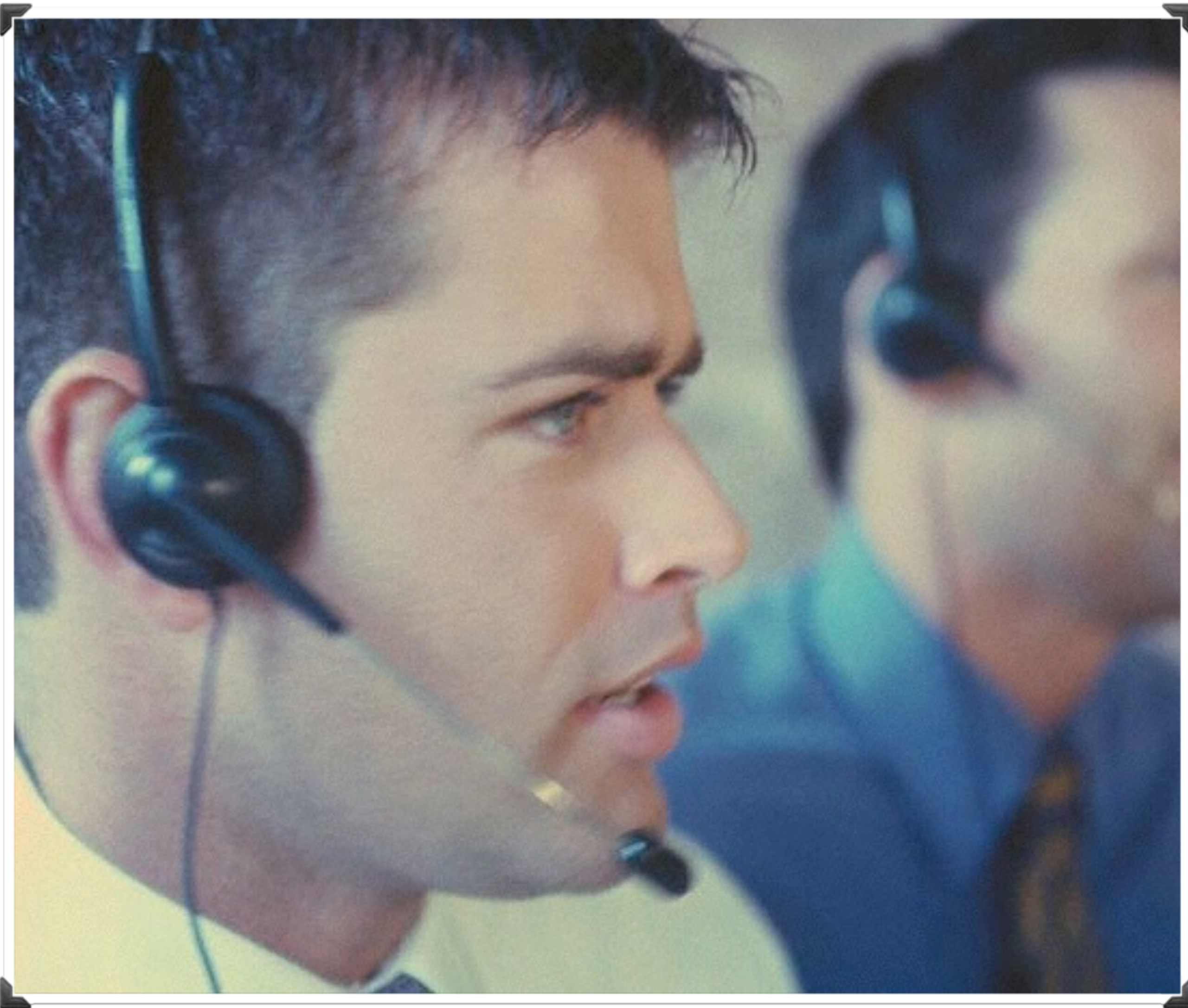
whatever • wherever

THE WOW! awards®

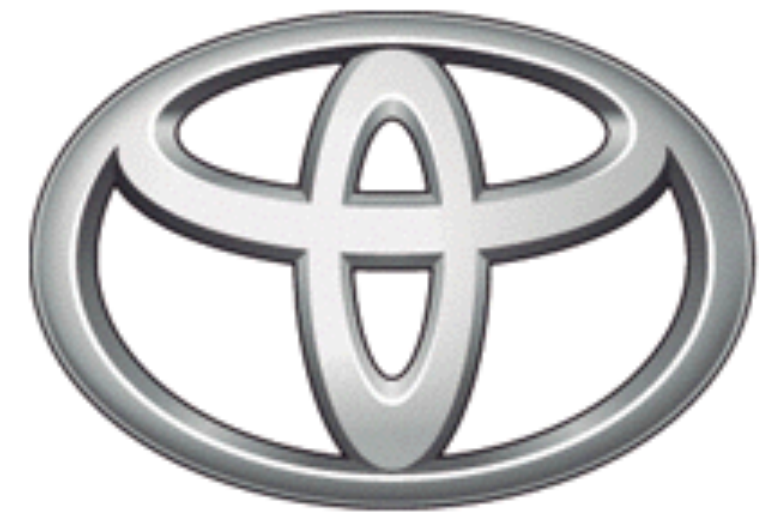
for outstanding customer service...

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.



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



TOYOTA

FINANCIAL SERVICES

Please be aware that some of our departments might be closed right now as part of our commitment to quality.

CSAT (Customer SATisfaction)



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

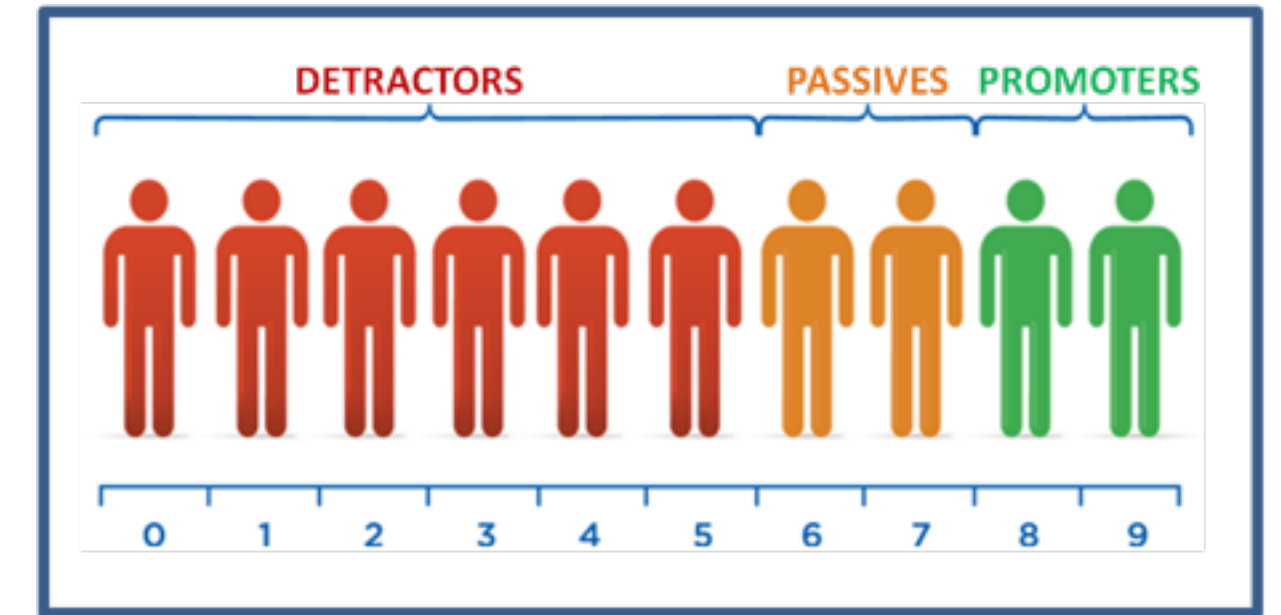
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



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

NPS (Net Promoter Scores)



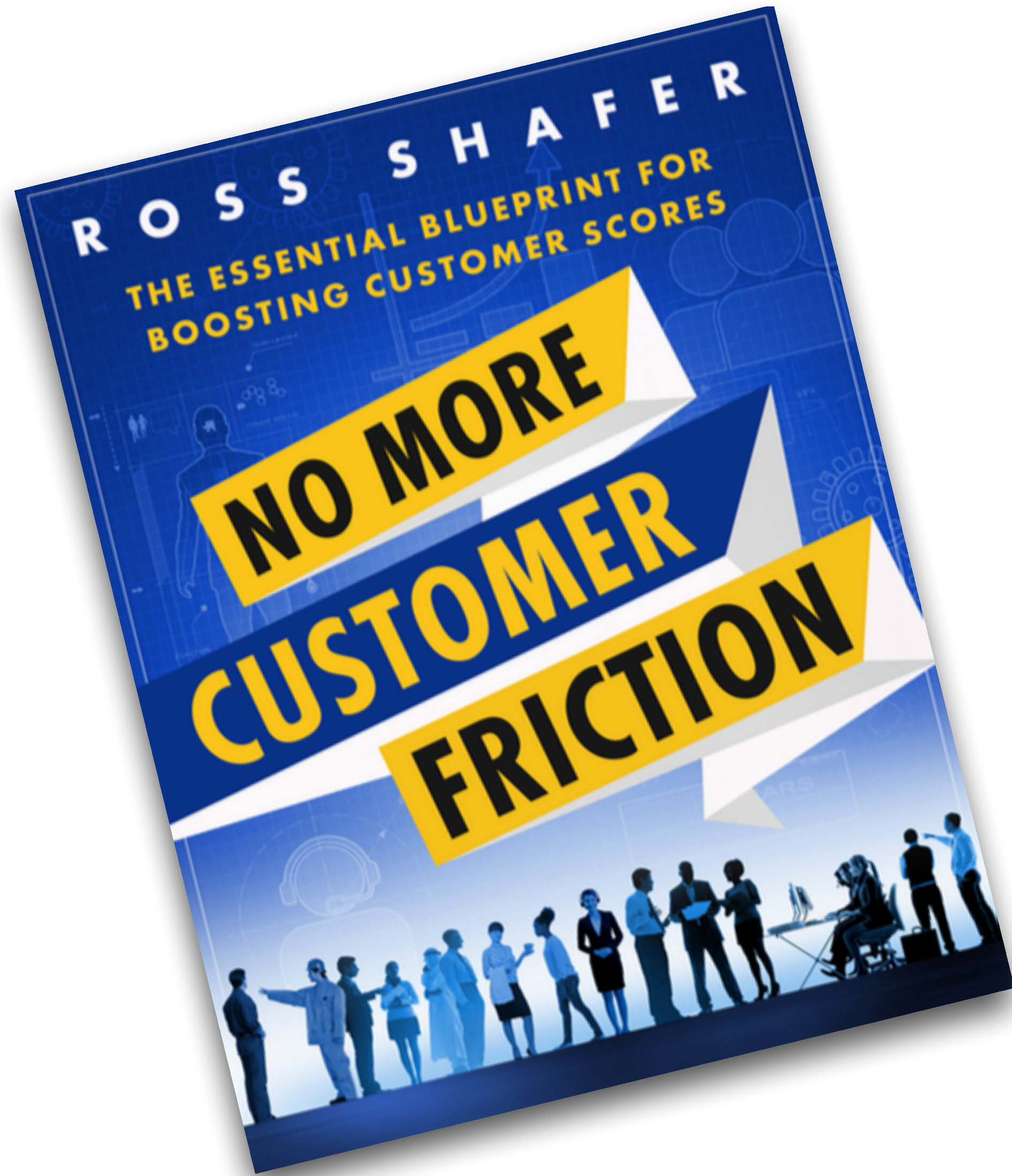
“While we want customer scores of (9) and (10) ...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”



erases



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



**Does it
Work?**

comcast[®]
xfinity[™]



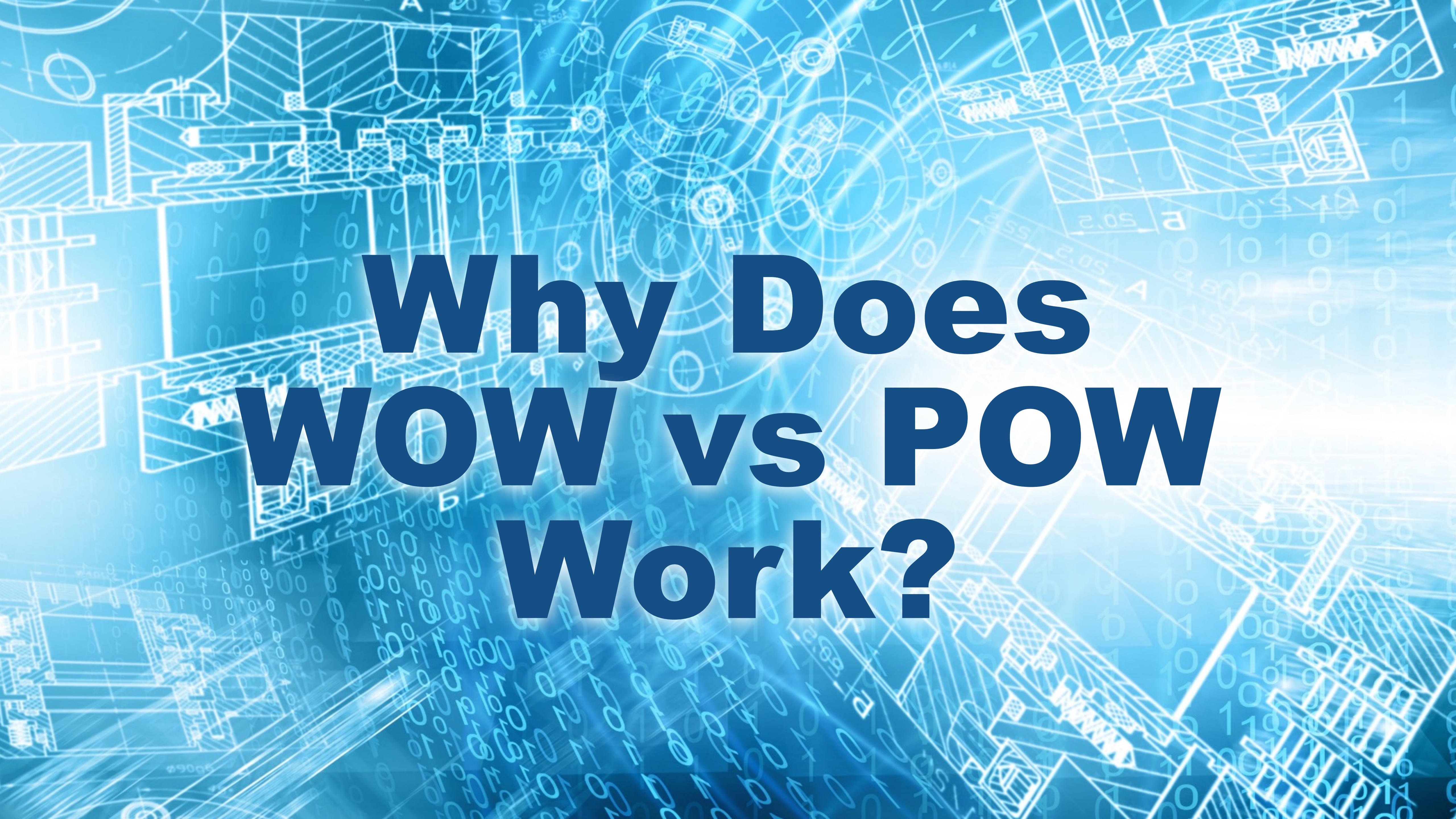
**10 yrs ago, on the verge of bankruptcy,
customers complained
“the toys take long to assemble.”**





Westar Energy®



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.


Why Does WOW vs POW Work?



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

“EXCUSE ME...?!”



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**Extreme
Curiosity is a
Revenue Engine**

Maria Garcia





Curiosity is Your Differentiator







Can We Finally Stop Talking About Millennials?

Millennials Will be 40yrs old in 2 years!



**What Sustains
Motivation?**

“LEVELING UP” Motivates Achievement



300,000 attended GamesCom

**#1 Skill of
the Future**



FUN



Google



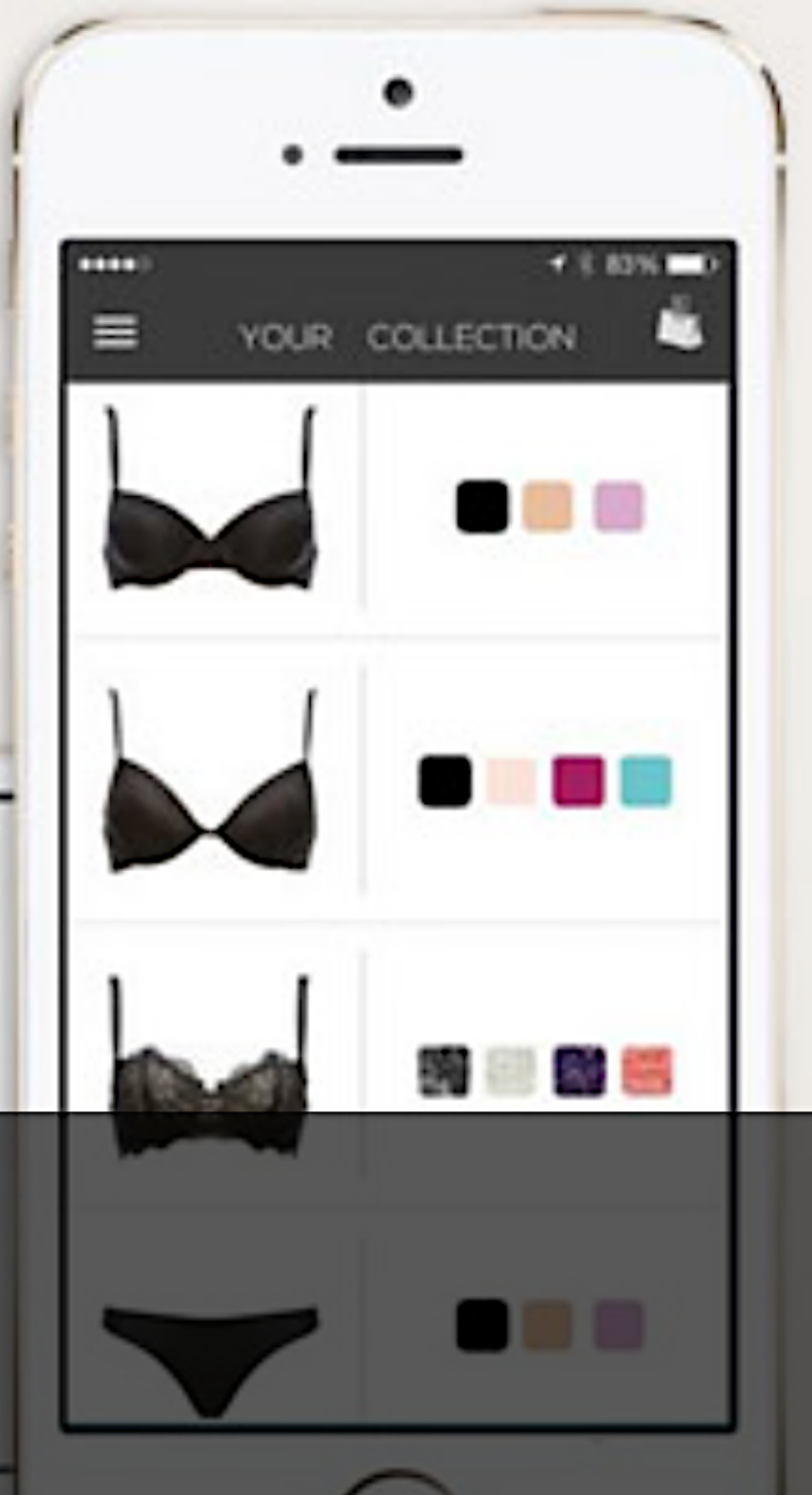
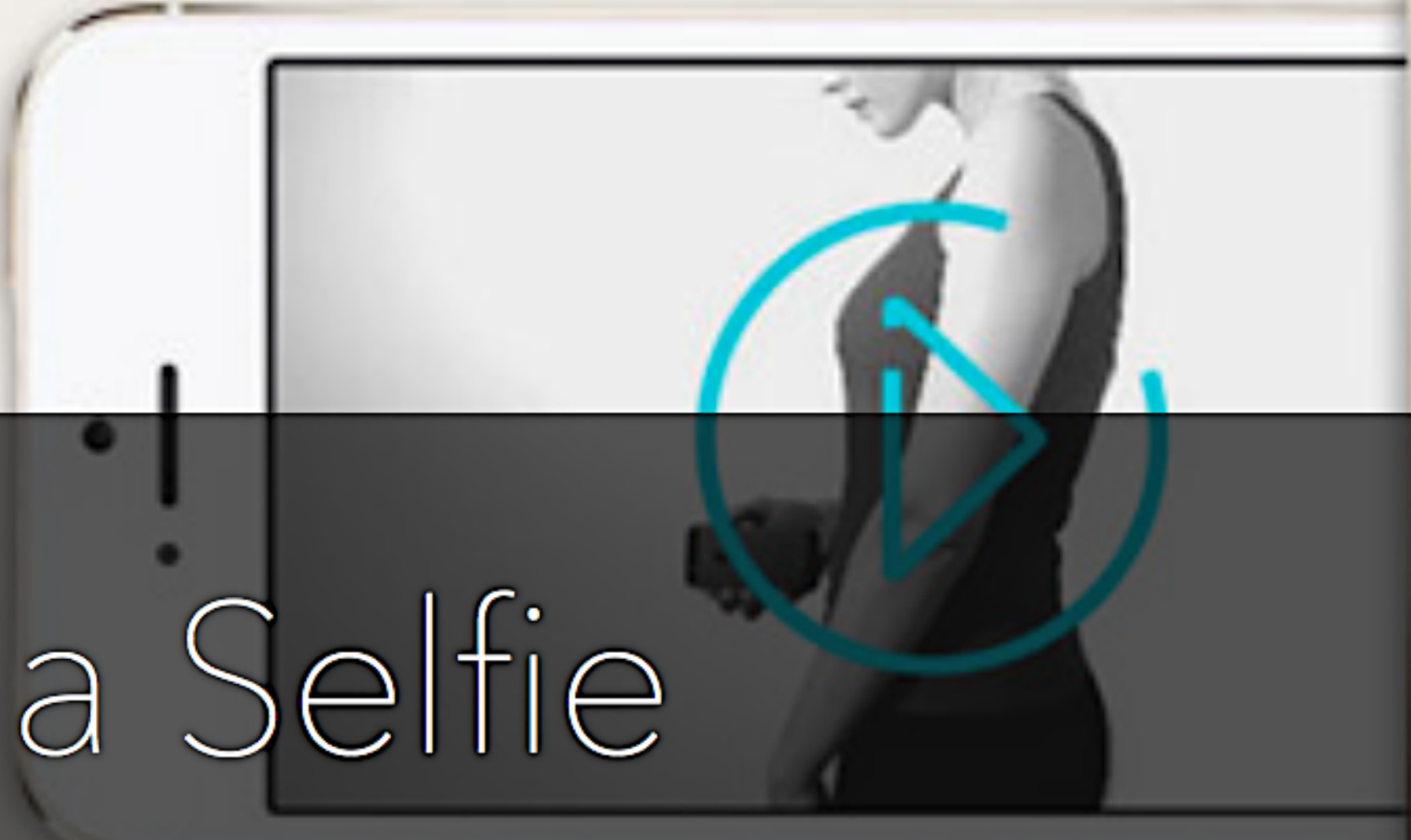
“We don’t sell motorcycles. Instead, we sell...”





 **THIRDLOVE**

Our Half-Cup Sizes Come
with a 100% Guaranteed Fit



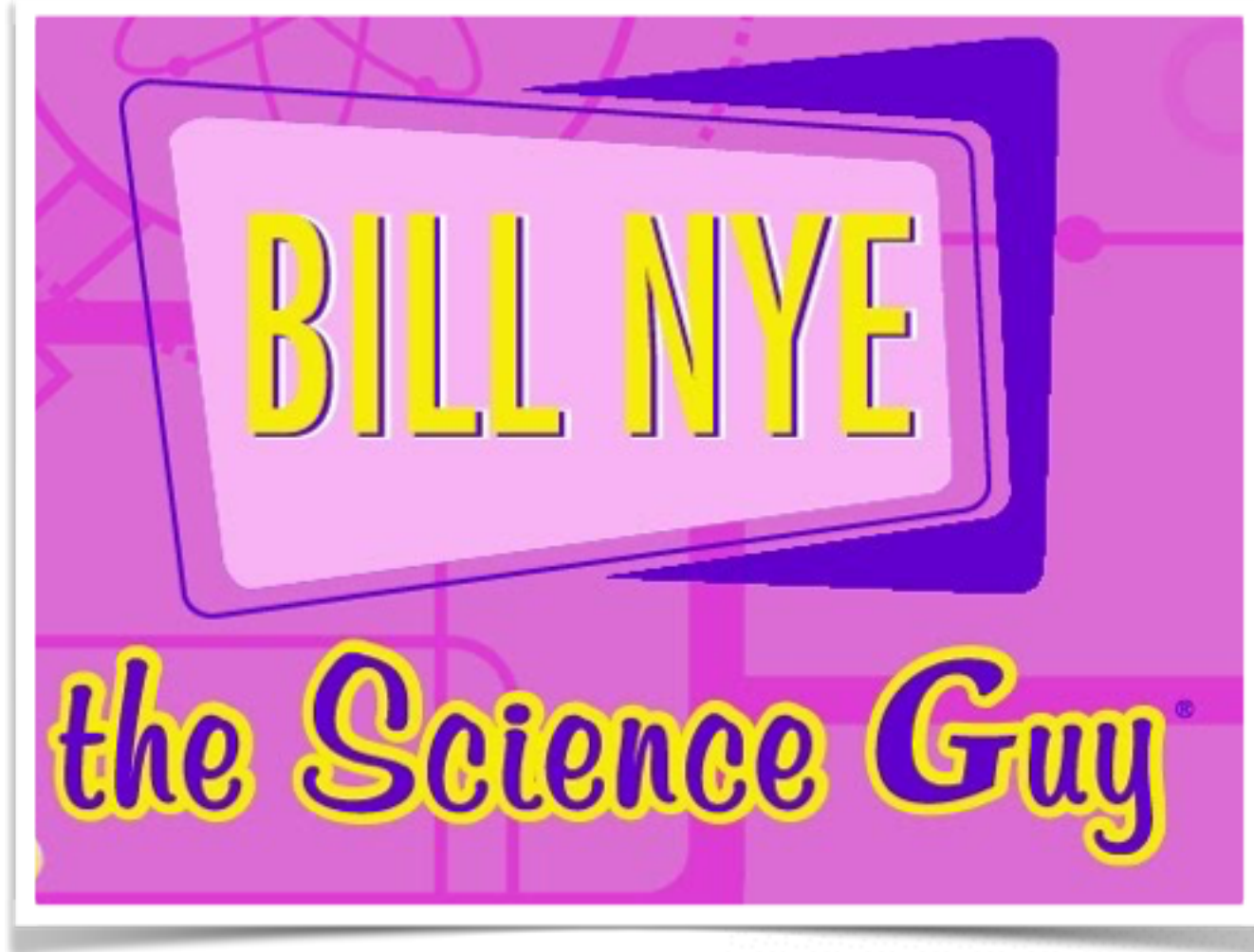
Bra Shopping via Selfie

Company founded 2011
Sold in 2016 to Unilever for \$1 Billion



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**Elevate Your
Superstars
Quickly**



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

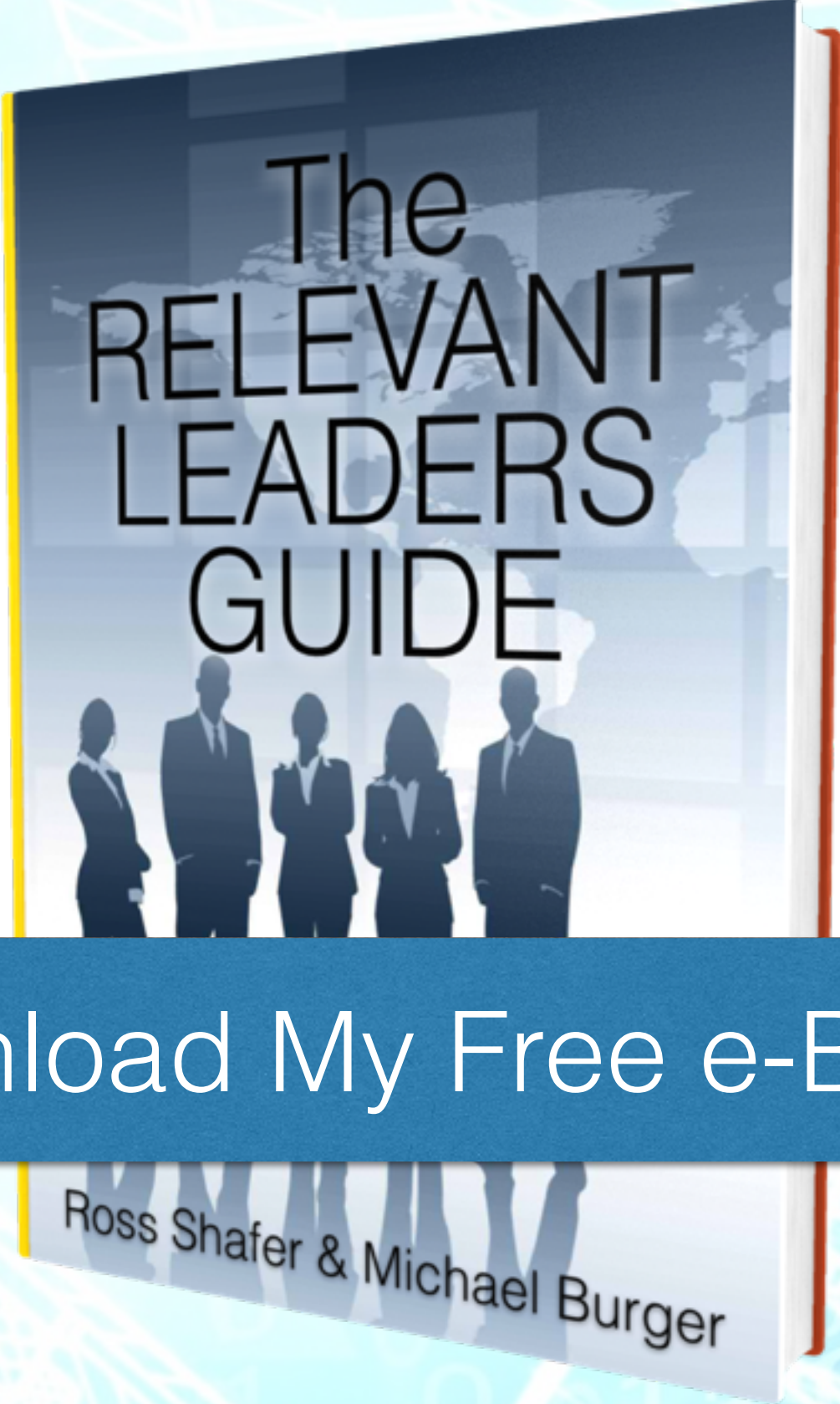
Relevant Leaders Club Download All

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...

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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

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Promote Ongoing Encouragement





**Want to
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homsey@speakerexchangeagency.com

1-405-204-3126

ROSS SHAFER