



Ross
Shafer

**Here are my slide
notes from the
NAMIC meeting in
Chicago 2.28.18
Thank you!**

HOW TO DEVELOP AN UNFAIR MARKET ADVANTAGE

**(...and Make Your Company
Future-Proof)**

Restaurants/Food Service



Retail Clothing



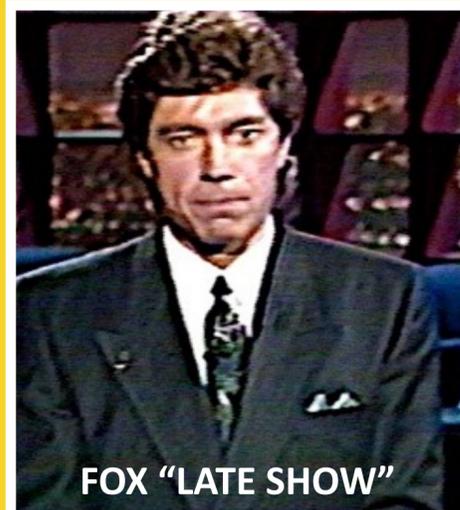
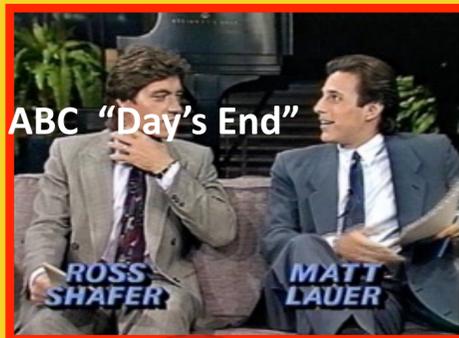
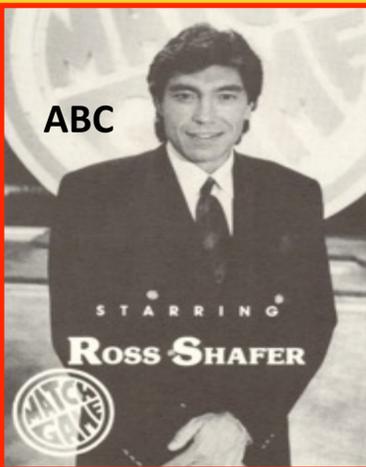
TV & Film Production



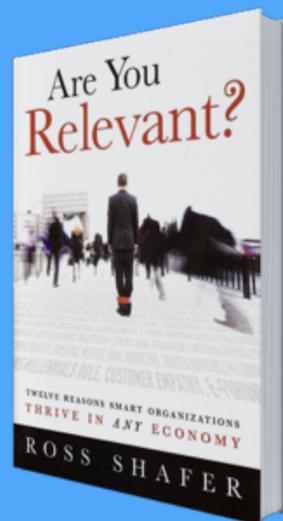
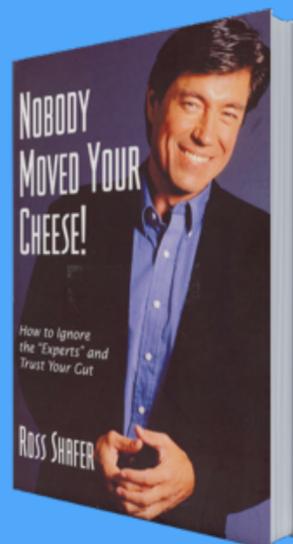
Building Industry



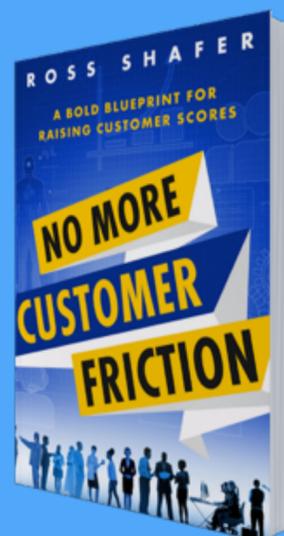
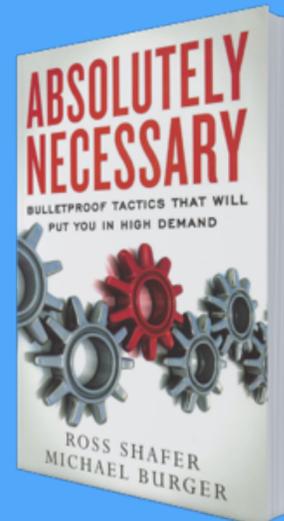
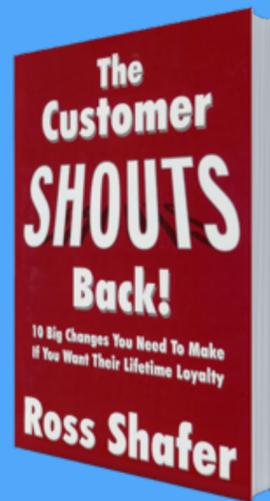
Manufacturing



2

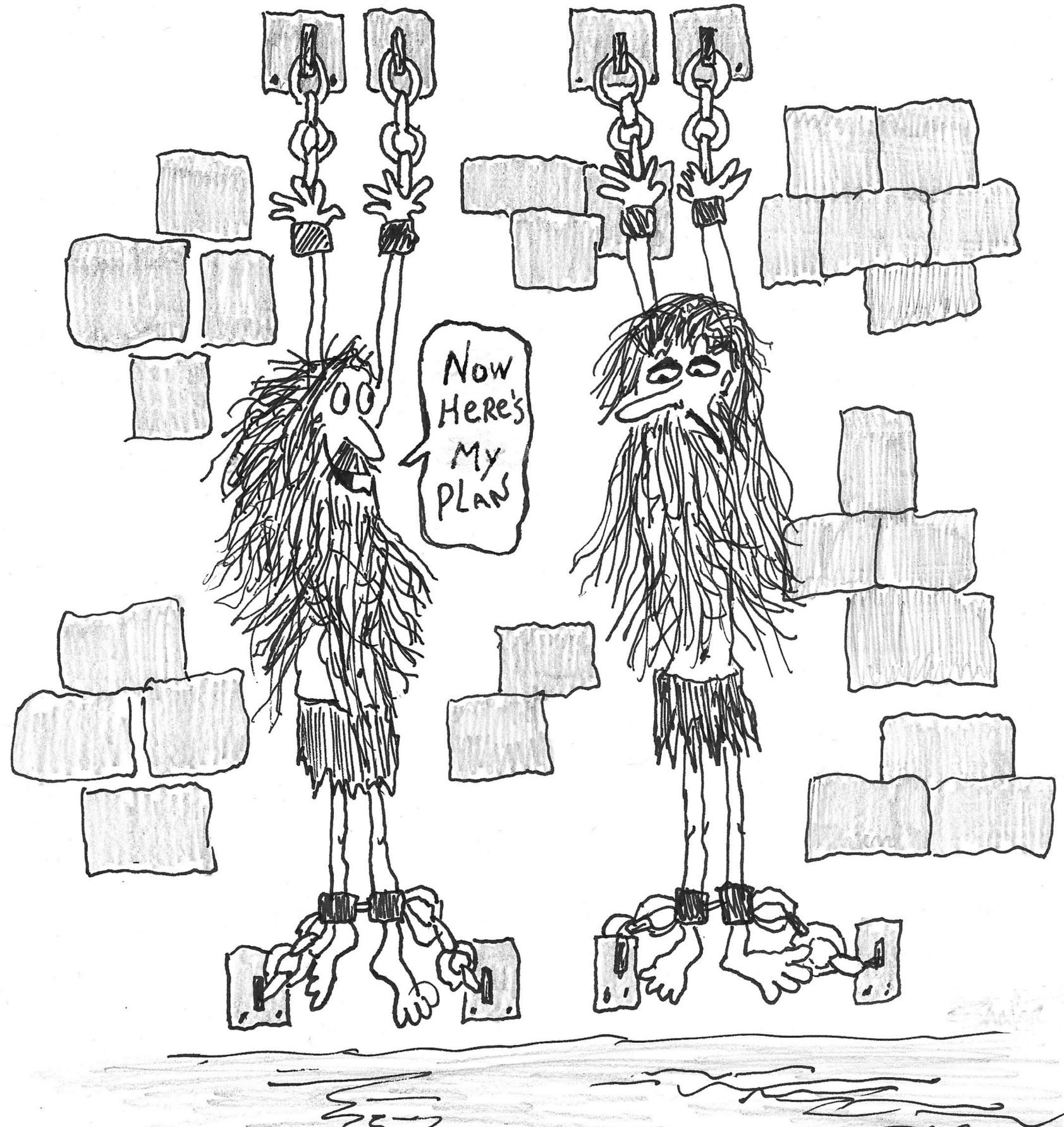


3



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 is centered horizontally and has a slight glow effect.

What I'm Not...



Unfair Advantage

#1

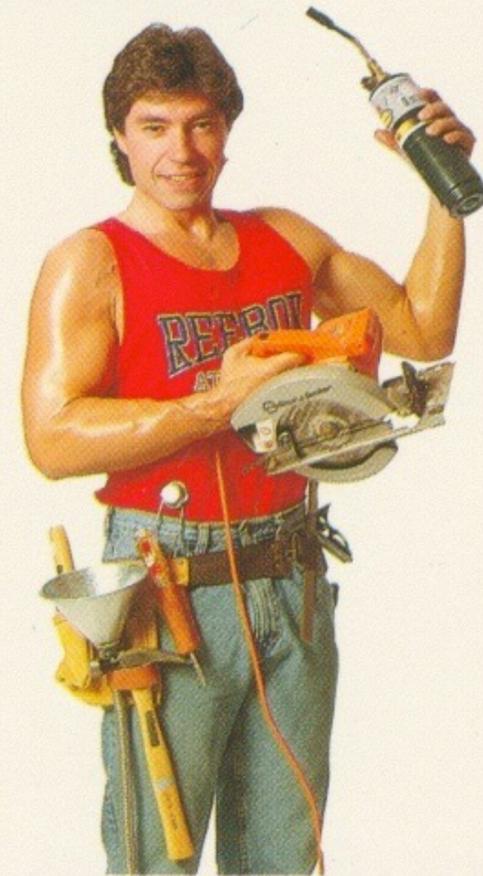
**Notice Data Others
Can't See**

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

Unfair Advantage #2

**Search for Fresh Ideas
Outside of
Financial Services**

Hotel Events

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

Events for October 2017

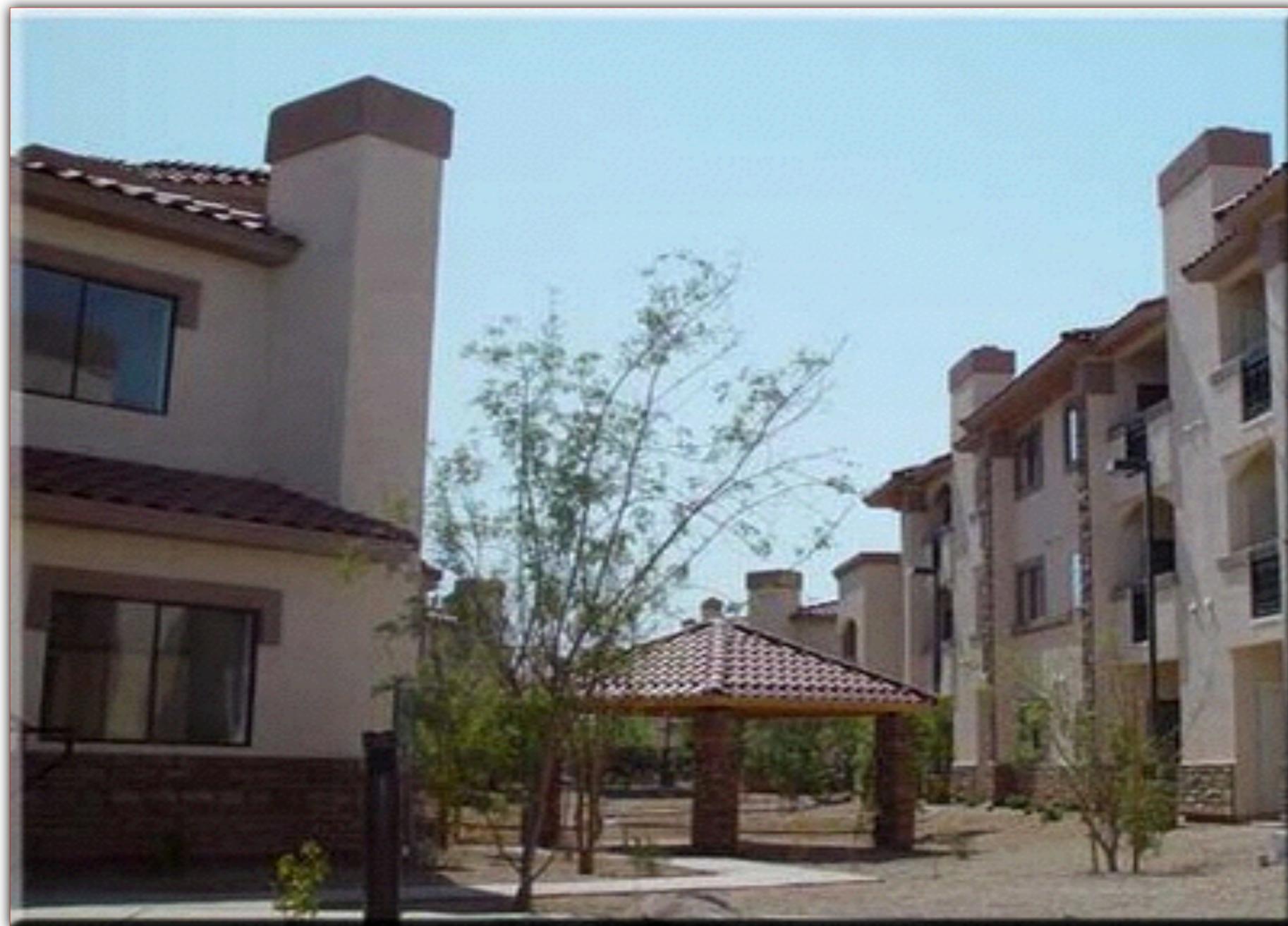
GO TO THE WRONG MEETINGS

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



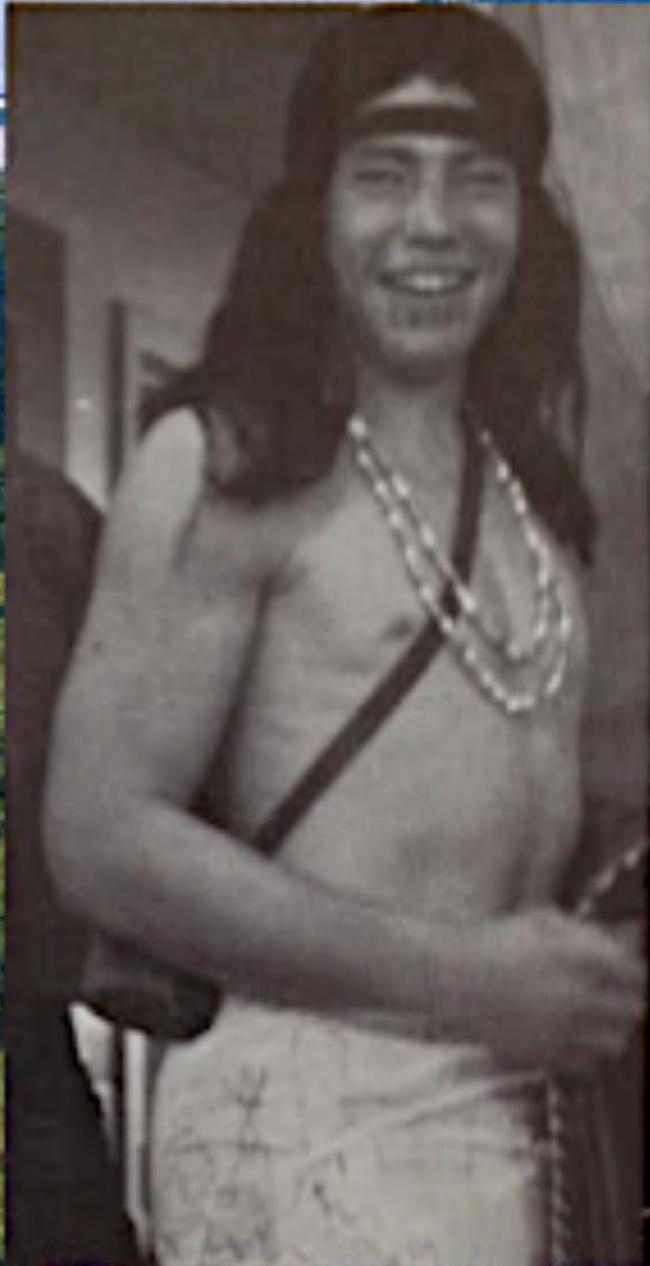




Laramar Apartment Homes - 55,000 units

Unfair Advantage #3

**Be Fearless, Obsessed,
& Disciplined**



Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



**Follow
the
Tracks
of the
Herd**



Maiden flight - May 1971

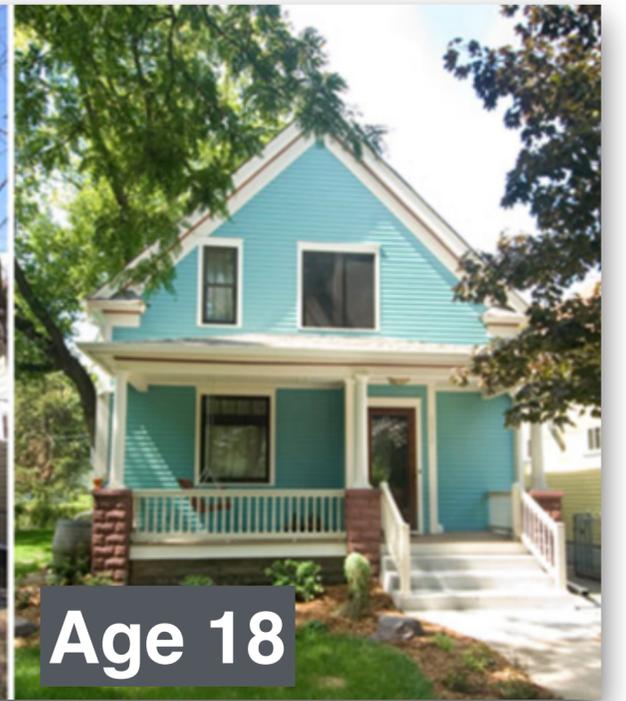


**“Success is not about who you know...
it’s about who knows YOU.”**

CHUCK SHAFER

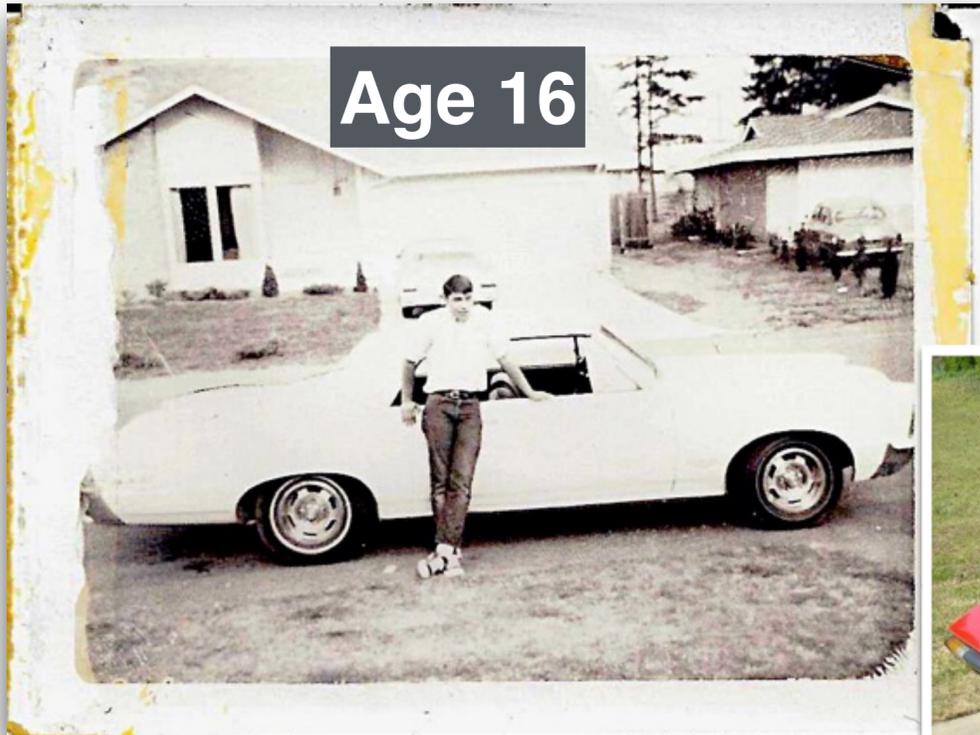


Age 13



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

2018 © Enrico

Restaurants/Food Service



Retail Clothing



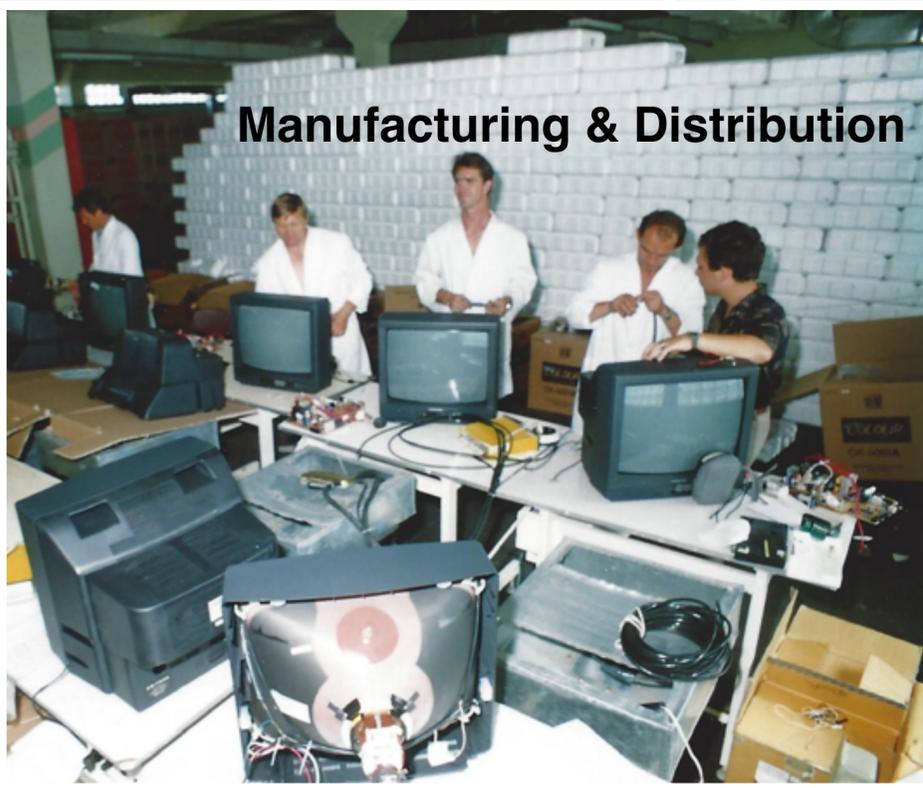
Photography & Product Marketing



Building Industry



Manufacturing & Distribution



TV & Film Production



THE ICE CREAM SHOP



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are faint, semi-transparent binary digits (0s and 1s) scattered across the scene, suggesting a digital or data-related theme.

Unfair Advantage

#4

**Eliminate ALL
Transactional Friction**



MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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



skype™

VIDEO CONSULTATION

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.

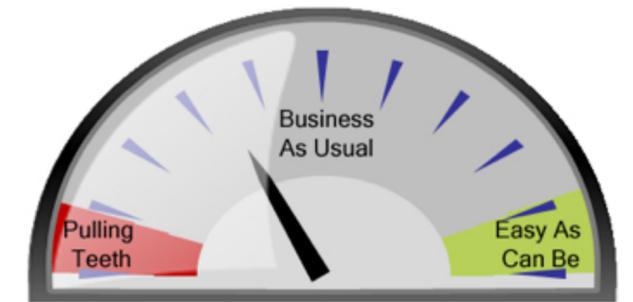
CSAT (Customer SATisfaction)



“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.**”



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.

Unfair Advantage

#5

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

34% growth
for the past six
years.



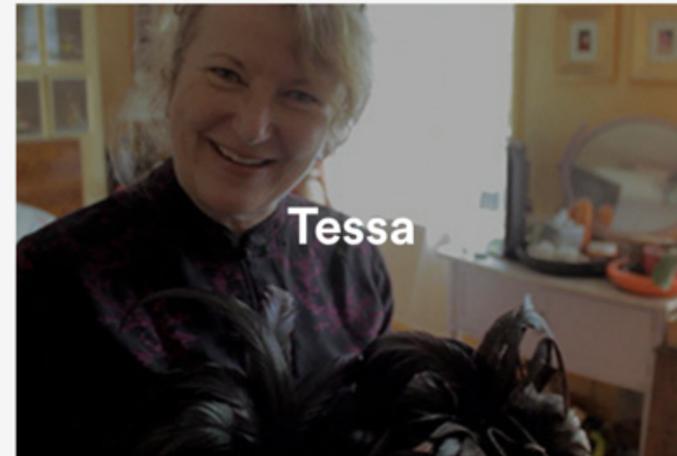
“We promise
our plumbers
will show up on
time and smell
good.”



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

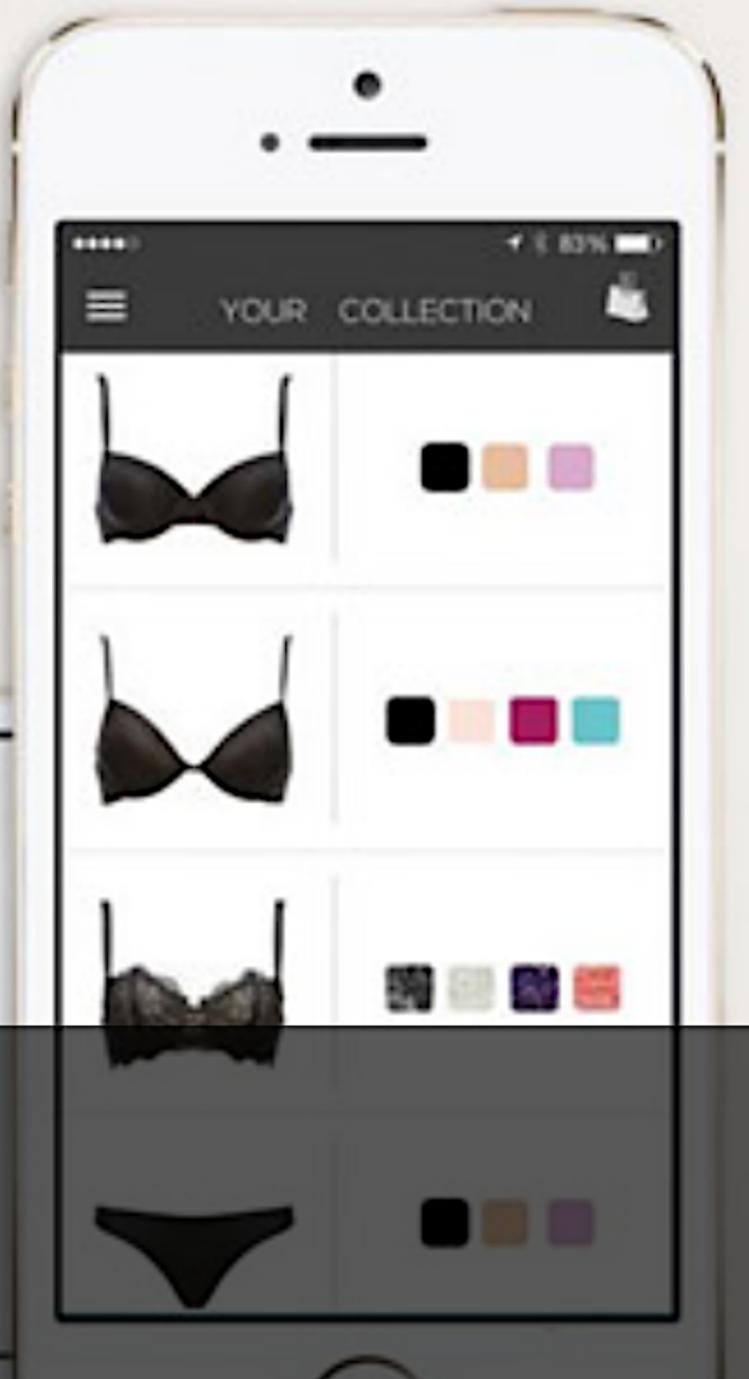
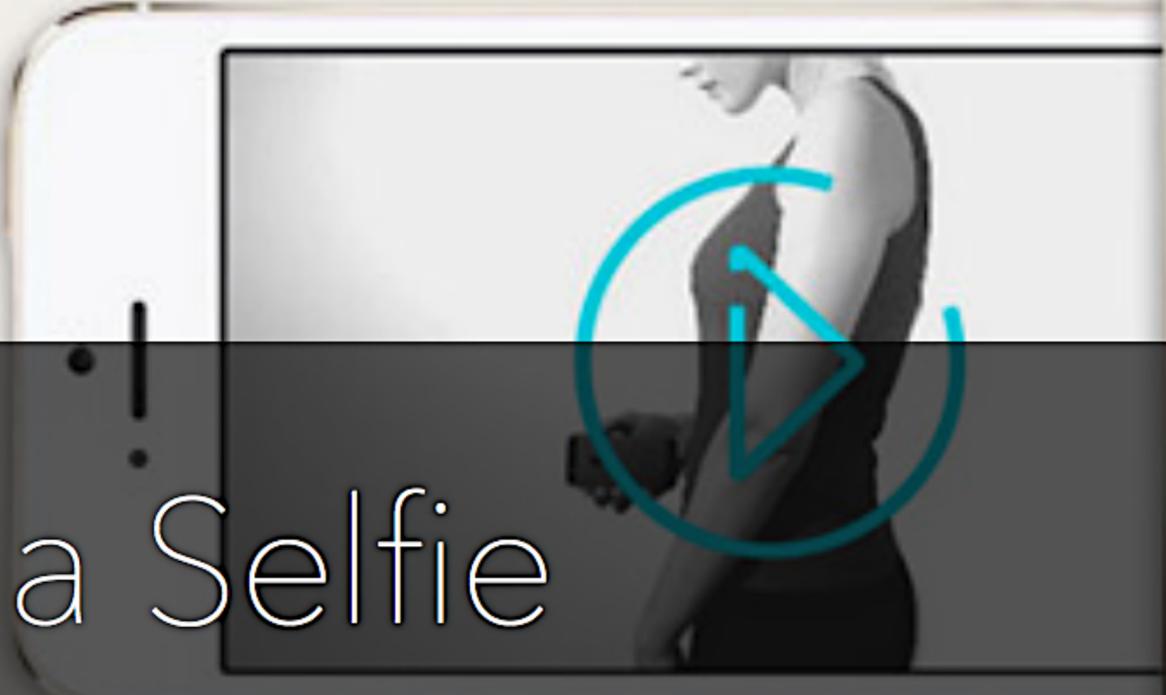


Airbnb encourages their customers to share how the brand impacted their lives.



 **THIRDLOVE**

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



Bra Shopping via Selfie

**She'll tell you
size doesn't matter.
She's lying.**



Super Star[®] with cheese



It's gonna get messy.



**EAT
LIKE
YOU
MEAN
IT[®]**



THOSE STUFF. FUN STUFF.
FIND US AT FACEBOOK.COM/CARLSJR

Unfair Advantage

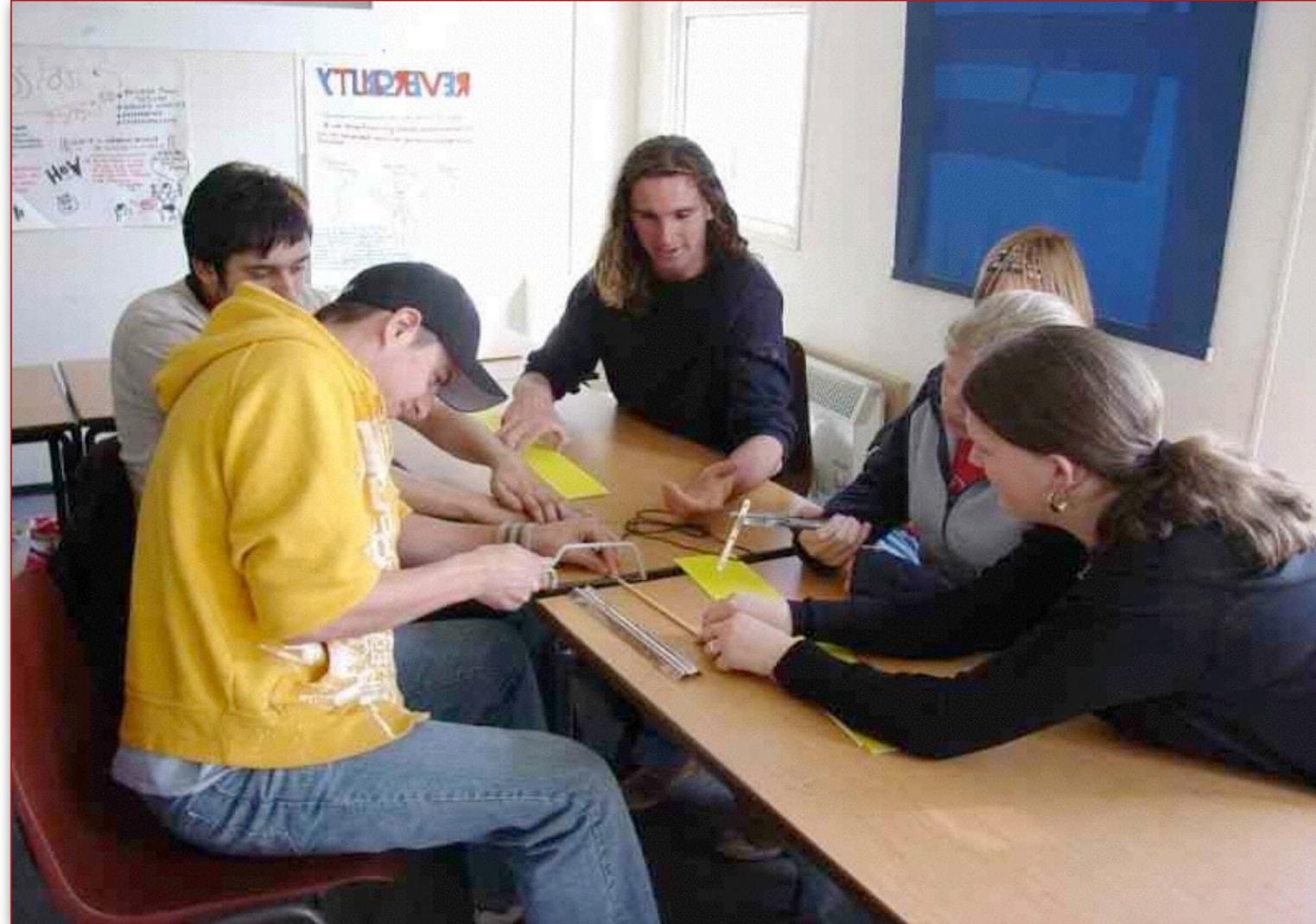
#6

Resurrecting Curiosity



Curiosity is Your Differentiator





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

The background features a complex, light blue technical drawing or blueprint with various lines, circles, and arrows. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter shade of blue, creating a digital and engineering aesthetic.

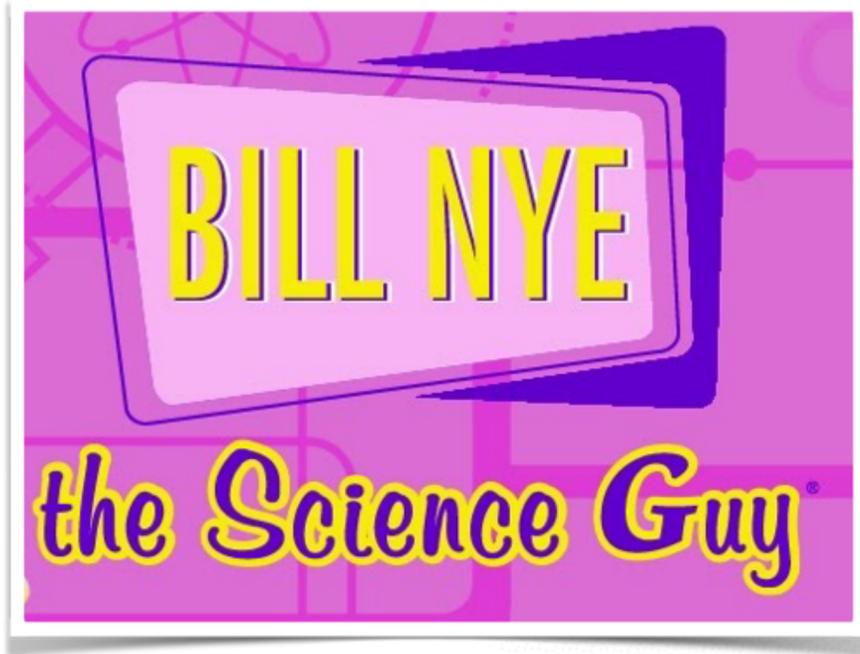
Unfair Advantage

#7

**Scour Your Teams for
Superstars**

Millennials Will be 40yrs old in 2 years!







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

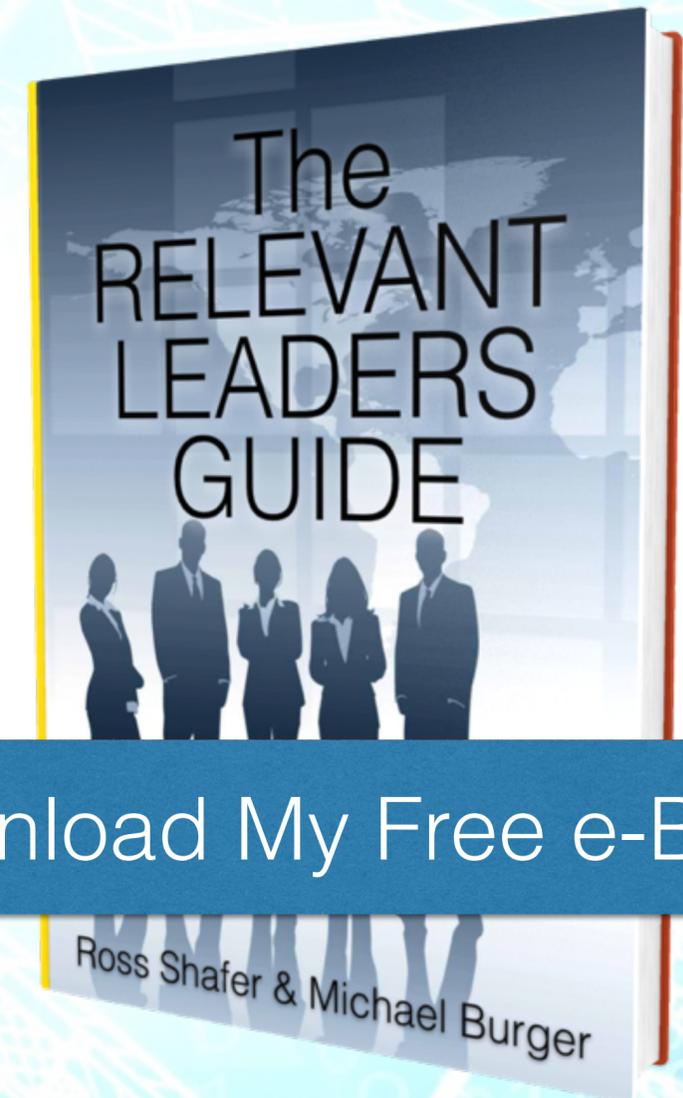
Relevant Leaders Club Download All

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...

- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer
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** | Leadership Speaker | Ross Shafer
by Ross Shafer
1 week ago • 31 views
In this short clip, leadership speaker and author, Ross Shafer, reveals his surefire Five-Step process for...
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer
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?** | Leadership Speaker | Ross Shafer
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?** | Leadership Speaker | Ross...
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

Unfair Advantage

#8

**Promote Ongoing
Encouragement**



Ross
Shafer

Want to book Ross?

Contact:

Helen Broder

910-256-3495

helen@RossShafer.com