



Ross
Shafer

Want More?

Contact:

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805-965-1400

Sondra@BigSpeak.com



Why are Some People So Good at Selling?

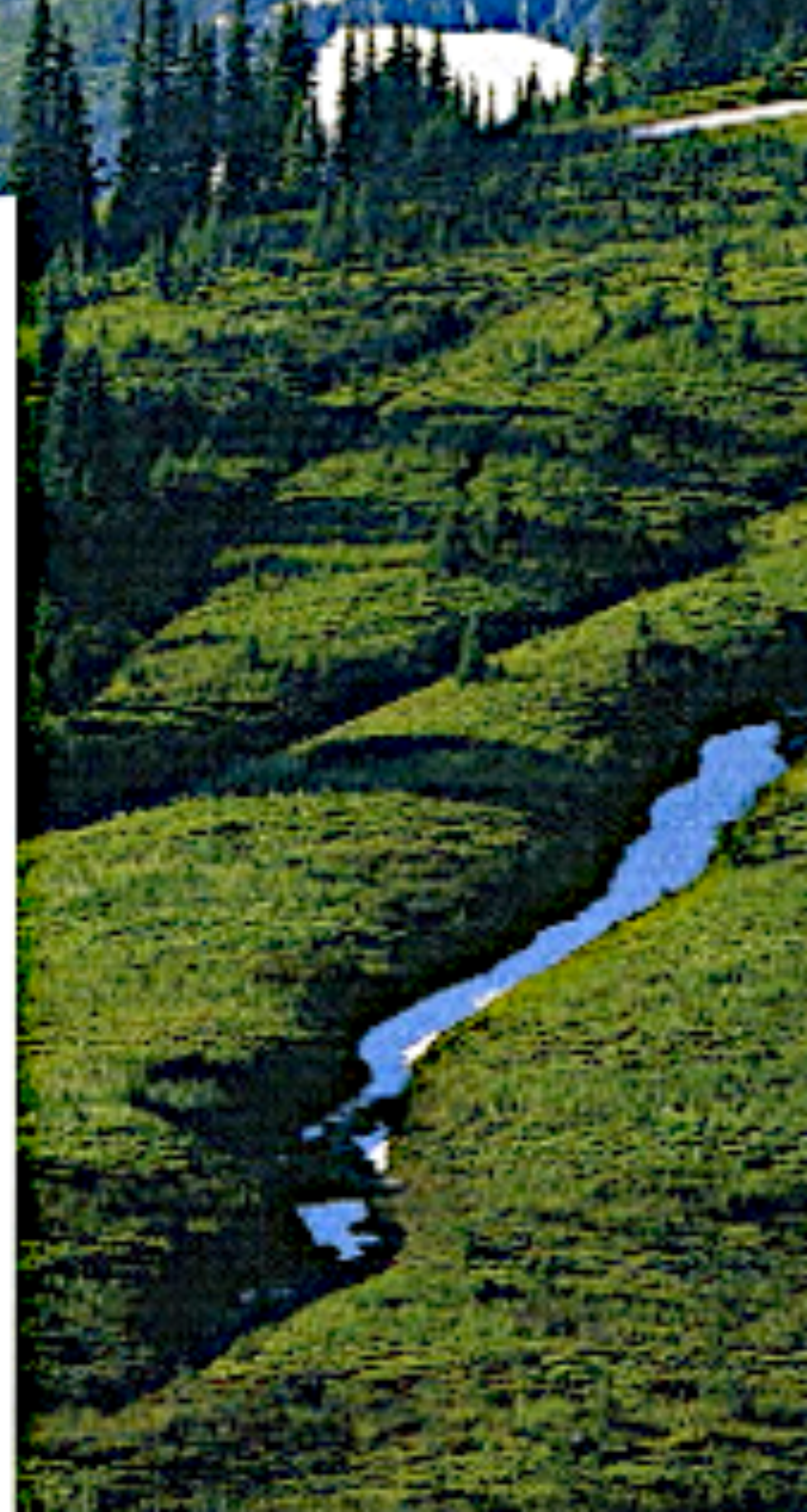
Ross Shafer



Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)



The background is a complex, light blue-toned collage. It features various technical drawings, including architectural floor plans with grid lines and dimensions, and circular diagrams resembling circuit boards or mechanical parts. Interspersed throughout are vertical columns of binary code (0s and 1s) and faint, glowing lines that suggest a digital or data-driven environment. The overall aesthetic is clean, professional, and tech-oriented.

Trusted Advisor?

Relationship Selling?

**The Consultative
Approach?**



Follow the Tracks of the Herd

COOK-LIKE- A-STUD

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

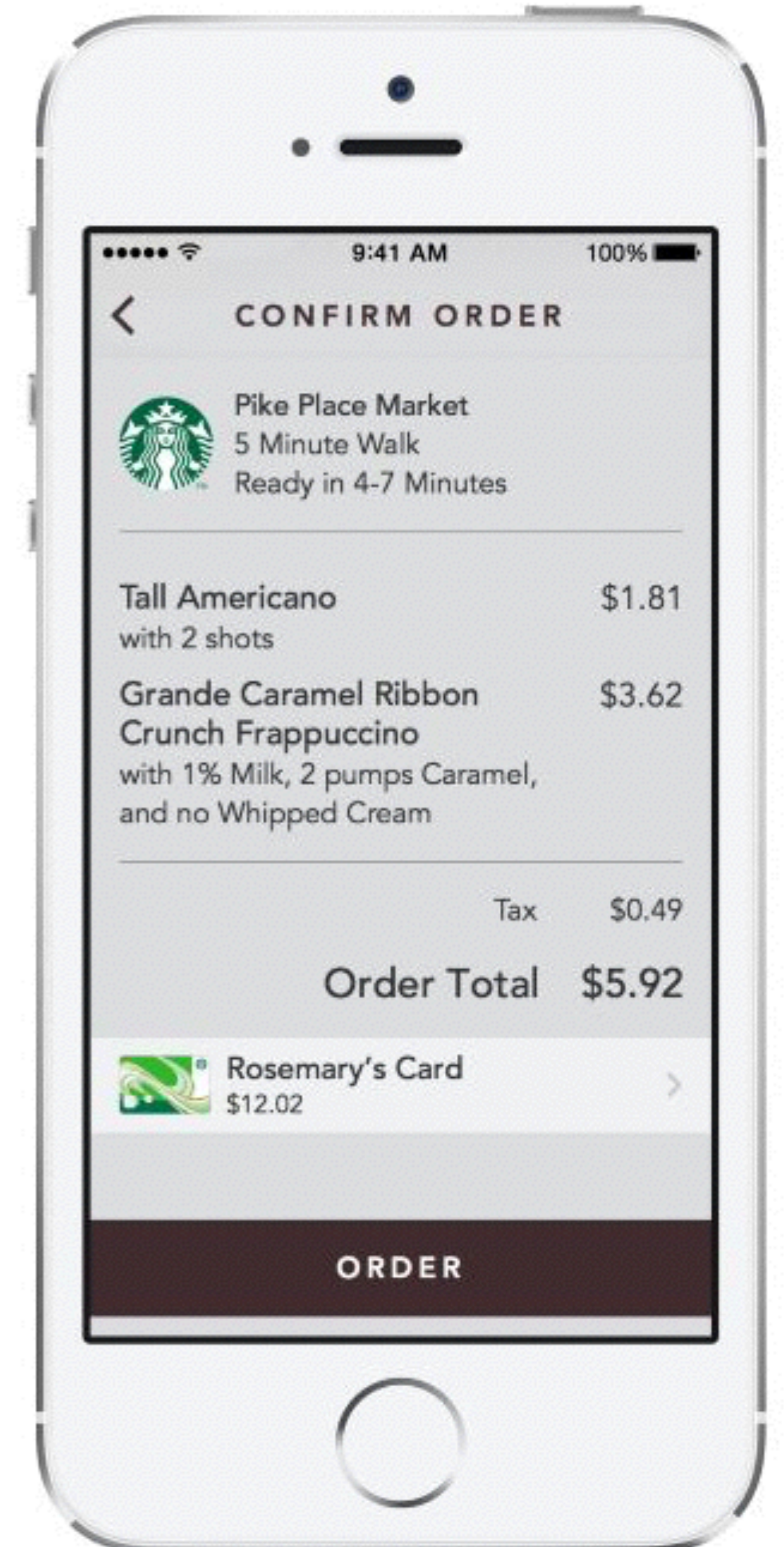
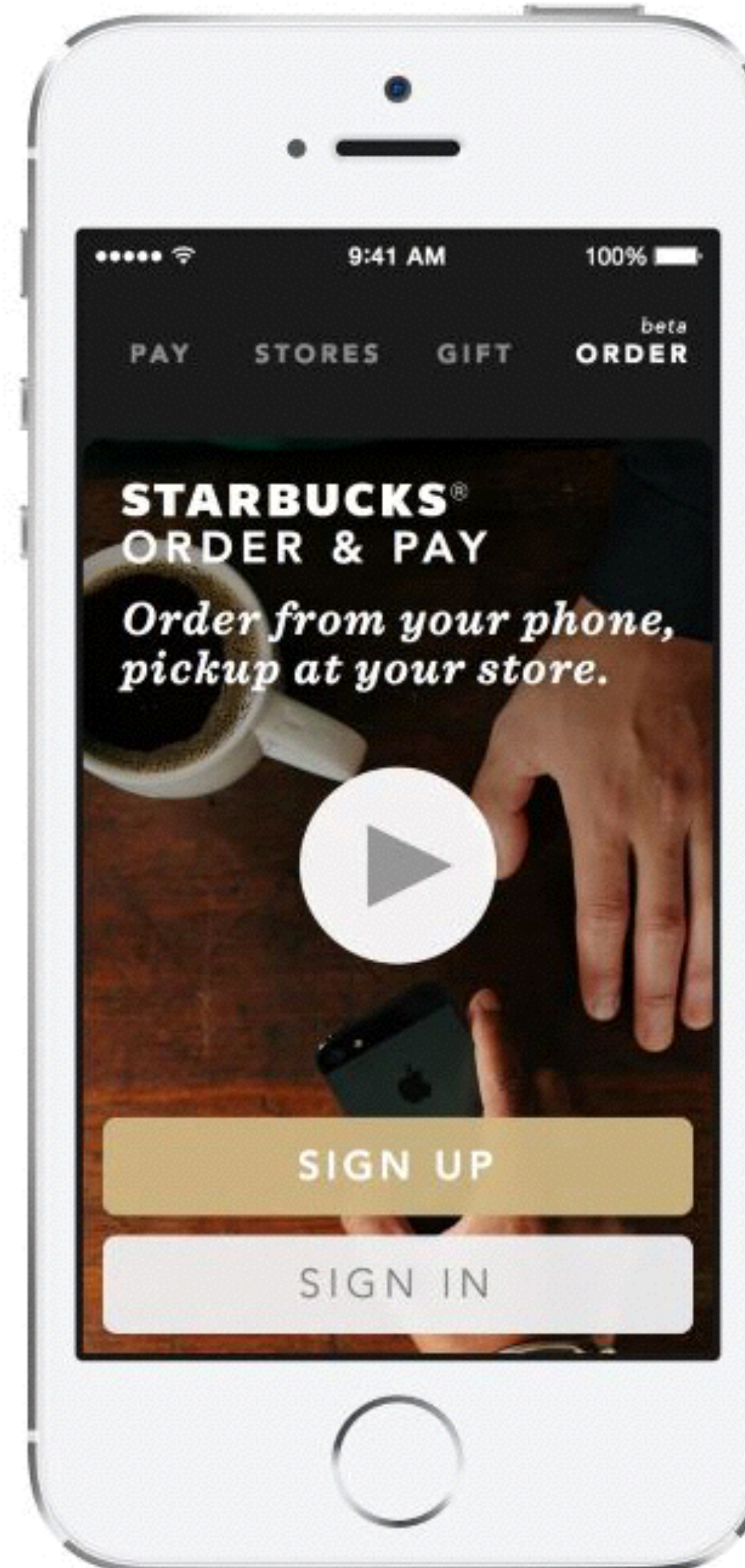
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





App Launched in 2011
Order feature in 2016



The background features a complex, light blue technical drawing or blueprint with various lines, circles, and arrows. Overlaid on this is a pattern of binary code (0s and 1s) in a slightly darker shade of blue, creating a digital and technical atmosphere.

**‘Obsessed’
Salespeople Get
Insight from
‘Unlikely Sources’**

Hotel Events

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

Events for January 15, 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](#)







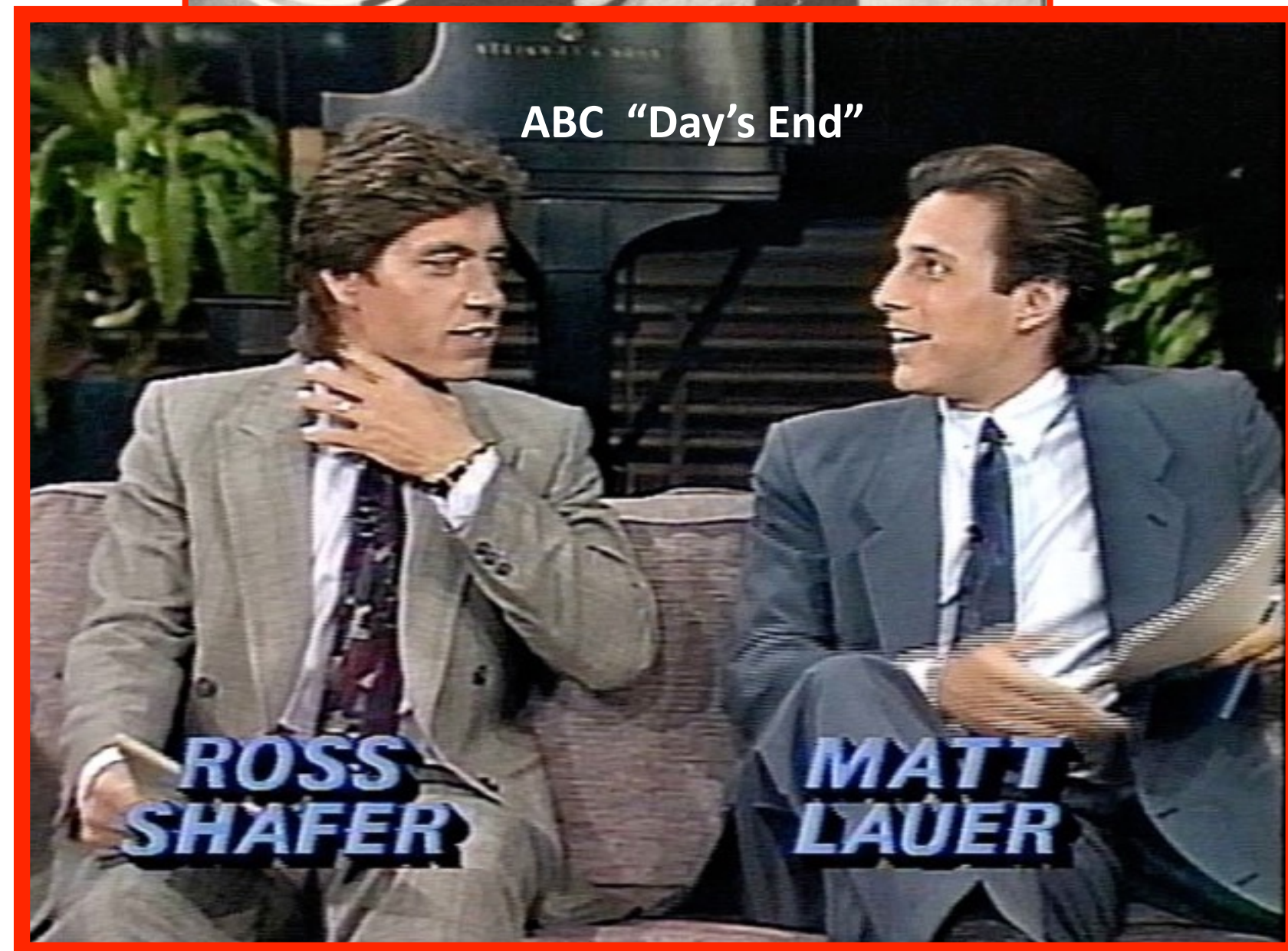
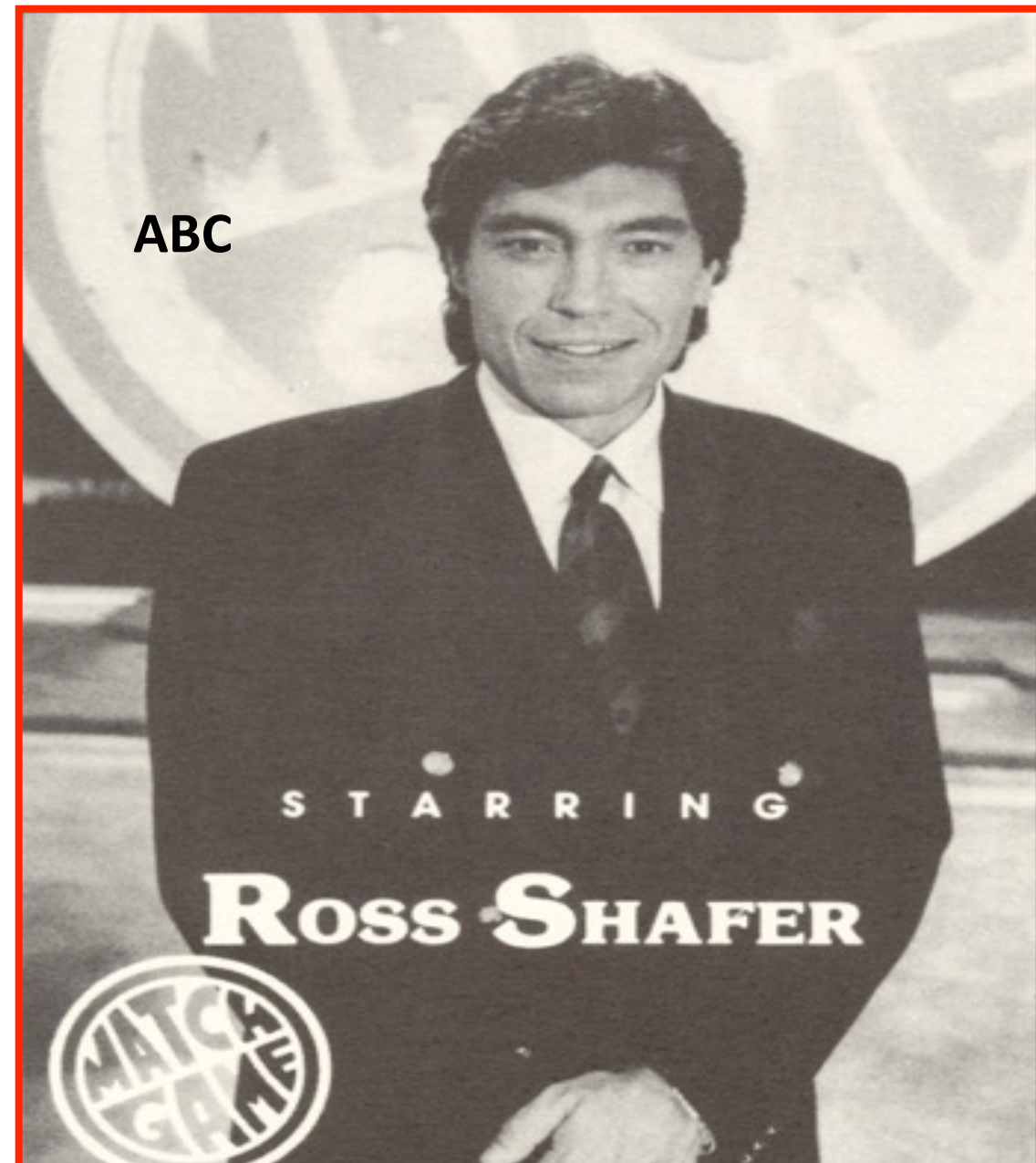
LARAMAR

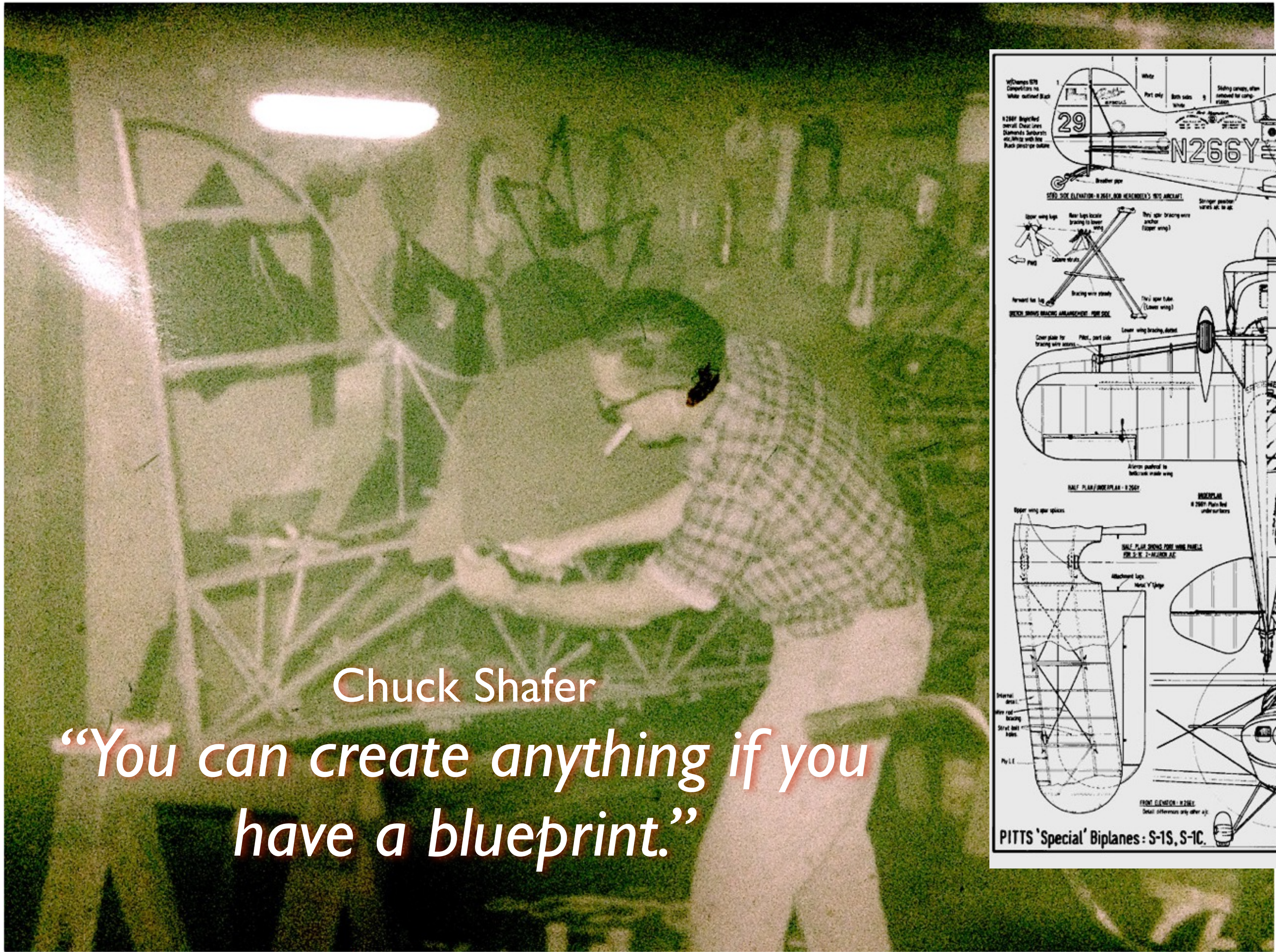
55,000 UNITS



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.

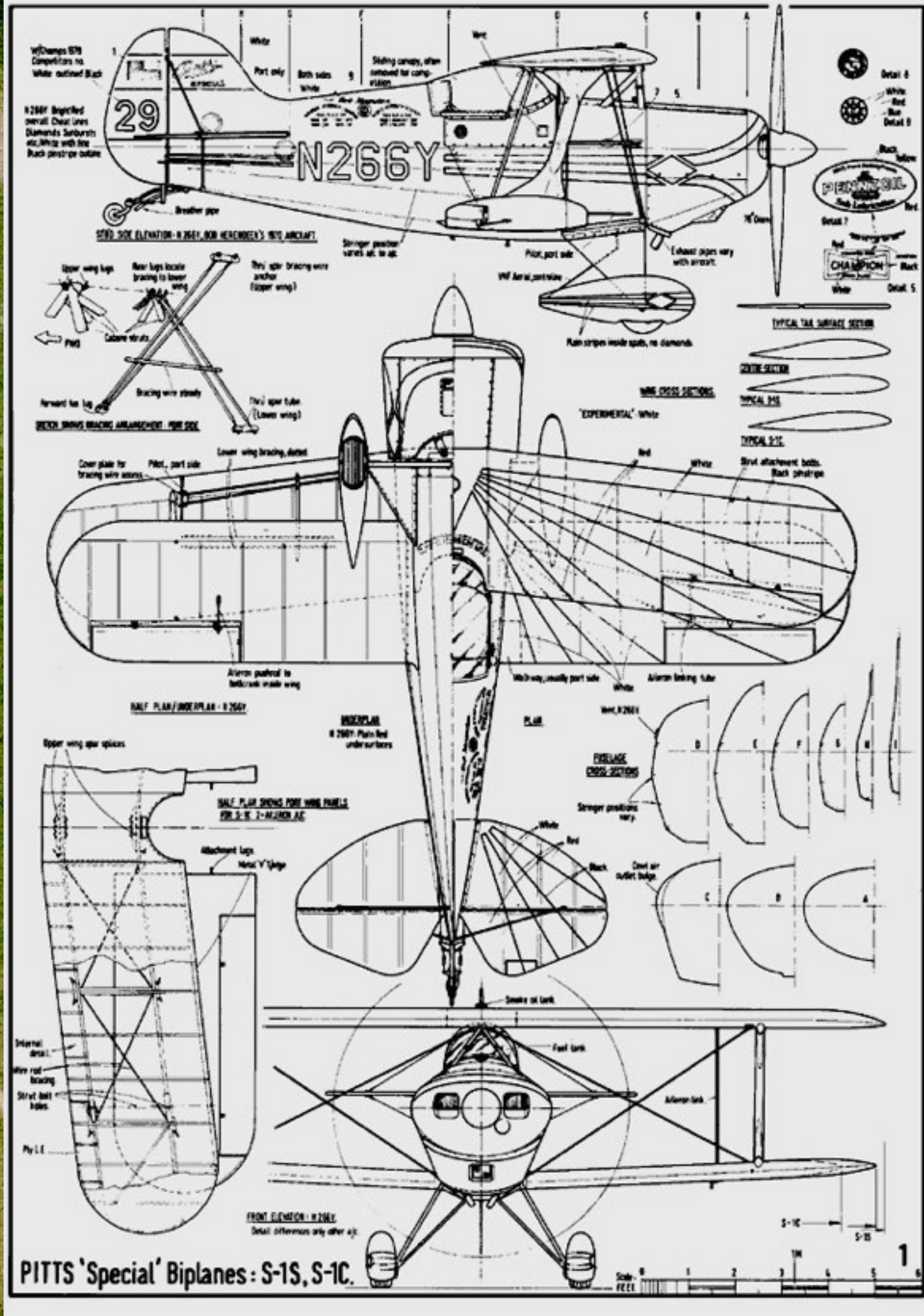
**The Highest Paid
Salespeople
are Fearless**





Chuck Shafer

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





Maiden flight - May 1971



“Fear is the enemy of success”

CHUCK SHAFER





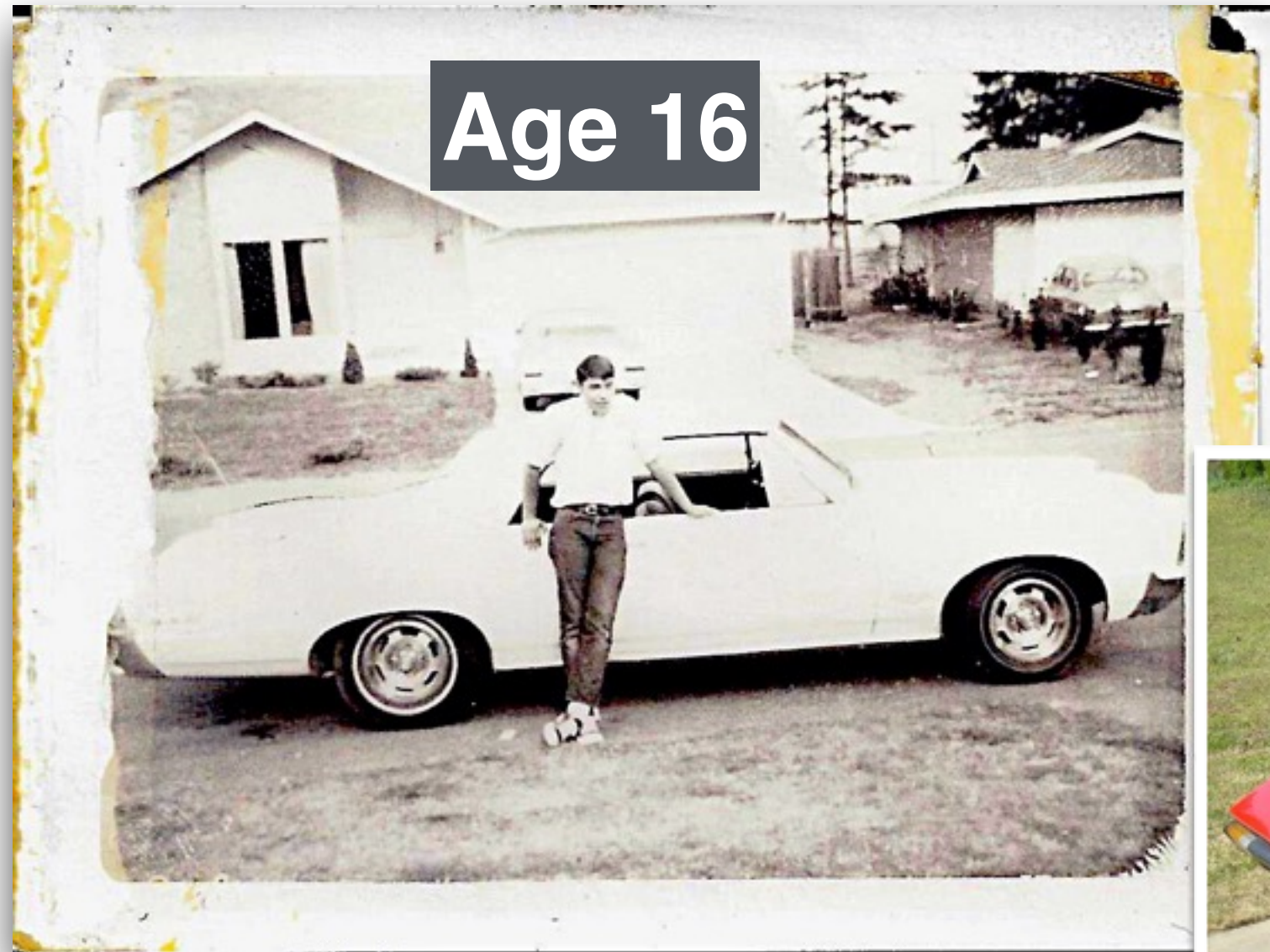
Age 13



Age 14



Age 17



Age 16



Age 29



Age 19



Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1



2nd Edition Enrico

Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry



SHAFAER® 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

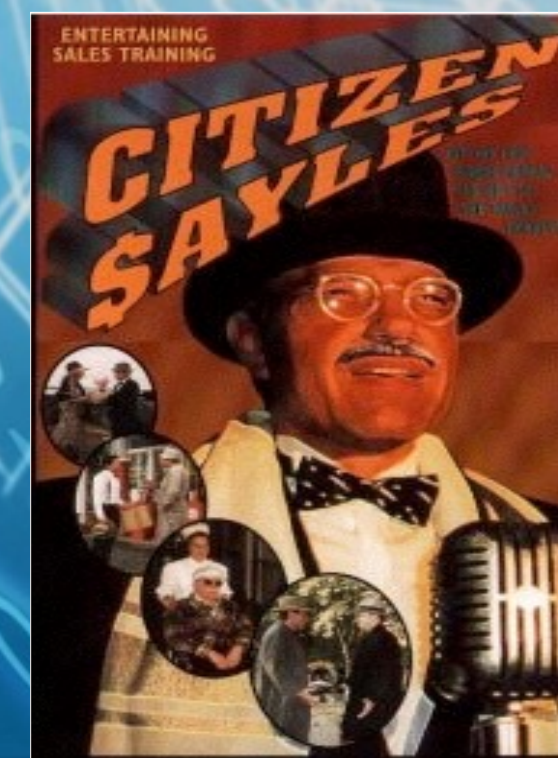
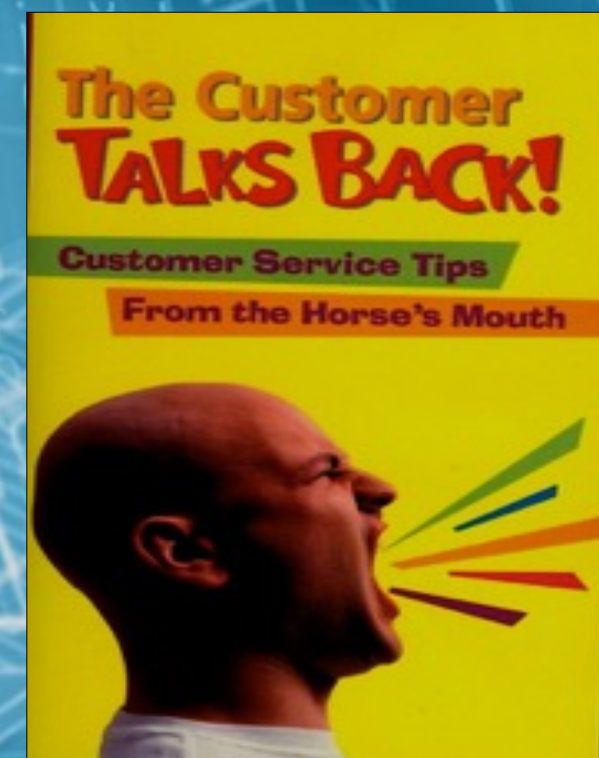
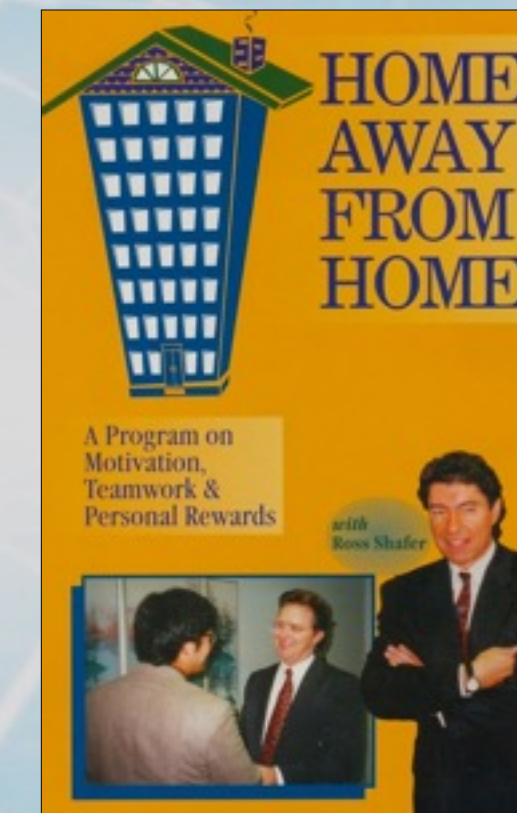
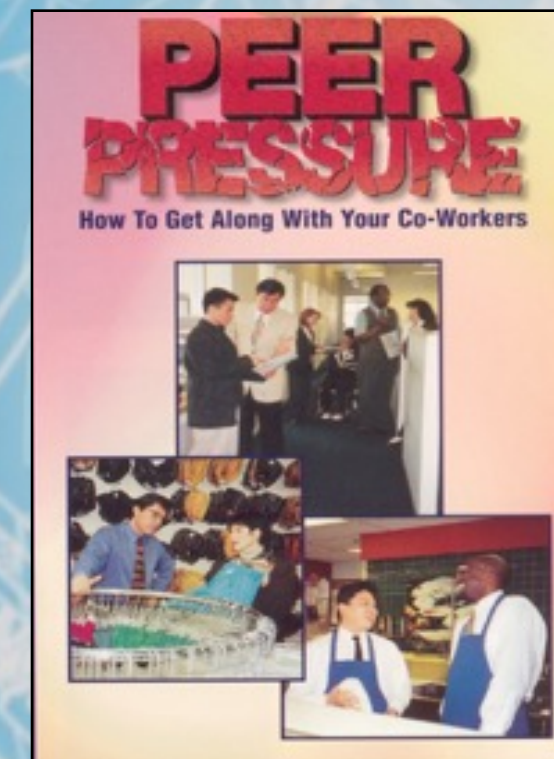
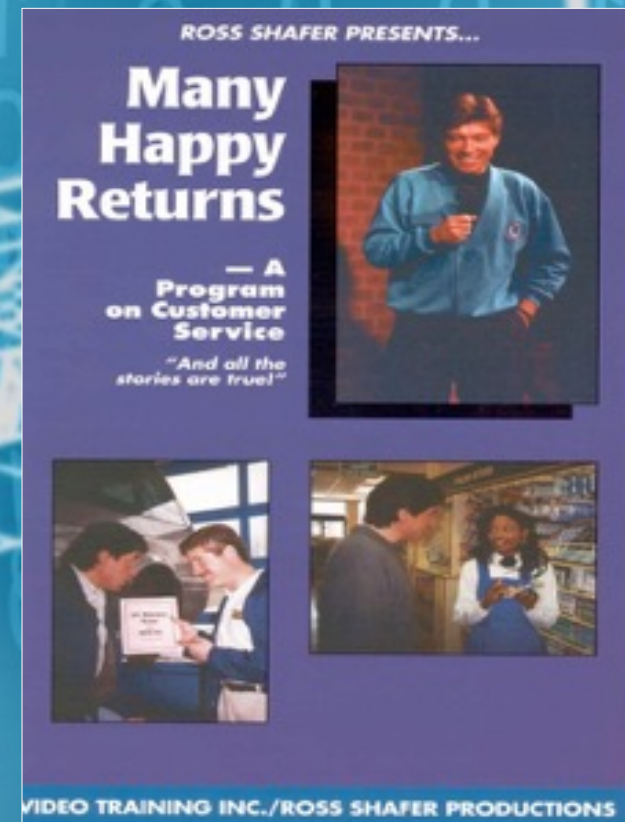
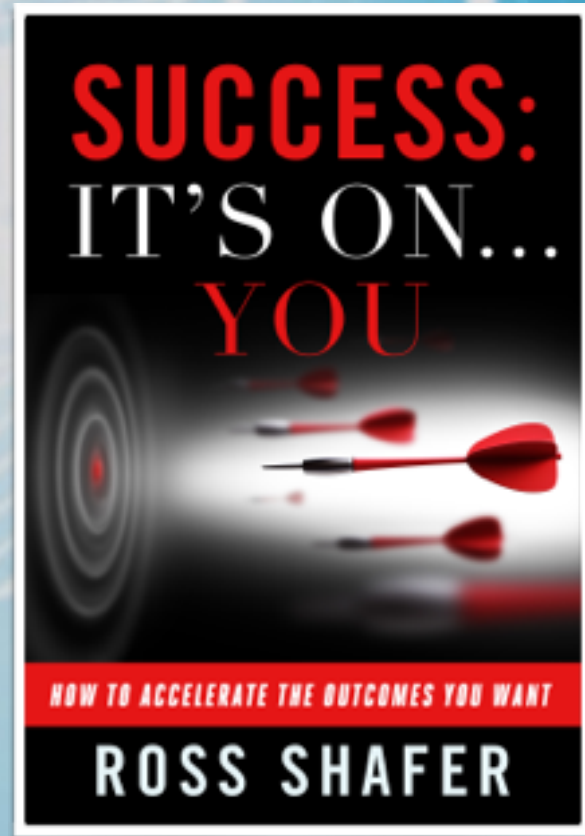
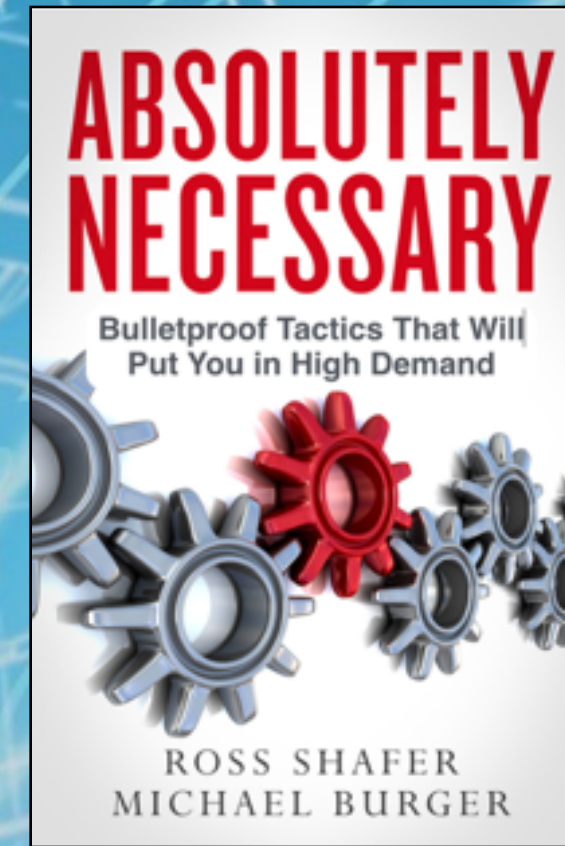
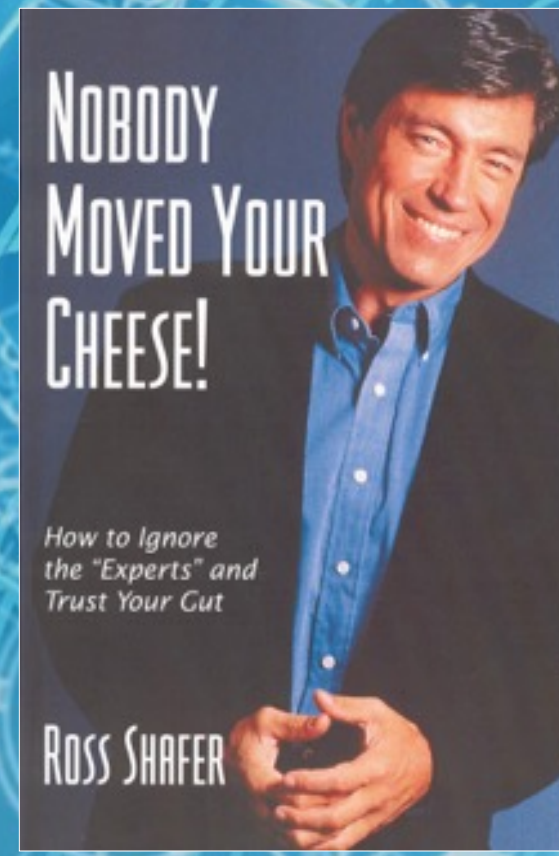
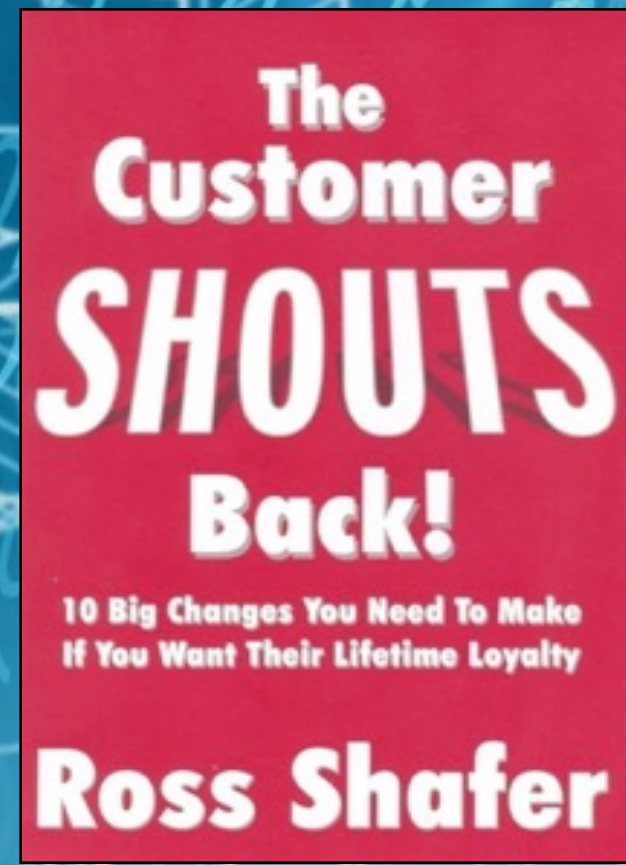
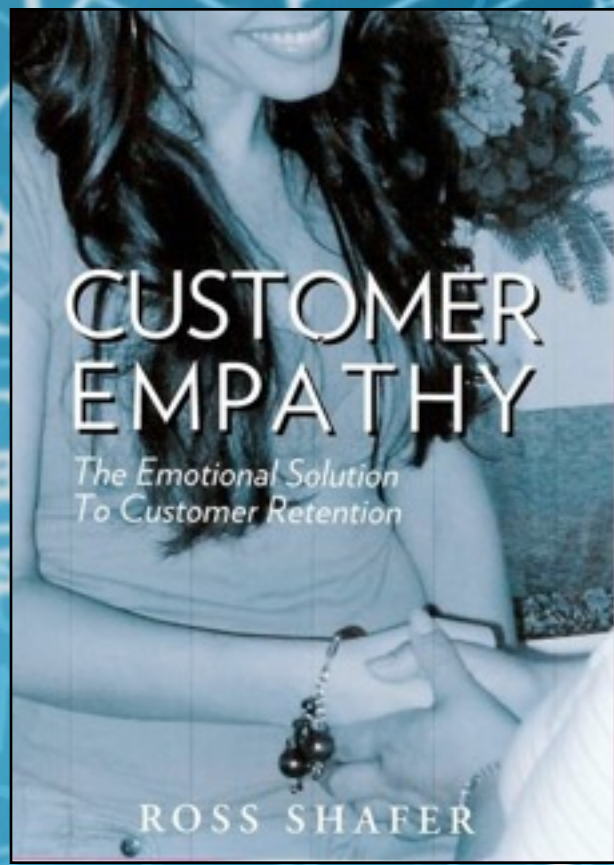


TV & Film Production



THE ICE CREAM SHOP





The background is a vibrant blue gradient. It is overlaid with intricate white technical drawings, including architectural floor plans, mechanical cross-sections, and various geometric shapes like circles and rectangles. Interspersed among these drawings are strings of binary code (0s and 1s) in a light blue color, some appearing to flow or be scattered across the scene. The overall aesthetic is that of a digital or engineering environment.

**Tell a Brand Story
that Makes People
FEEL SOMETHING**

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






PETER MANNING
FIVE EIGHT / NEW YORK

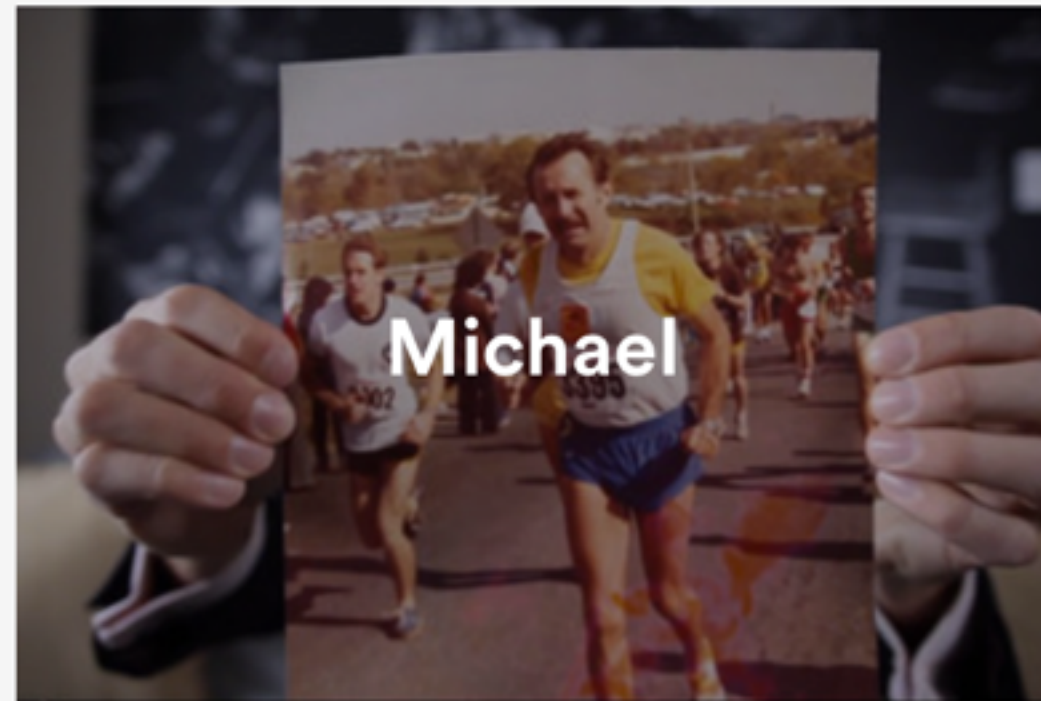
ARE YOU
5'8" or
UNDER?

★ Shorter
Inseams

★ Shorter
Sleeves

★ Scaled
Proportions

Stories from the Airbnb Community



New York, United States
A busy New Yorker keeps pace with tradition



London, United Kingdom
Second Act: A new beginning



New York, United States
New Chapter: Breaking bread together...again



London, United Kingdom
Sowing the Seeds: Of love, and of vegetables



Los Angeles, United States
The Art of Receiving: A host transforms his home, his work—and his life



New York, United States
Full House: An invitation to friends, both old and new

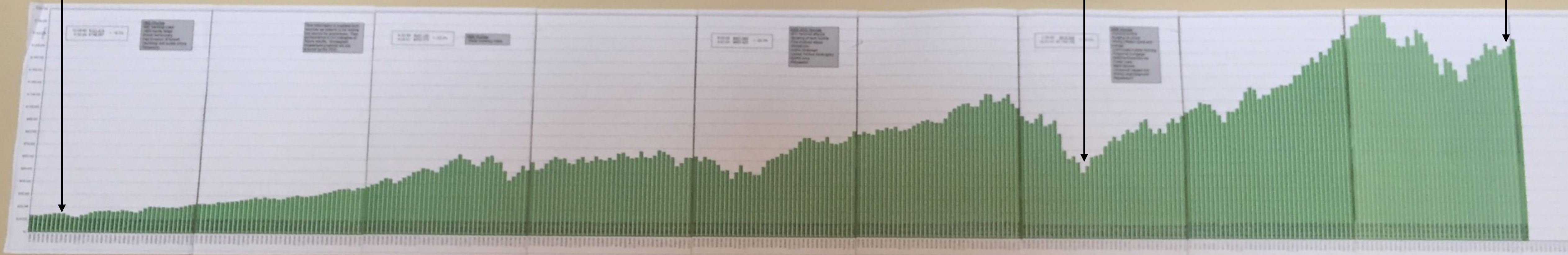


Airbnb encourages their customers to share how the brand impacted their lives.

1990
\$175k

2008
\$903k

2014
\$1.7m

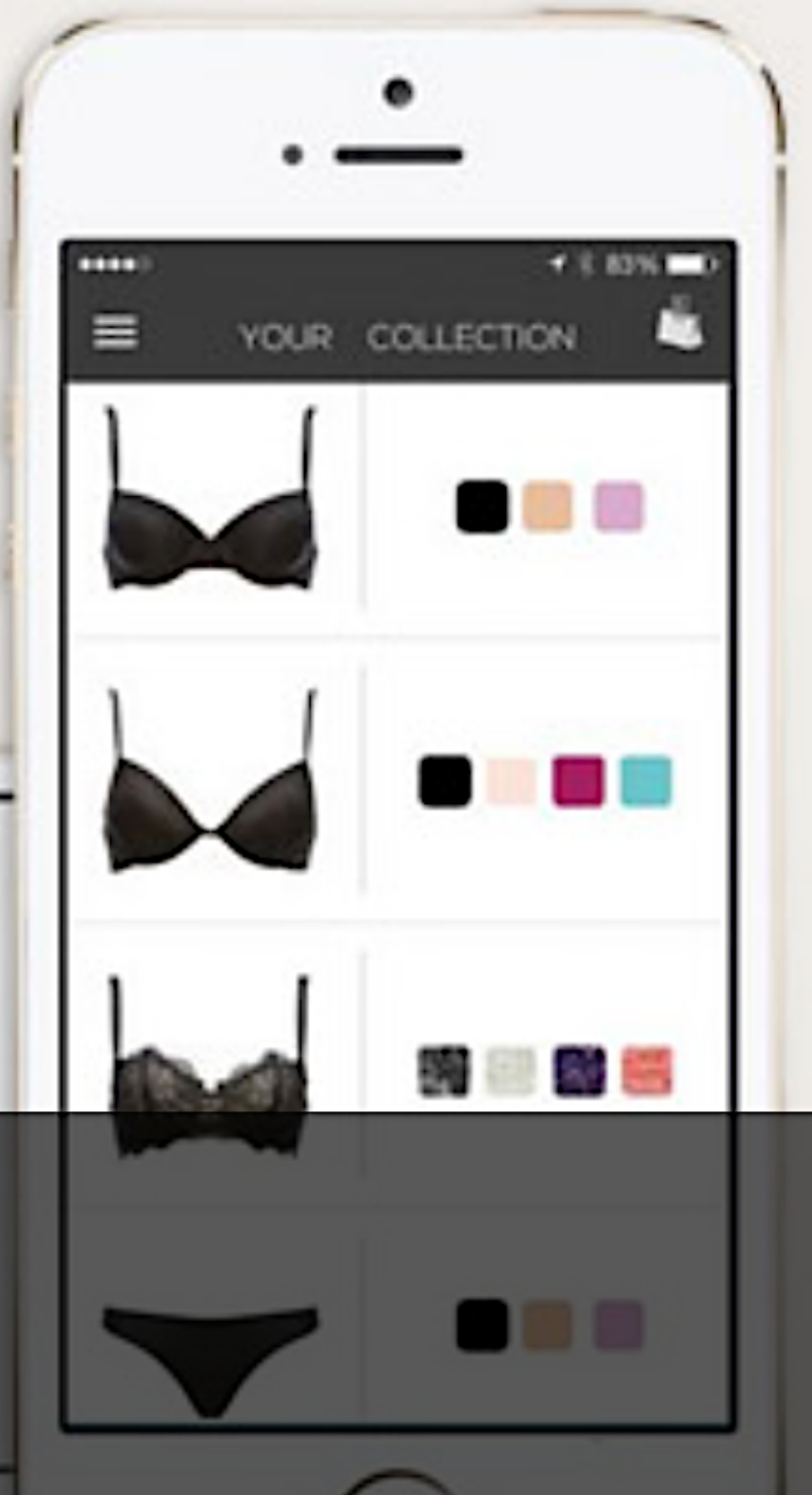
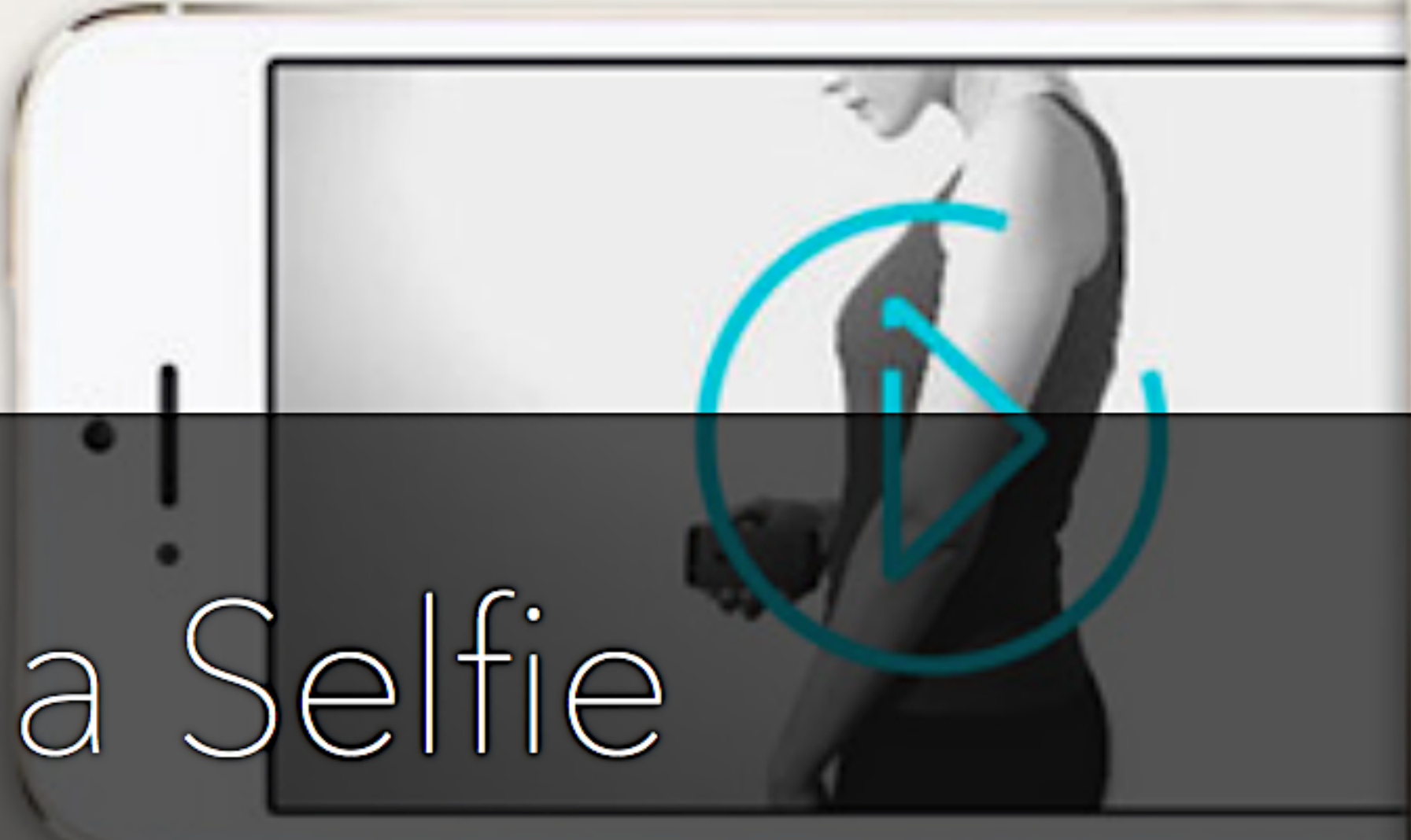


*Independently Audited...(all reports & every transaction)



 **THIRDLOVE**

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



Bra Shopping via Selfie



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



1,500,000+
patients love
“Virtual” Doctors

The image shows a blurred background of a grocery store aisle. In the center, the Amazon Go logo is overlaid in white. The logo consists of the word "amazon" in a lowercase, sans-serif font, followed by a white arrow that curves from the bottom of the 'a' to the bottom of the 'z'. To the right of the arrow is the word "go" in the same lowercase, sans-serif font. In the background, a person wearing an orange shirt is visible, standing in the aisle. The shelves are filled with various products, and the overall scene is out of focus.

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.

The Only Question Remains...



or



CSAT (Customer SATisfaction)



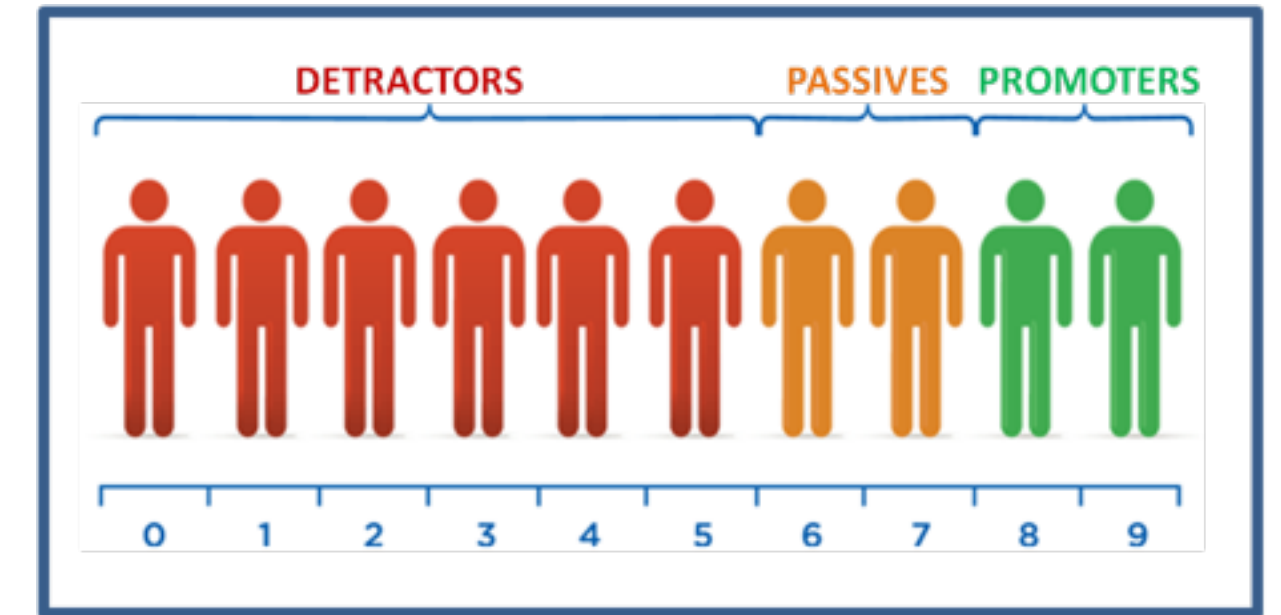
“Determine what customers want and deliver that. Don’t over promise. You don’t necessarily have to exceed expectations.
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort – (i.e. helping them solve their problems quickly and easily) – **NOT by delighting them in service interactions.**”

NPS (Net Promoter Scores)



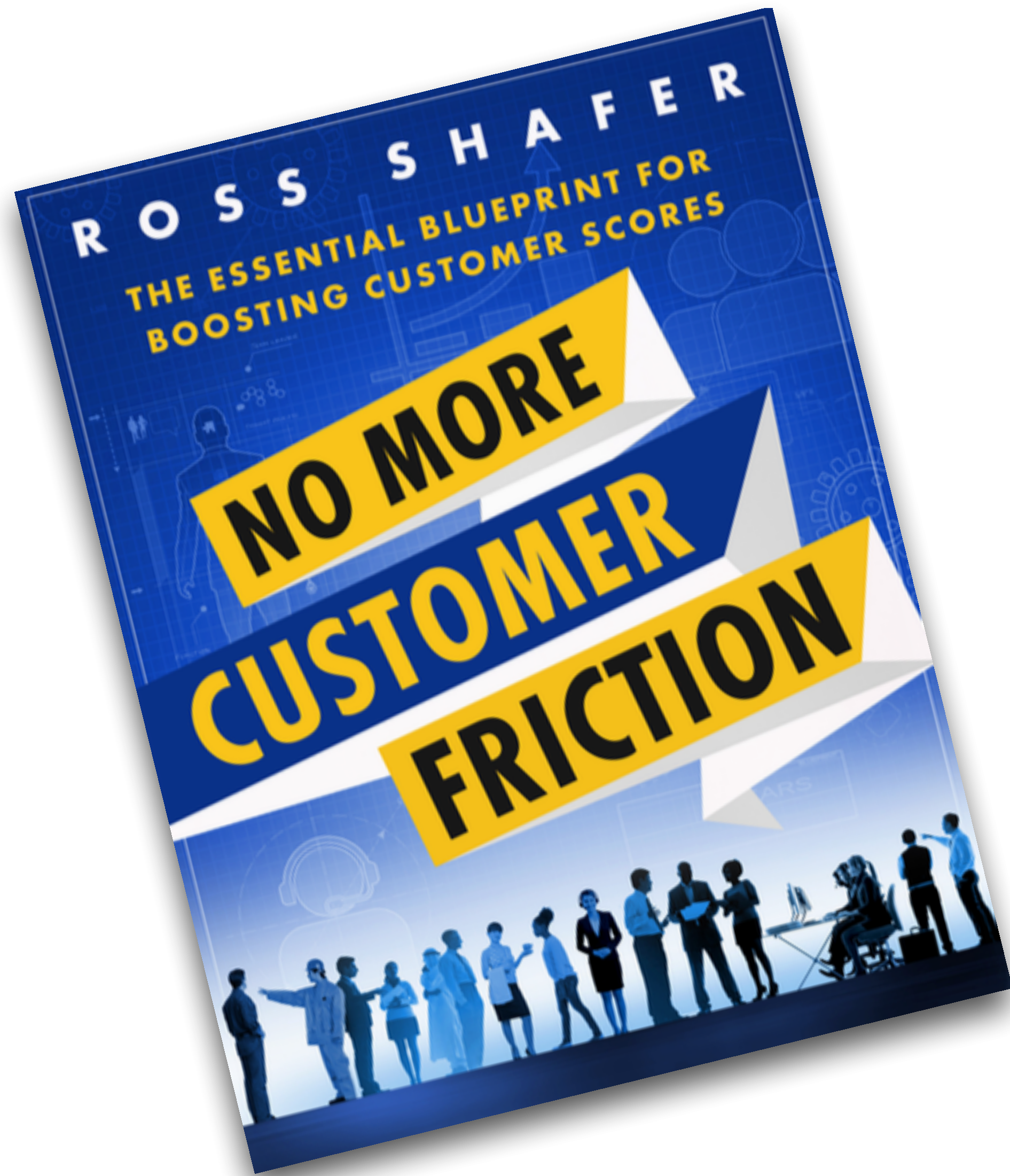
“While we want scores of (9) and (10)...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”



erases



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



**Does This
Blueprint
Work?**



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







Complaints led to losing 1,000,000m subscribers in just one quarter.

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 is a pattern of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

Don't 'Mentor' Young People

Millennials Will be 40yrs old in 2 years!



#1:

Manage by

Advocating for Them

Let Them Disagree



#2:

**How do You Motivate
Them?**

“LEVELING UP” Motivates Achievement



300,000 attended GamesCom
to watch OTHERS compete



#3:

**What Attracts Them
to Work for You?**

FUN

Started 2011.
In 2016, Unilever buys company for \$1 billion





**The Best
Salespeople
are Obsessively
Curious**









The Intentional Genius of Facebook

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font centered within a solid blue rectangular background.

facebook





 Search for people, places and things 

 **Ross Shafer**
Edit Profile




Update Status  Add Photos/Video

What's on your mind?


FAVORITES



-  News Feed
-  Messages 99+
-  Photos
-  Browse


PAGES


-  Pages Feed 20+
-  Like Pages 20+
-  Create Ad



GROUPS



-  University of Puget Soun...

 **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

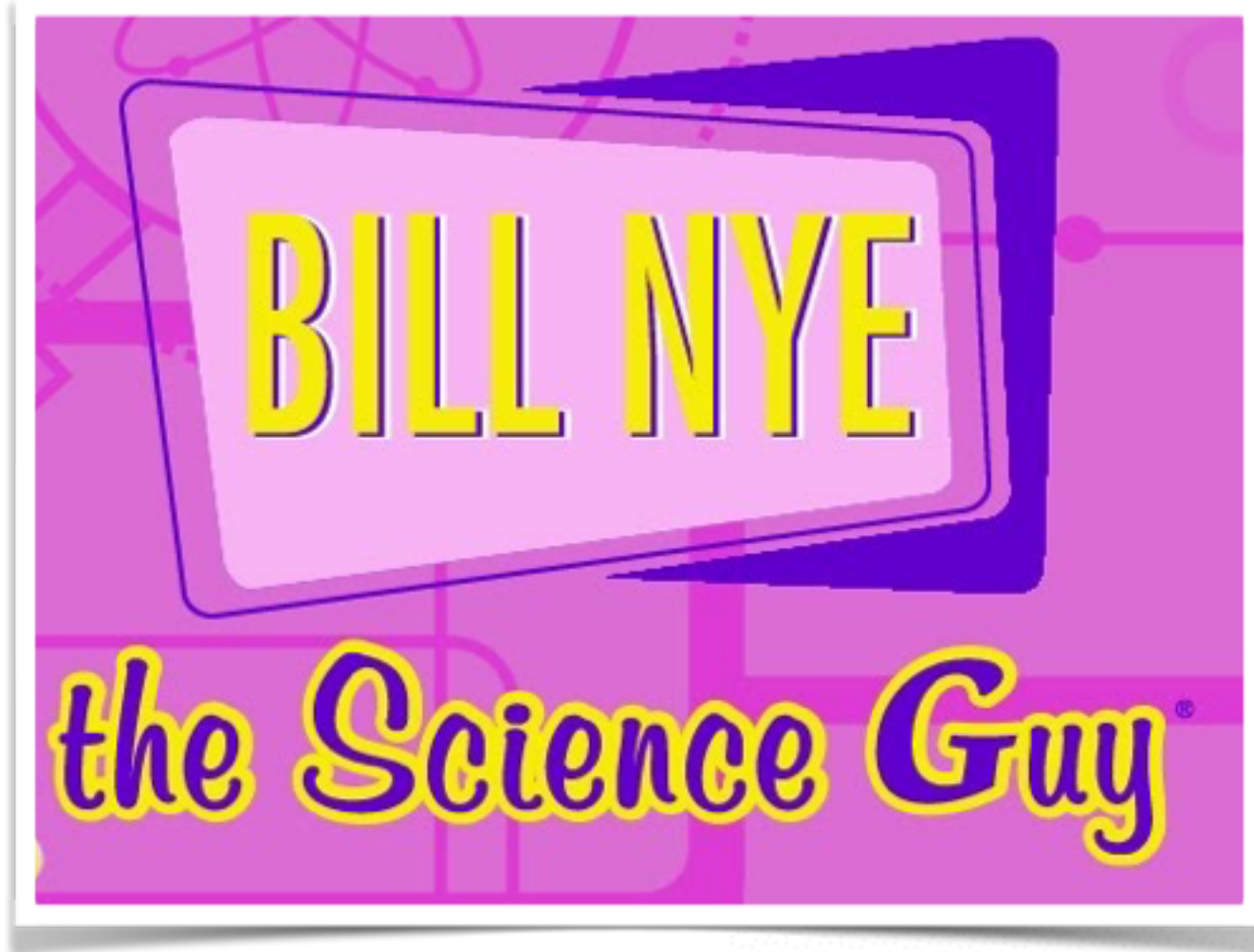
 **Aileen Bennett** Thank you - I thought i had broken the internet (again)
6 hours ago · Like ·  1

 **Kathleen Hassan** yup
5 hours ago · Like ·  1



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

**When You Find
Superstars...
Let Them Inspire
YOU**



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

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?
by Ross Shafer
4 days ago • 24 views
Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...

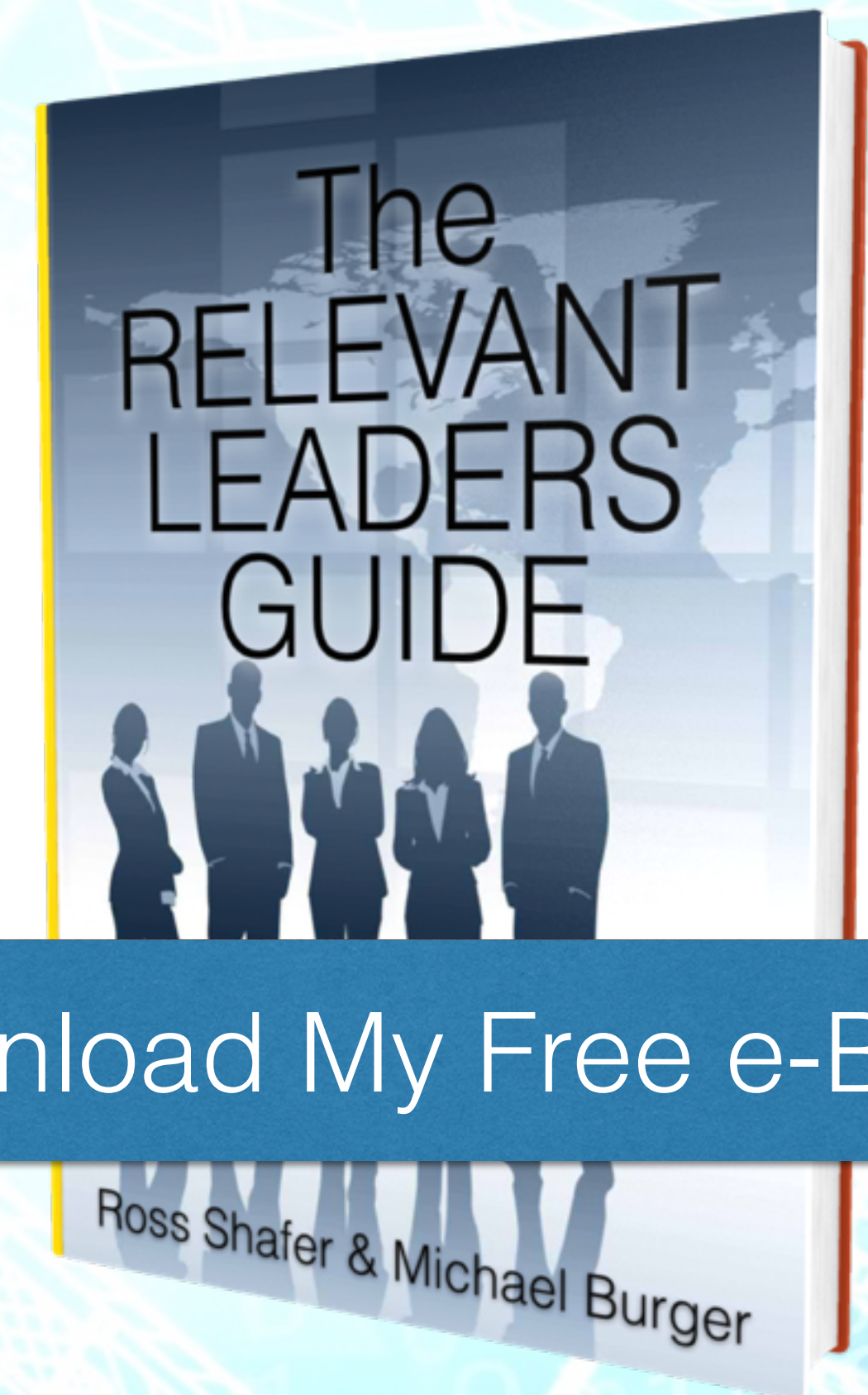
How to Pitch Your Big Ideas to the Boss
by Ross Shafer
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In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...

Should You Change Your "Leadership" Persona?
by 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?
by 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 repeatable...


How Can Small Office Financial Advisors Beat The Big Guys?
by Ross Shafer
1 month ago • 62 views
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

The background is a complex technical drawing or blueprint in shades of blue and white. It features various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

Organizations with
CHARACTER
last 63% Longer



Chuck Shafer 1927-2001



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



Daddy/Daughter date
11th birthday!

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.

Offer Ongoing Encouragement





Ross
Shafer

Want More?

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