

Want Ross to Come to Your Dealer Group?

CONTACT:

Shannon Calabrese

(703) 516-4000

SCalabrese@KepplerSpeakers.com

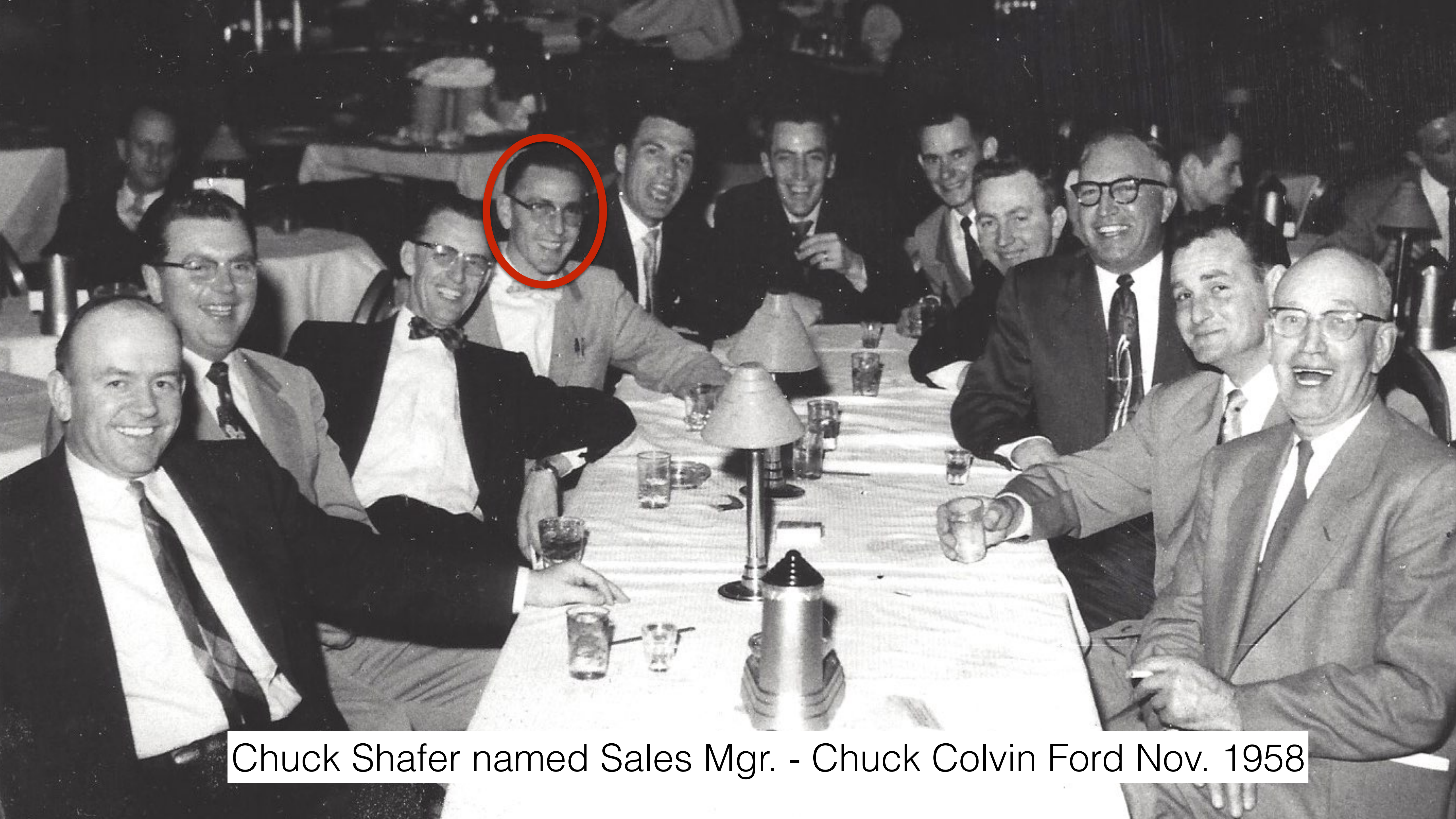
A portrait of Ross Shafer, a man with dark hair, wearing a dark suit jacket over a light blue striped shirt. He is smiling and looking slightly to the right. The background is a blurred outdoor scene with water and a bright sky.

Ross
Shafer

SUCCESS: IT'S ON YOU

How to be a
Relevant
Dealership
in 2020





Chuck Shafer named Sales Mgr. - Chuck Colvin Ford Nov. 1958



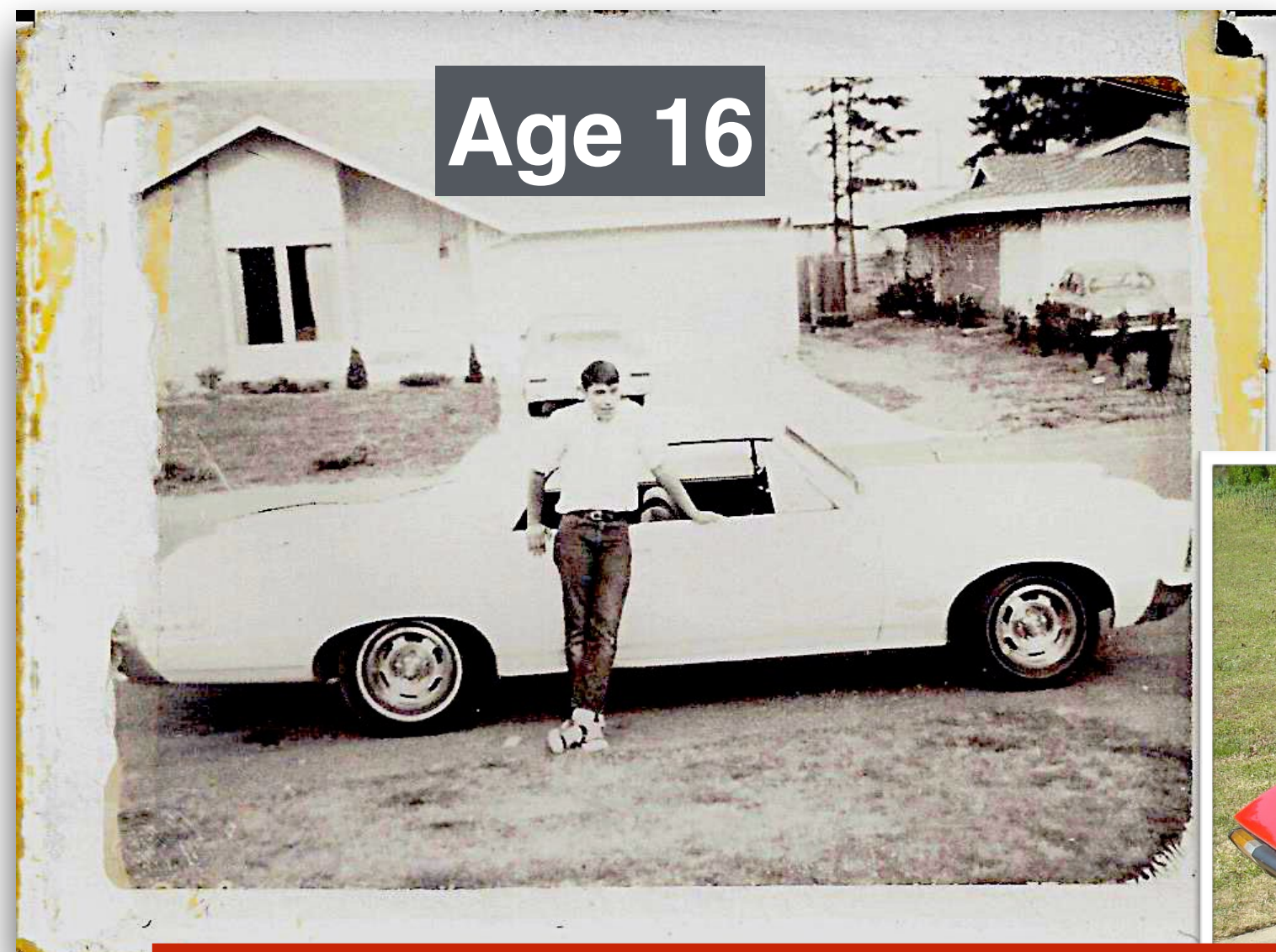
Age 13



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

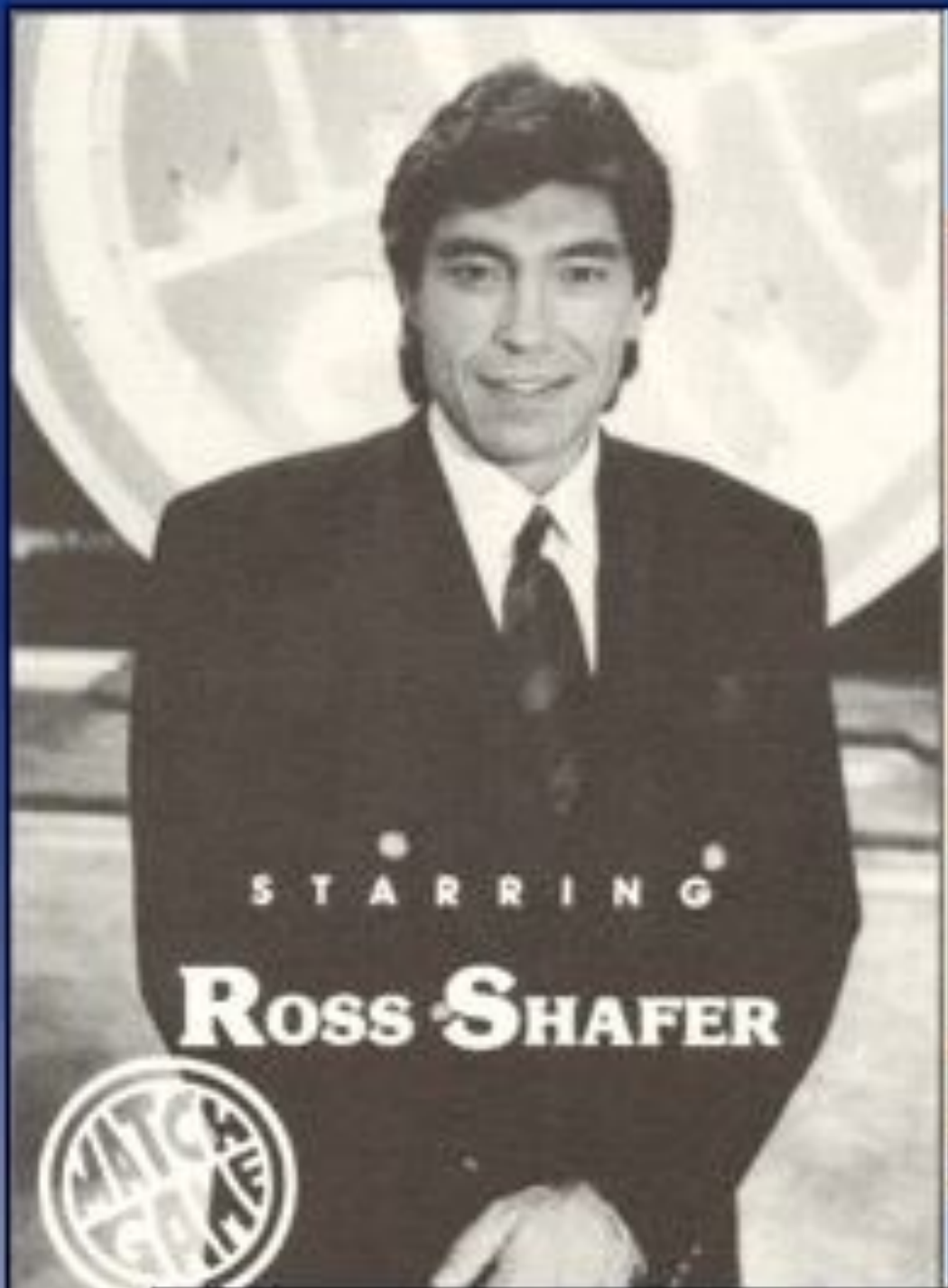


TV & Film Production

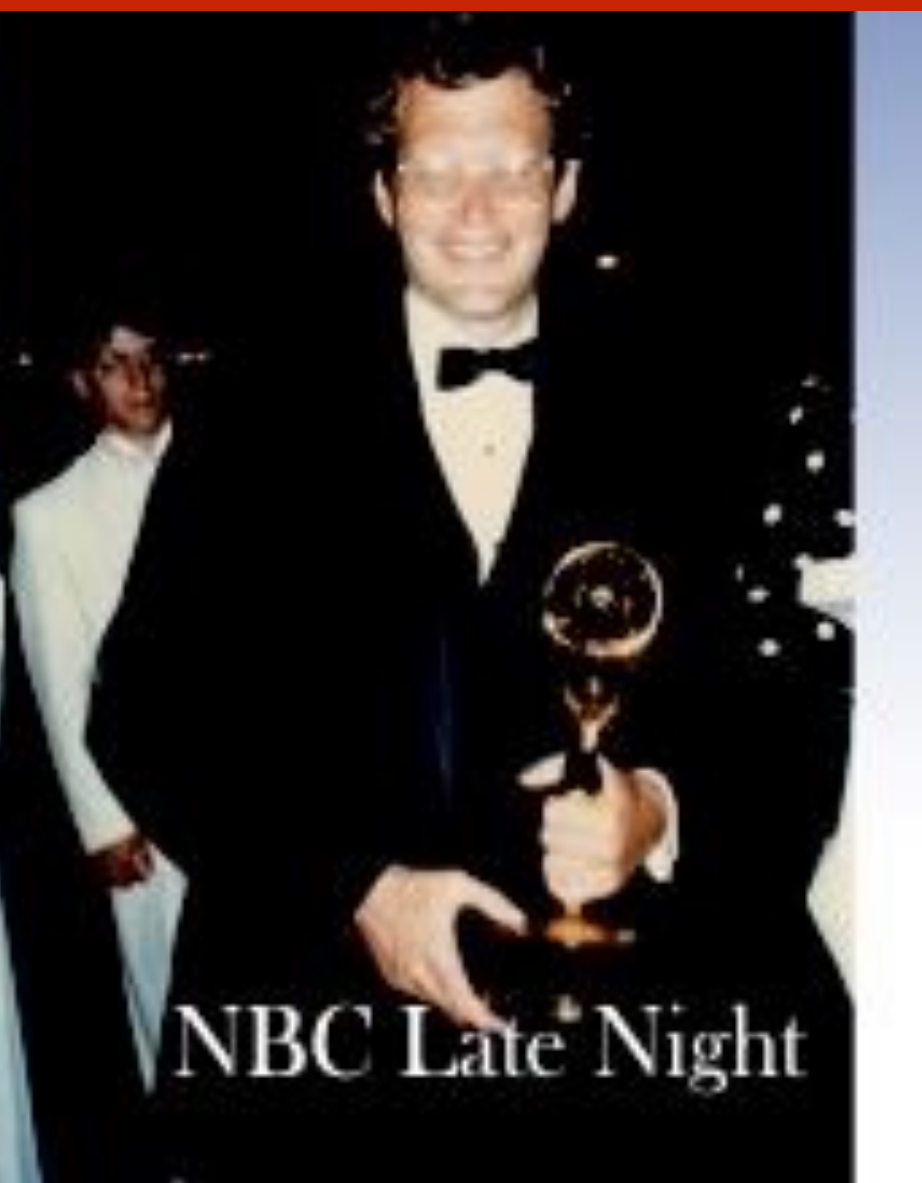


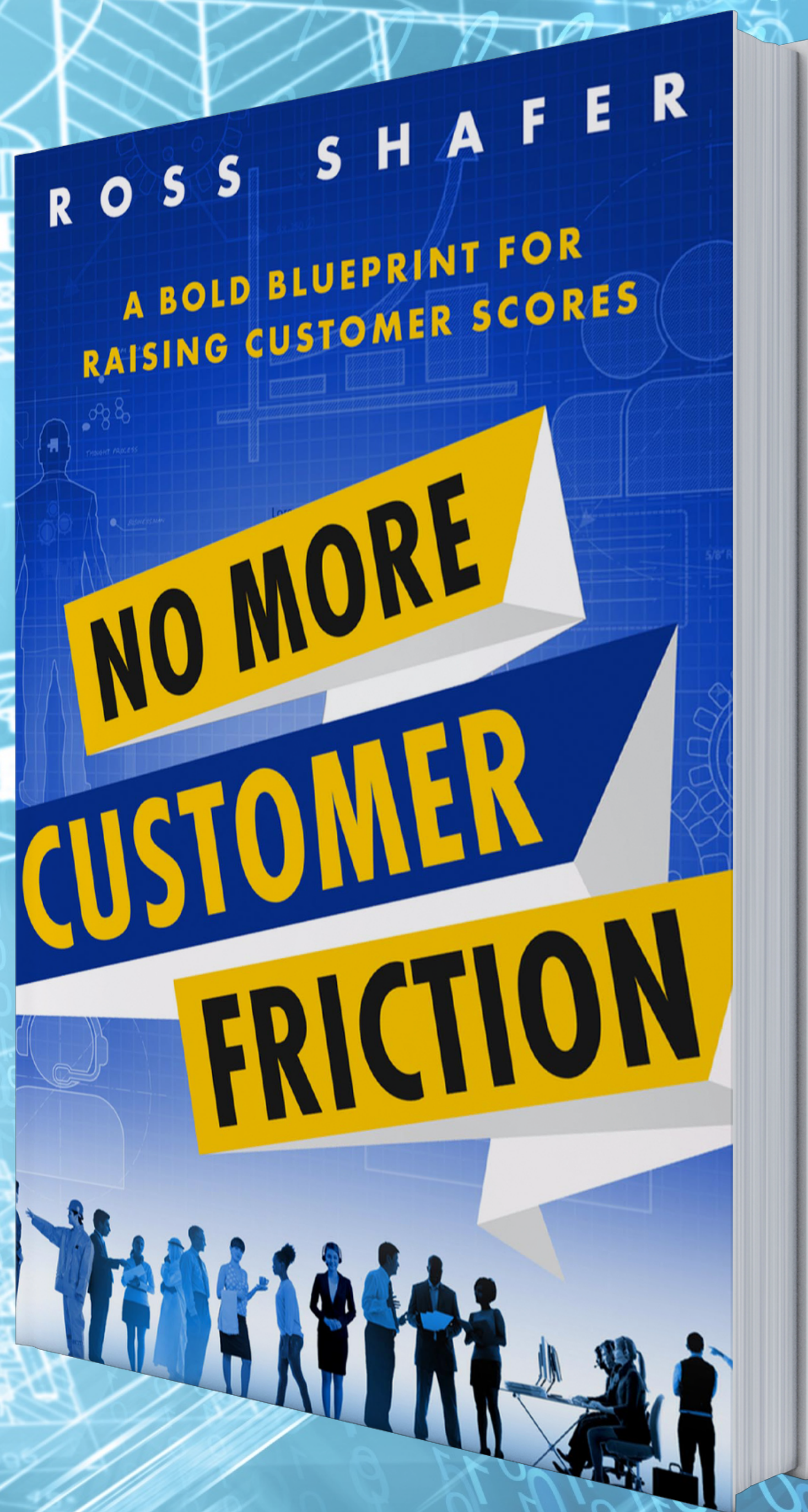
THE ICE CREAM SHOP





Talk & Game Host





**What
I'm Not...**



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**

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](#)



Humalogy



+



STAY RELEVANT:

**Innovate by
Looking Outside
The Car 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



[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

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[Map & Directions](#)

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[Menus](#)

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[Calendar](#)

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LARAMAR

55,000 UNITS



STAY RELEVANT:

**Can You be
Tomorrow's
Dealership?**

INSIDE THE STORE

- ★ Restaurant
- ★ Concierge Wash
- ★ Airport Parking
- ★ Higher Priced Cars



Porsche Taycan - \$150,000

You can still fail if you don't give people what they really want.





**Why Have Car
Customers
Expectations
Changed in
2020?**

THE

amazon



'EFFECT'

Comcast
xfinity

amazon

hulu

NETFLIX

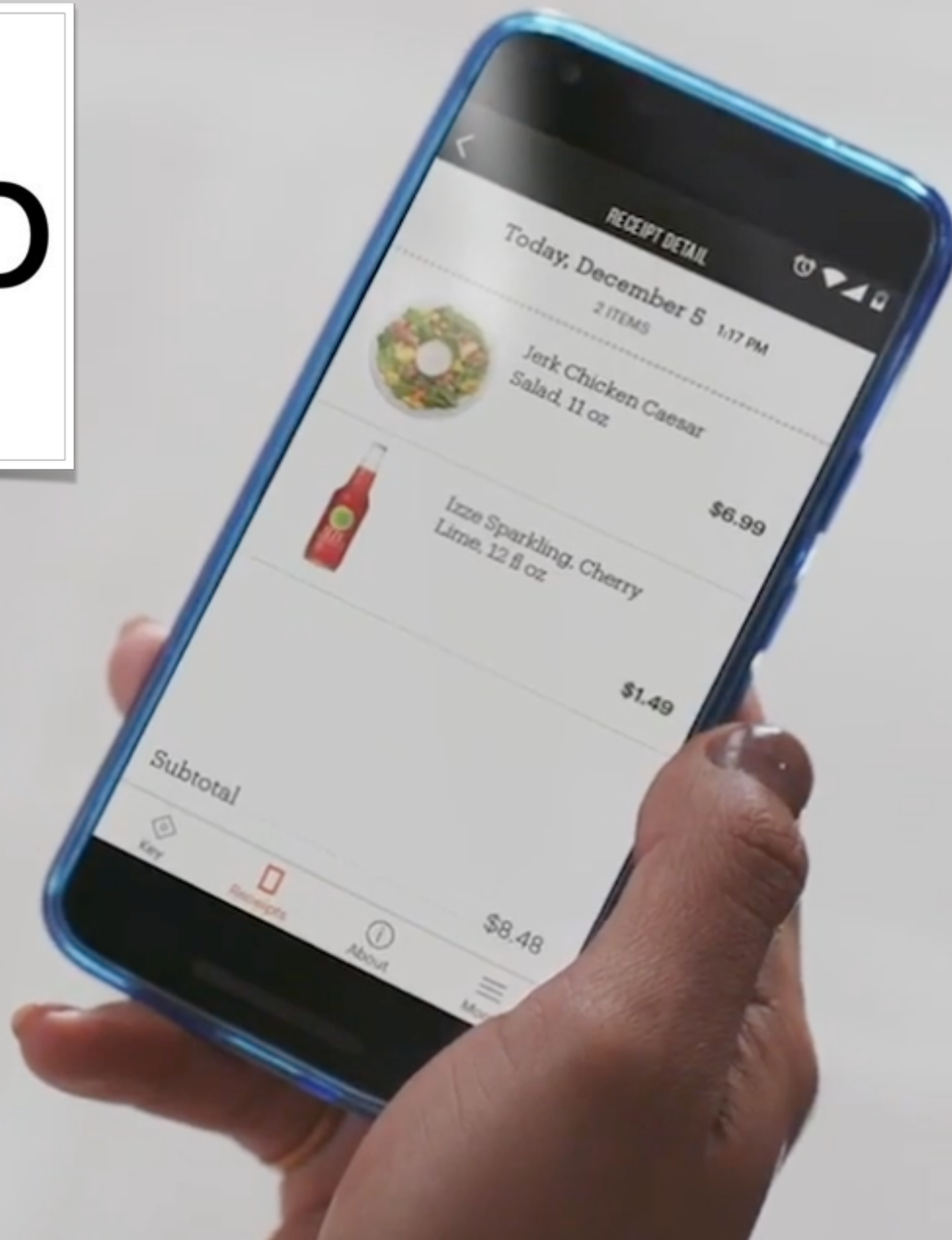
Google





amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

Shocking Data!

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



CSAT (Customer SATisfaction)



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

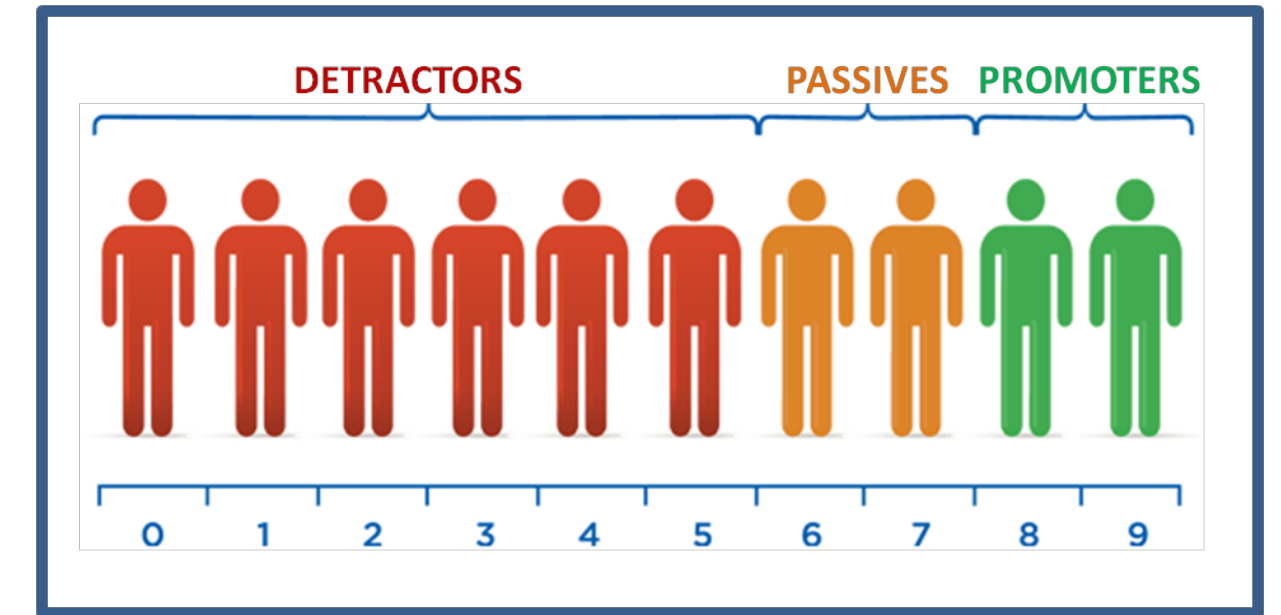
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



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

NPS (Net Promoter Scores)



“...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.**”

The background is a light blue technical drawing or blueprint, featuring various mechanical parts, lines, and circles. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering theme.

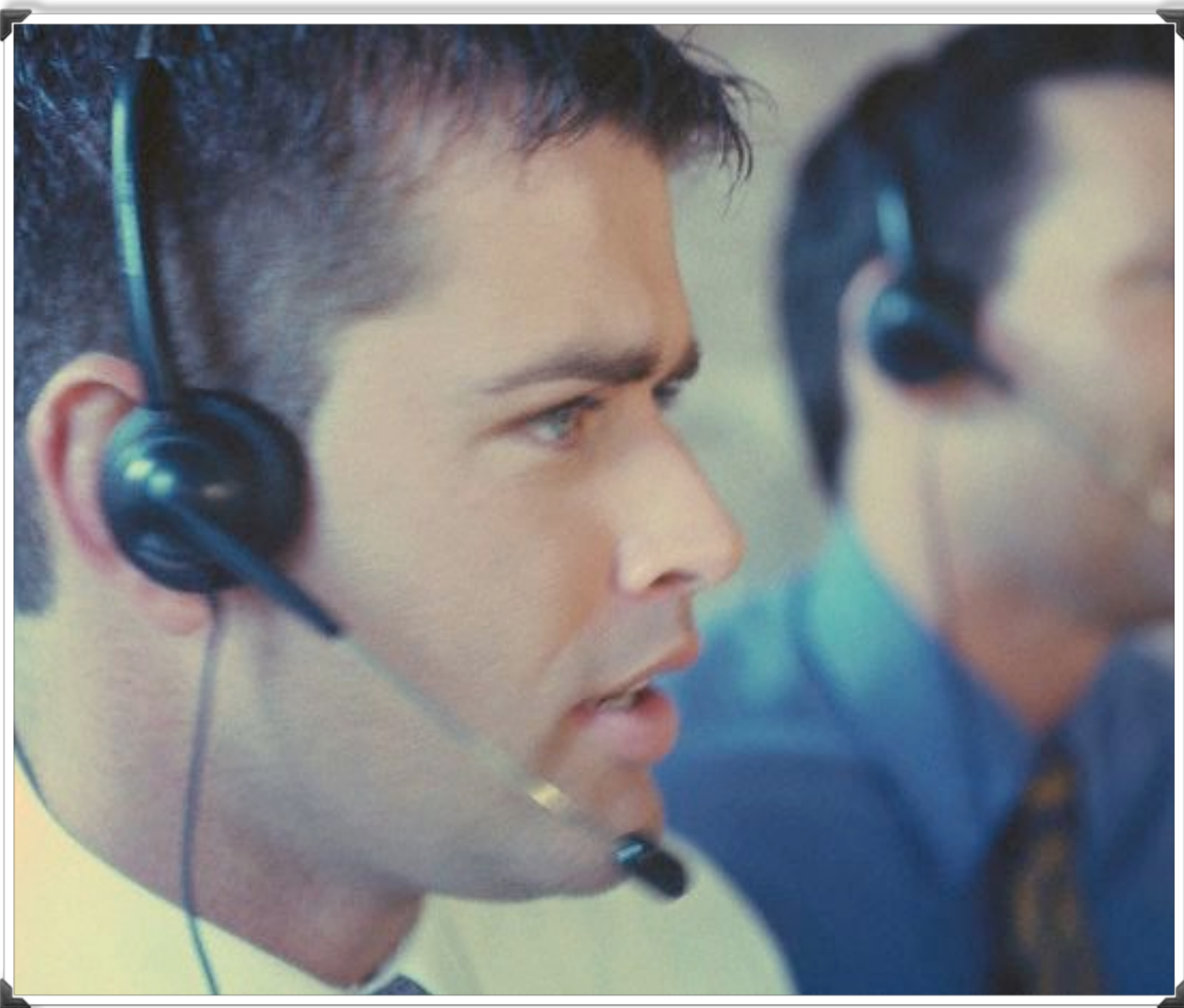
Promises MADE.

Promises KEPT!

Eliminate the



Moments



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

~~wow~~ ~~wow~~ ~~wow~~ ~~wow~~ ~~wow~~

POW!



TOYOTA

customer first.



Freshly baked Otis-Spunkmeyer cookies.

Does



vs.



Work?

comcast[®]
xfinity[™]



**Scores UP 21 points
in 90 days**

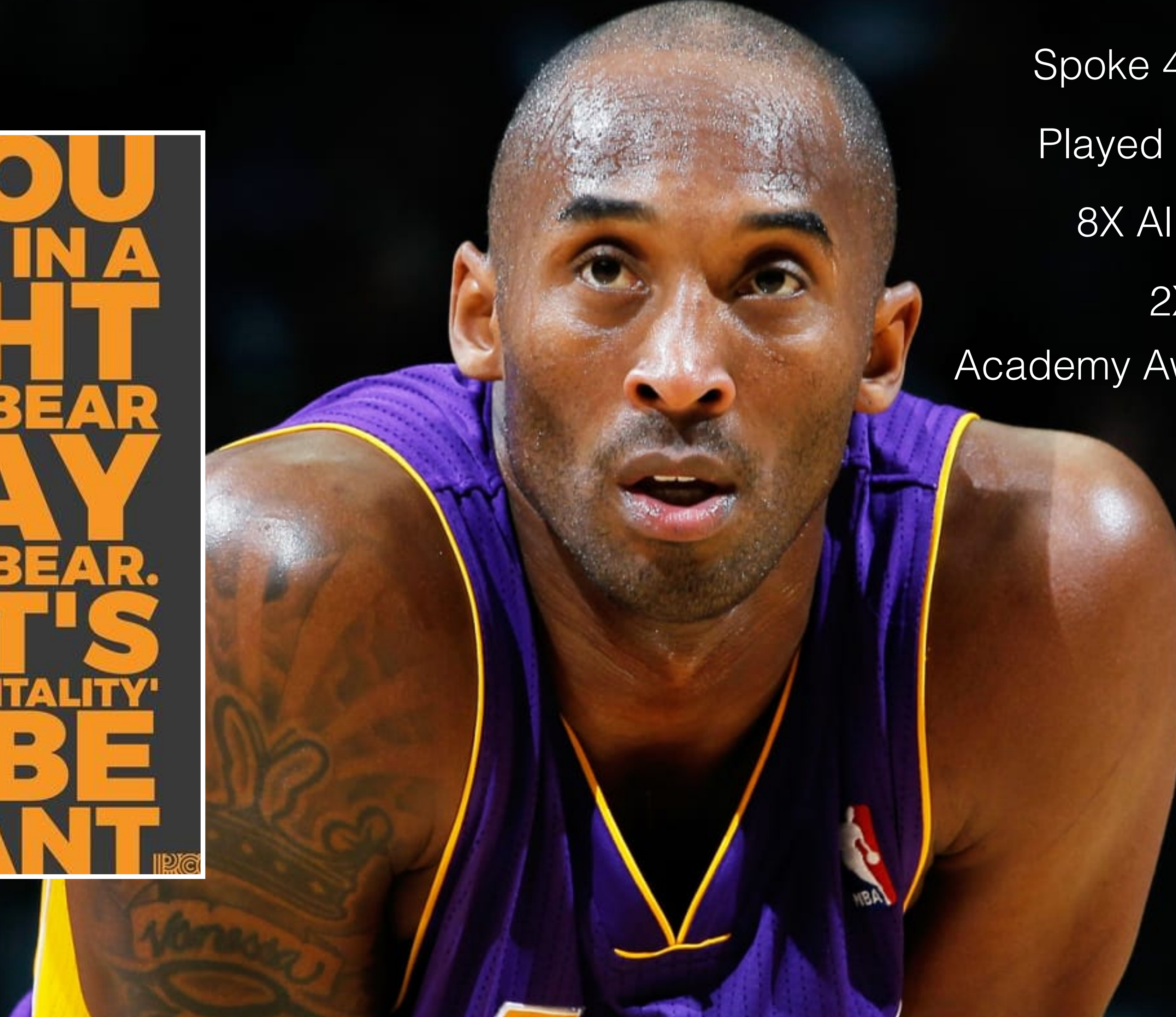
Westar Energy®



The background is a light blue gradient with a complex technical drawing overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural blueprint. Overlaid on this are several streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**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

World's Greatest Shooter



1,127 Free Throws in a

R







**Chuck Shafer
1927-2001**



Maiden flight - May 1971



“Fear is the enemy of success.”

CHUCK SHAFER





How Can You Retain Customers & Employees in 2020?

FIVE  **9** TM

Fastest

1.

Responsiveness

2.

Full Transparency

3.

Listen Harder "I understand"

4.

FULLY SUPPORT EACH OTHER

5.

Urgent Follow Up

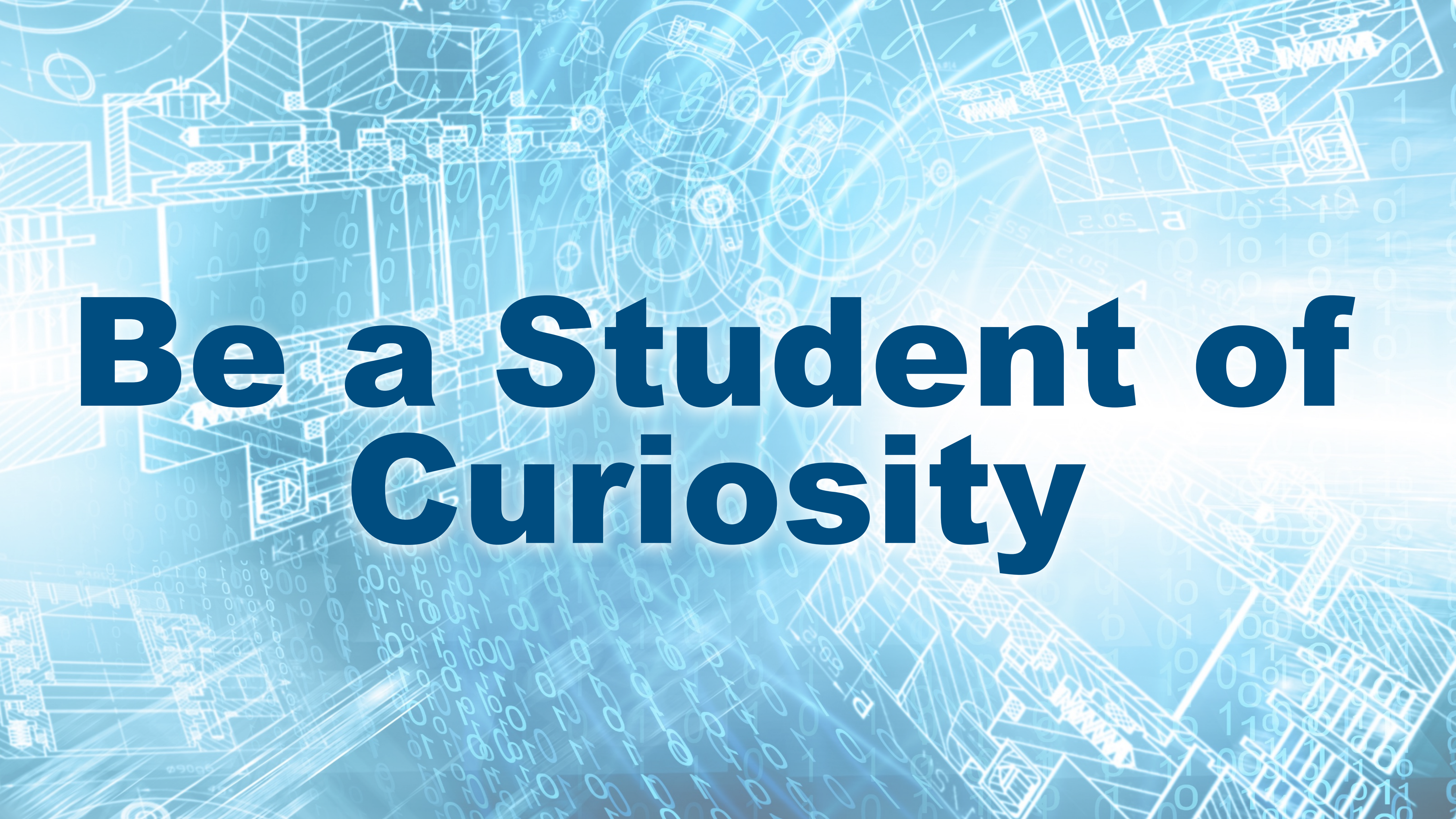


Customer Retention

126%

Employee Retention

131%

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

**Be a Student of
Curiosity**



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)

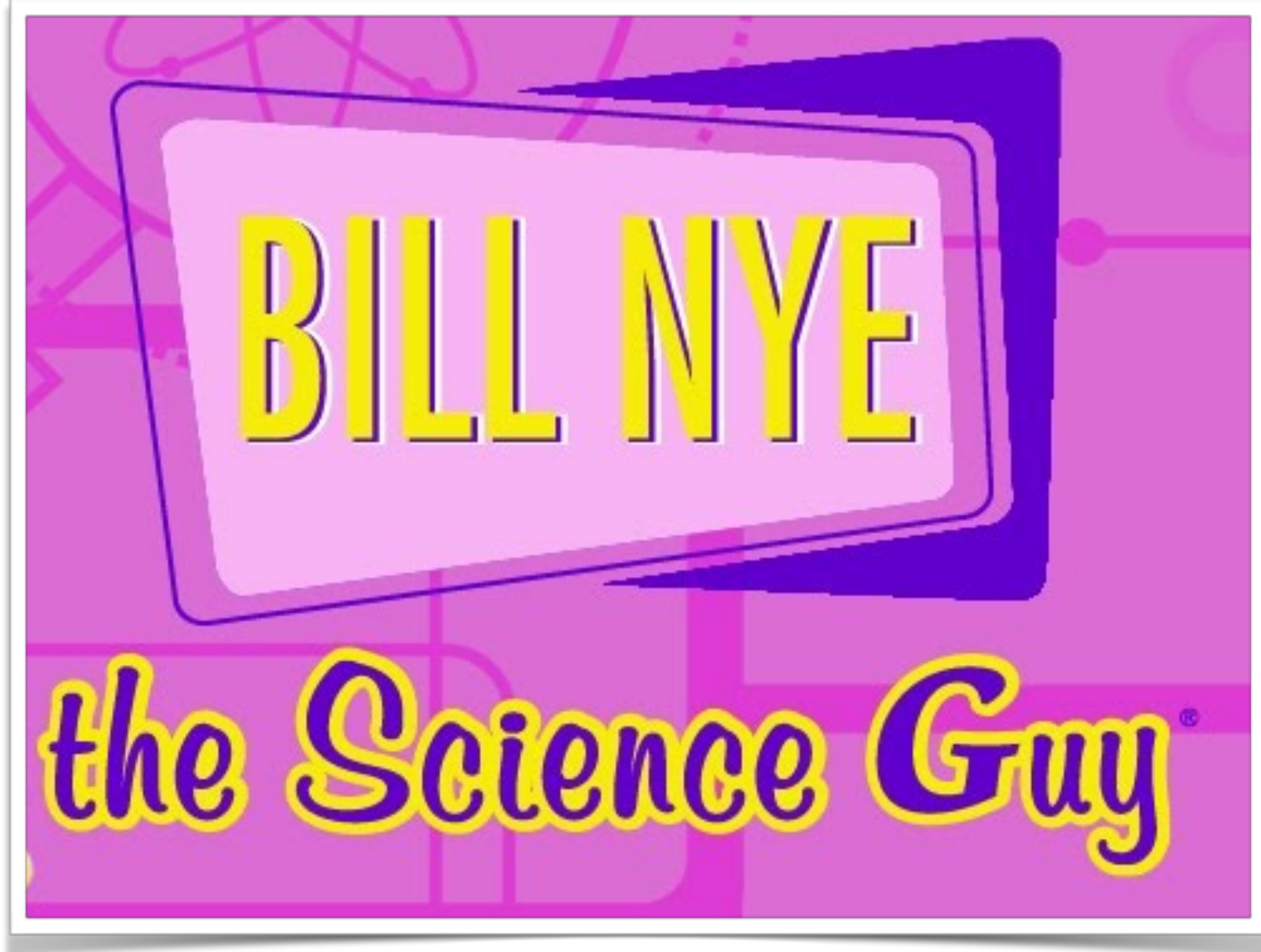
<http://www.gartner.com/newsroom/id/2603623> (Technology trends)

<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)

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 vertical columns 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



ROSS SHAFER
Funniest Expert on *CHANGE*

Visit Ross Shafer's Website

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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...

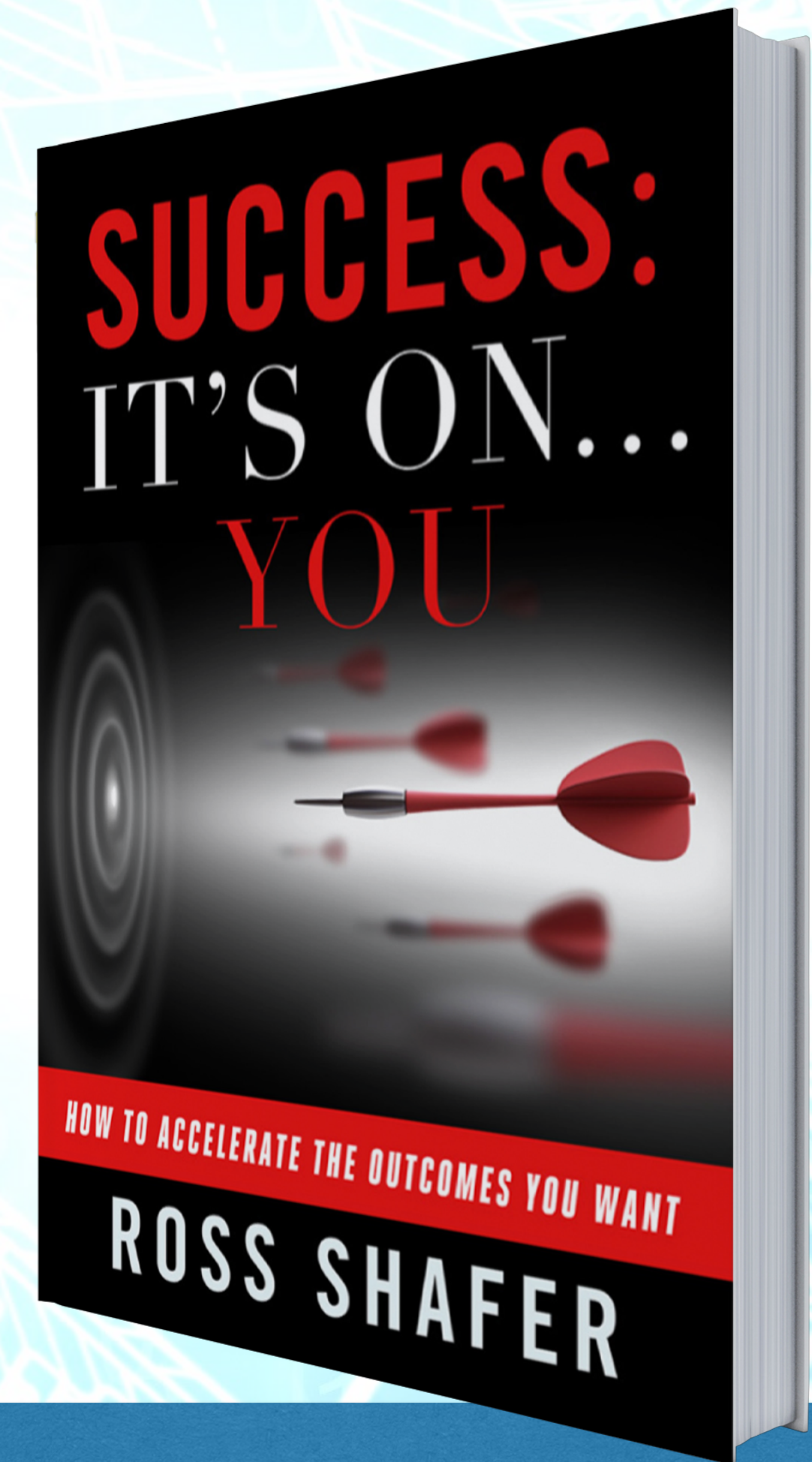
Why is the Lifespan of a Company only 15 Years? | Leadership Speaker | Ross Shafer

How to Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer

Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer

How Can Leaders Make Better Decisions? | Leadership Speaker | Ross Shafer

How Can Small Office Financial Advisors Beat The Big Guys? | Leadership Speaker | Ross Shafer



Download (2) Free e-Books

www.RossShafer.com



**Encourage Your
Team Members
'Like a Video
Game'**



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