



**If you would like
Ross to create a
custom program
for you,**

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ROSS SHAFER

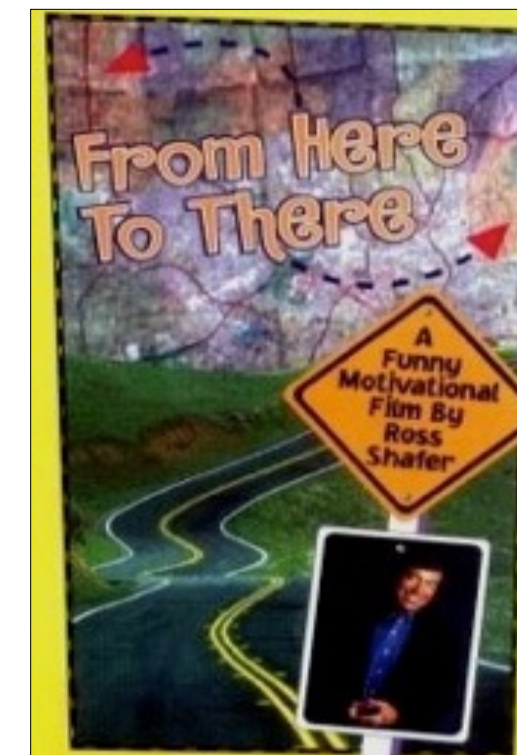
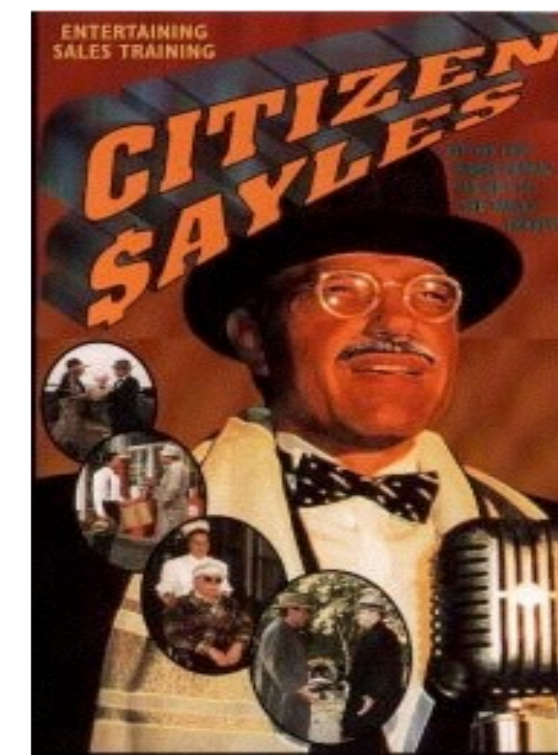
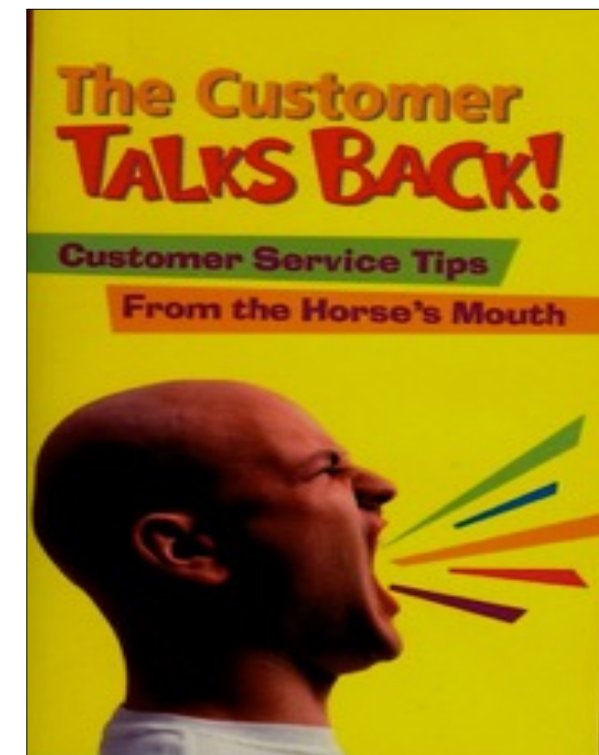
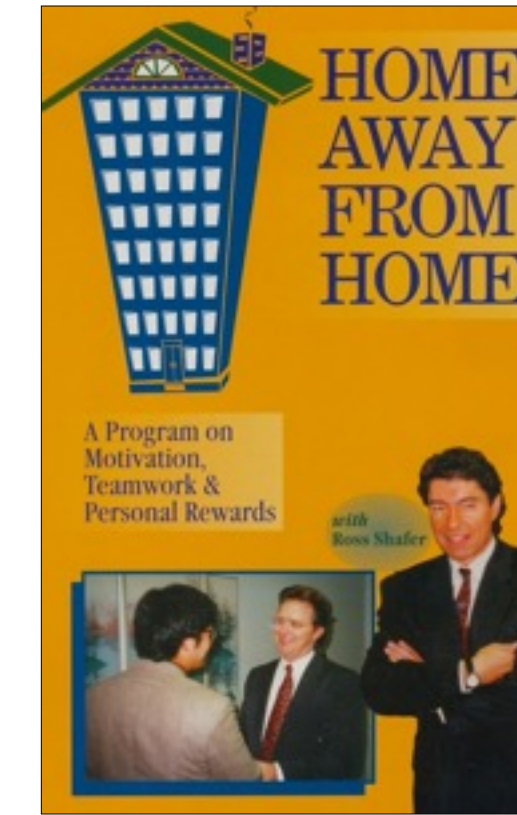
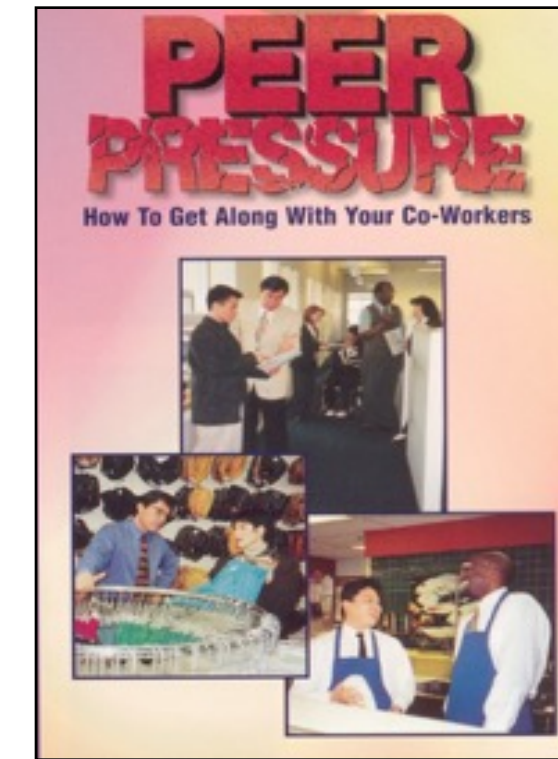
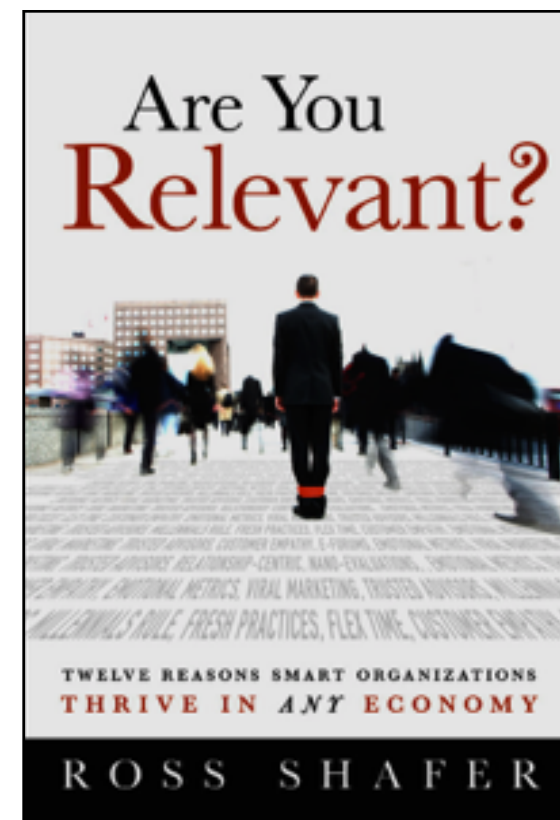
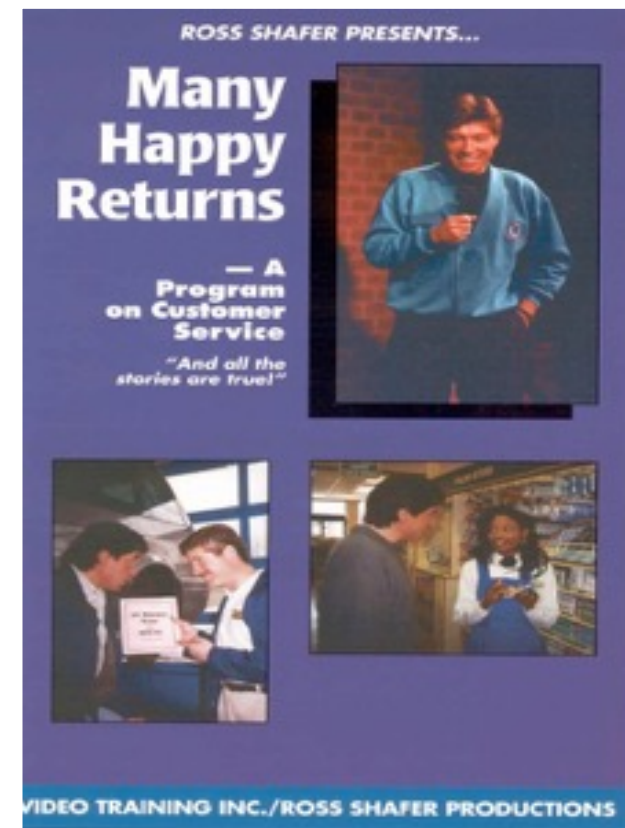
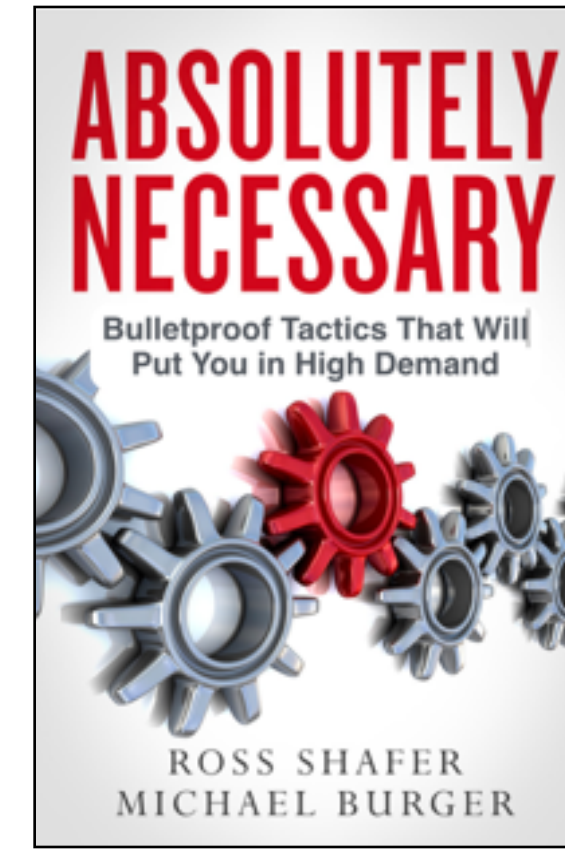
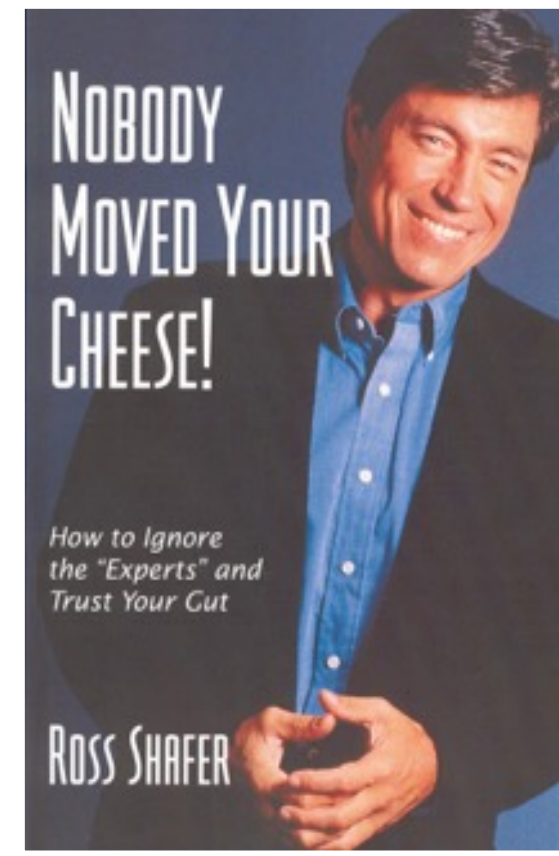
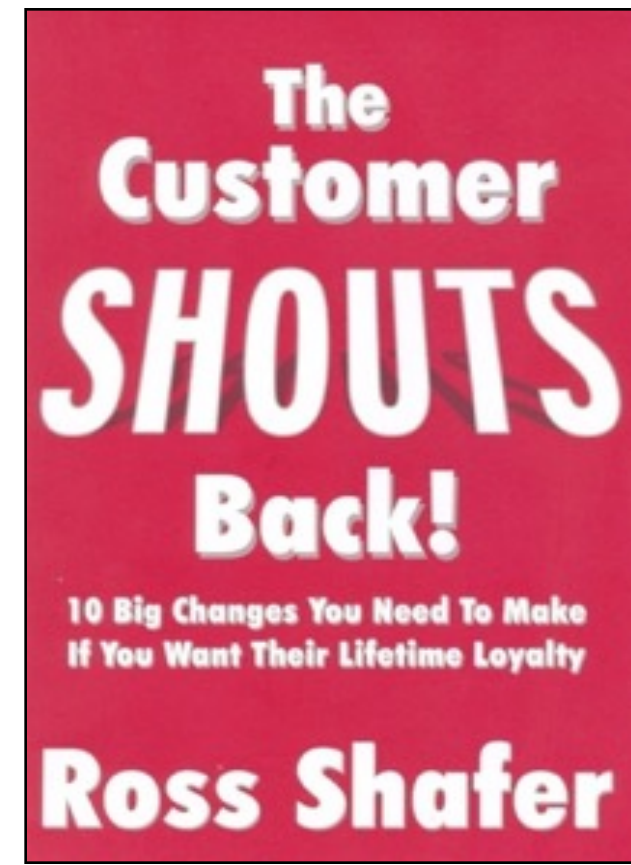
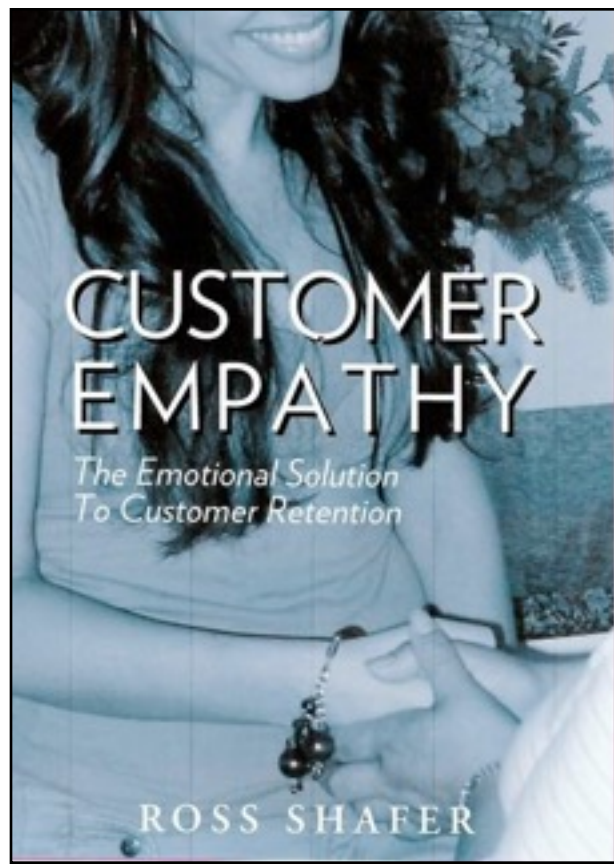
Relevant Companies Behave Like Startups

by Ross Shafer

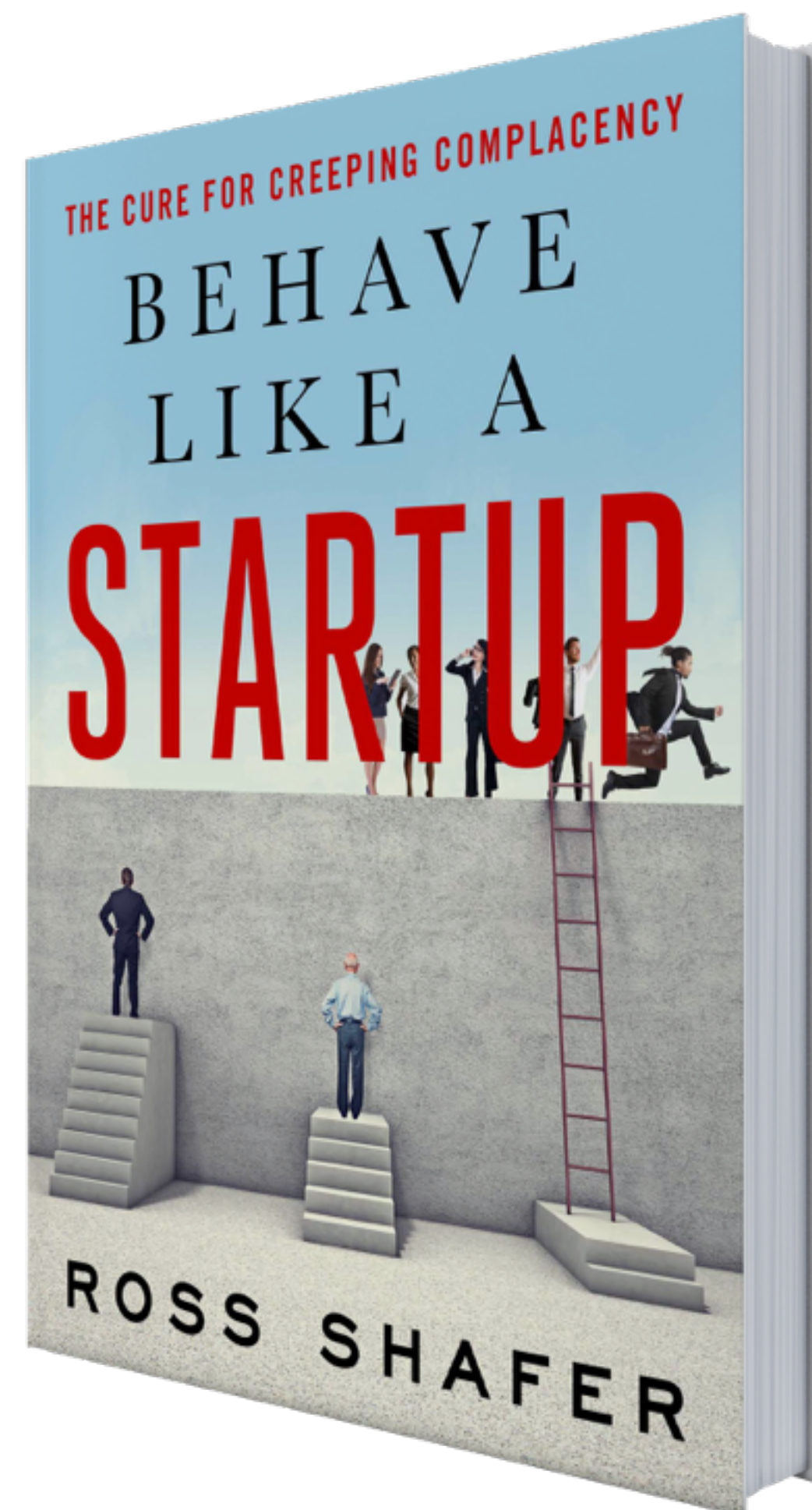


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Today's Focus



Combat Your Self-Imposed Limitations



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Startups Rely on Facts & Data



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“Lifespan” of S & P 500 Companies

In 1968 - Companies lasted an average of 70 years

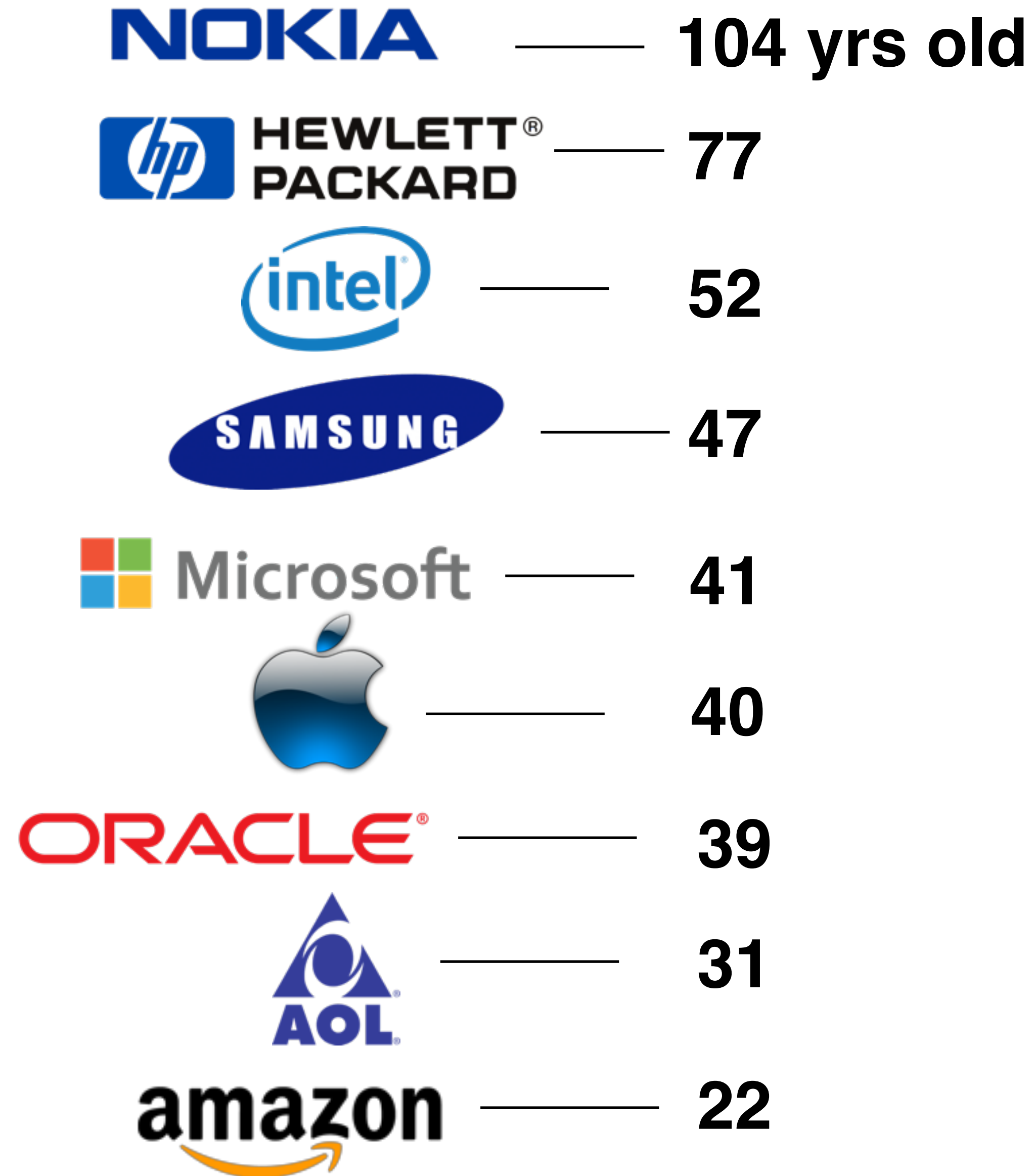
By 1980 - Companies lived only 25 years

2016 - Less than 15 years

NOTE #1: S & P replaces companies on average every two weeks! 75% of them will be replaced by 2027

NOTE #2: Standard & Poor's Index is an American stock market index based on the market capitalizations of 500 large companies having common stock listed on the NYSE or NASDAQ.

Source:<http://www.theatlantic.com/business/archive/2015/04/where-do-firms-go-when-they-die/390249/>



Follow the Tracks of the Herd



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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



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**“The pace of innovation
won’t allow us to embrace
the status quo.”**

Howard Shultz - Executive Chairman



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Startups are Obsessed With Innovation



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Go to the Wrong Meetings



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Startups Believe Every Team Member Can Contribute



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Indulge Your Most Important Customers



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Women Buy Everything!

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, & Building Design

91% of Family Apparel (74% of men's clothing)

90% of Consumer Electronics (TV's, phones, tablets, computers)

89% of Higher Education Decisions

89% of Insurance, Investment Services, Bank Accounts

87% of Office Expense Decisions at work

86% of I.T. Infrastructure Decisions at work

85% of Pet ownership (mean income \$65,000)

80% of Healthcare & Dental decisions

73% of New Cars --- (45% of Light Trucks & SUV's)



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She-Commerce

“Women over 50 currently control
\$19 trillion in Net Worth...**3/4** of the entire
U.S. Financial Wealth.”

source: Mass. Mutual Financial Group



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Female Wealth is Growing...

“By 2020, women will control between \$30-\$40 Trillion in U.S. consumer wealth.”

Source: Fleishman-Hillard Research Group - New York



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Startups Know They Must Eliminate Customer Friction



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R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



Customers repeatedly say,

“RESPECT MY TIME.”

“RESPECT MY CONVENIENCE.”



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Use the word WOW to indicate a positive customer experience outcome.

Use the word POW to indicate a negative customer experience outcome



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(1)
POW can destroy

(5)
WOWs



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

**Eliminating the
POW
moments are far more
important to customer loyalty
than WOWing the customer**



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CSAT (Customer SATisfaction)

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

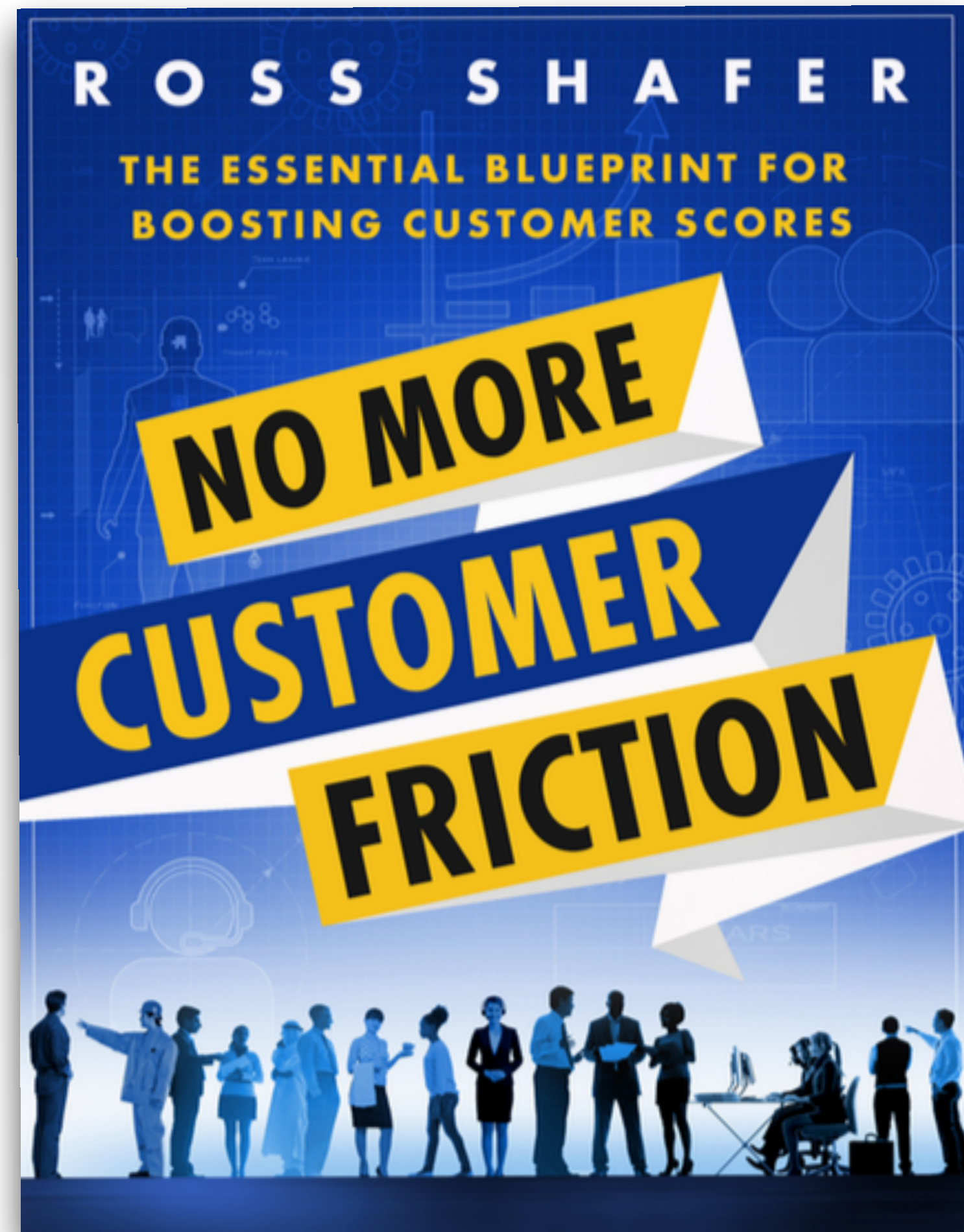
The bigger risk to loyalty is when you fail or disappoint them.”

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.**”



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This System in Practice



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SUCCESS STORIES

COMCAST/Xfinity

LEGO TOYS

WESTAR ENERGY



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Startups Always Try to Craft a Compelling Brand Story



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Harley Davidson Buffalo Trace Carls Jr



The following intellectual property is copyright protected by
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Startups Never Take Relationships for Granted



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Talk Show Hosts are Masters of Extreme Curiosity



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



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AFTER TODAY'S MEETING: FREE RESOURCES

ROSS SHAFER'S
RELEVANT LEADERS CLUB
Innovate. Motivate. Educate. Sustain.

Ross Shafer View as: Yourself

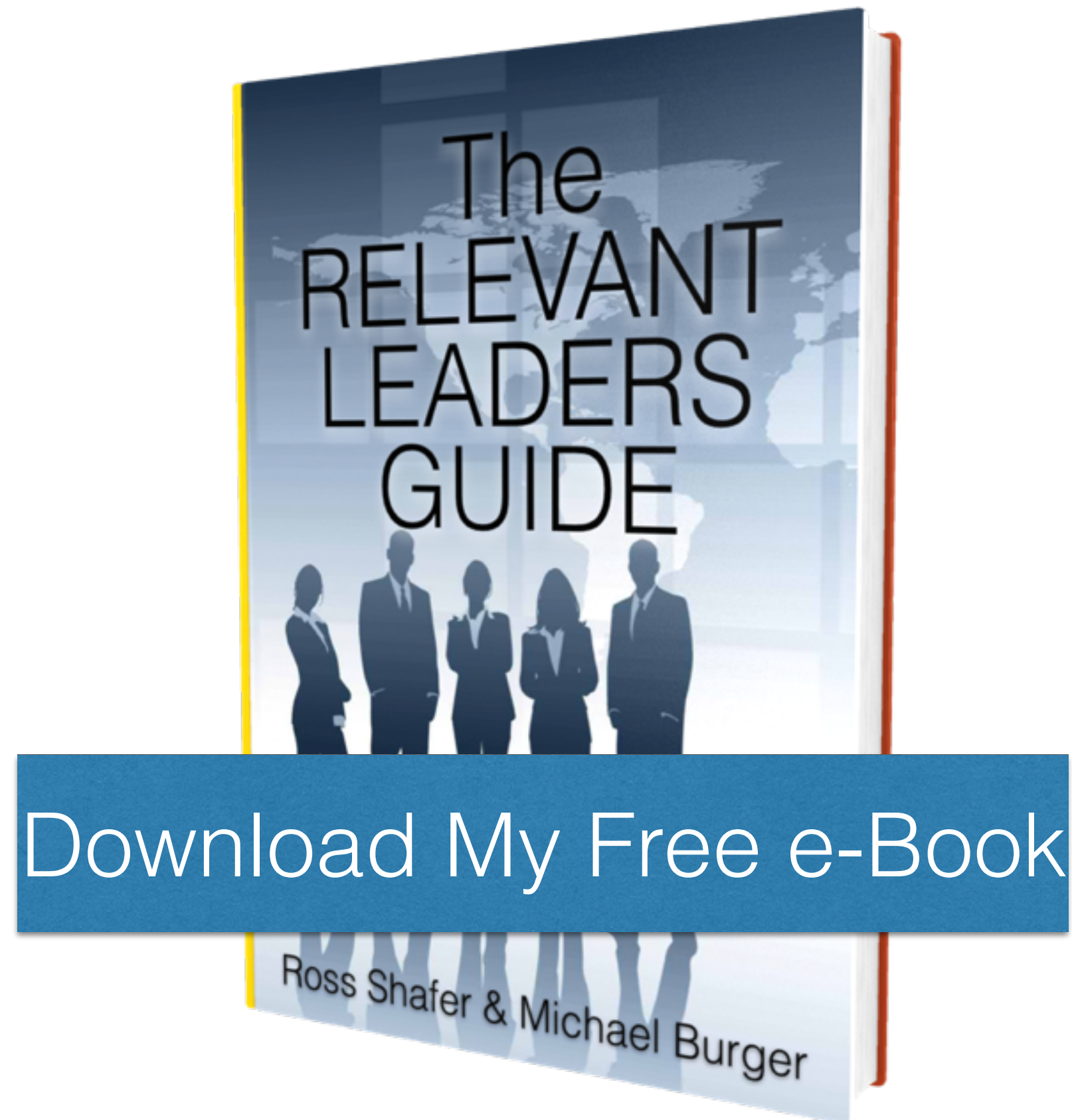
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Relevant Leaders Club Download All

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You Must Offer Ongoing Encouragement



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