



Ross
Shafer

WANT MORE?

CONTACT:

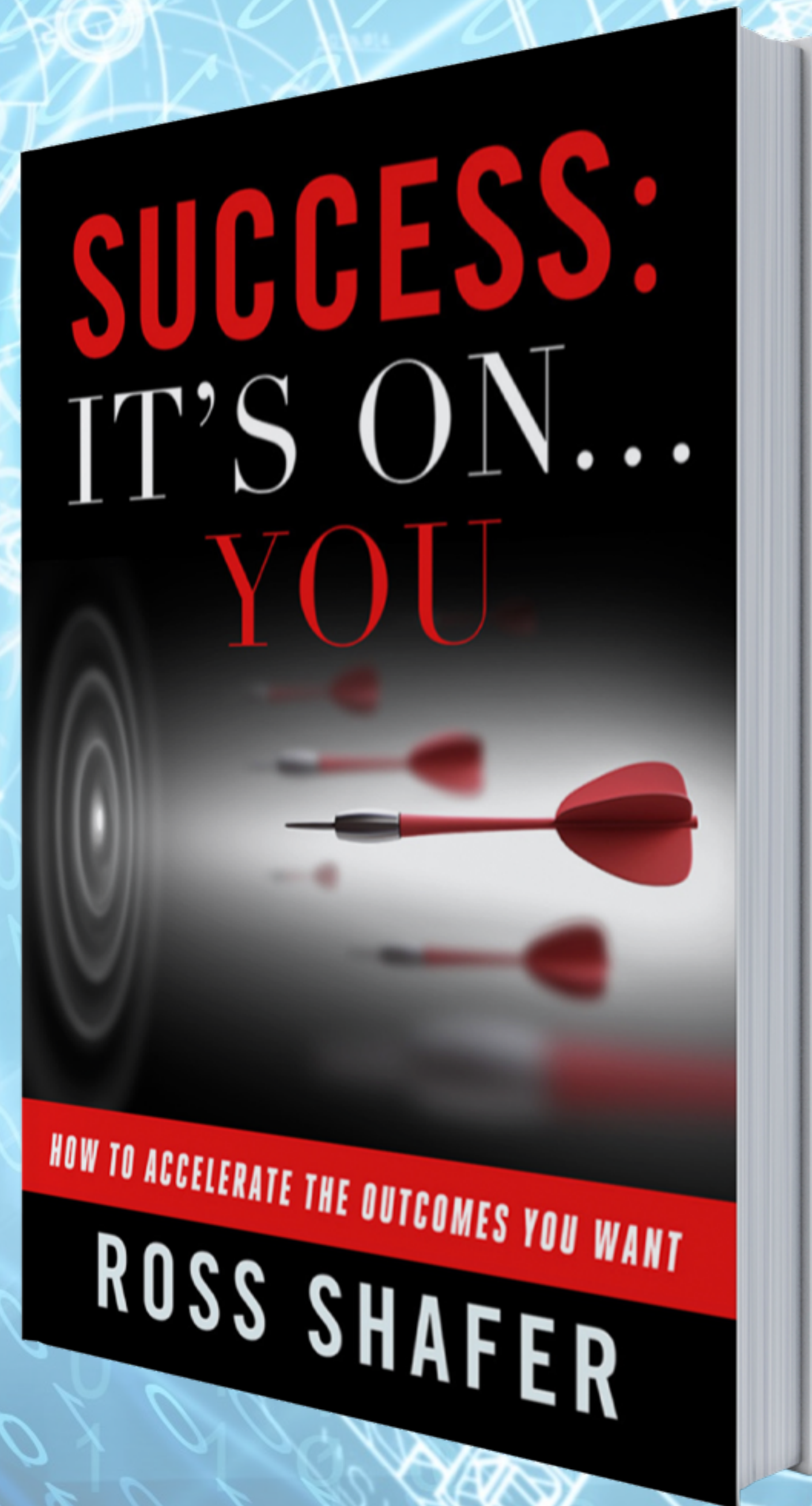
Julie O'Keefe

214-420-5105

julie@gdaspeakers.com



Ross Shafer



Restaurants/Food Service



Retail Clothing



TV & Film Production



Building Industry



SHAFER® PROJECTION TV

Turn your Den or Rec Room Into a Video Theatre

- 4 Ft. and 5 Ft. Screens
- Ceiling Models Available

At least 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

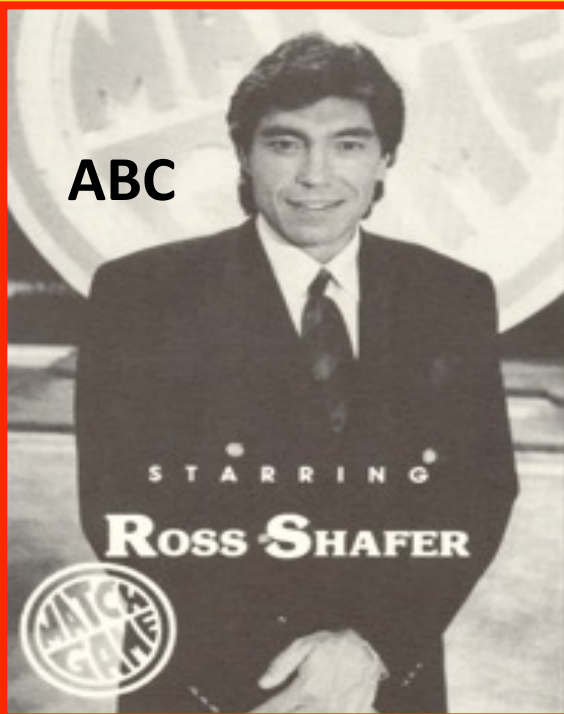
(206) 848-8300

119 Hi Ho Shopping Center
Puyallup, Wash. 98371

STUDIO in Puyallup

SHAFER
PROJECTION TELEVISION

ABC



ABC "Day's End"



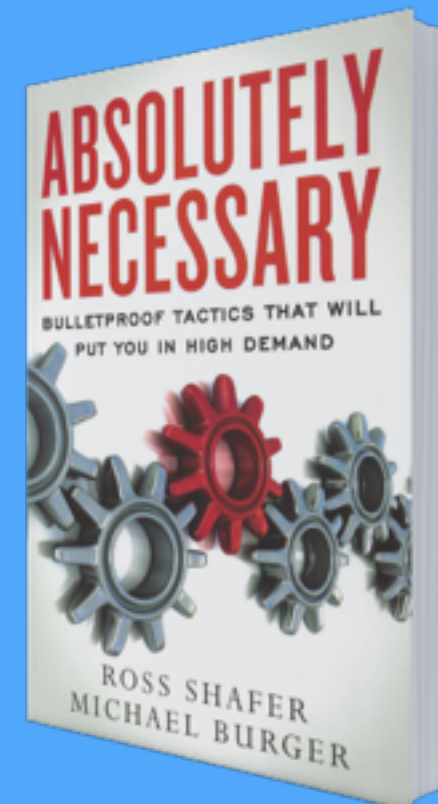
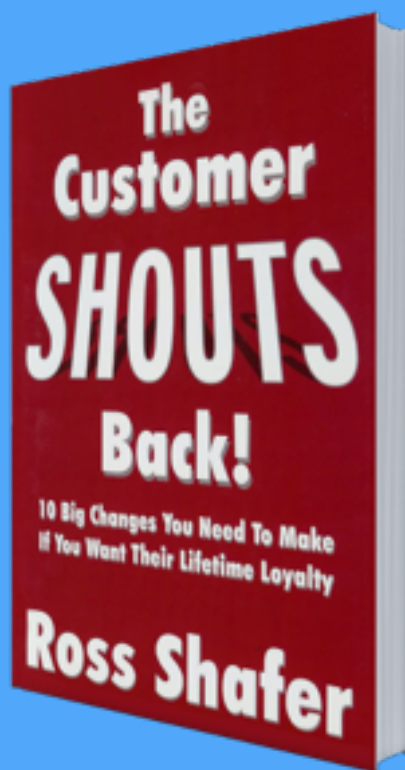
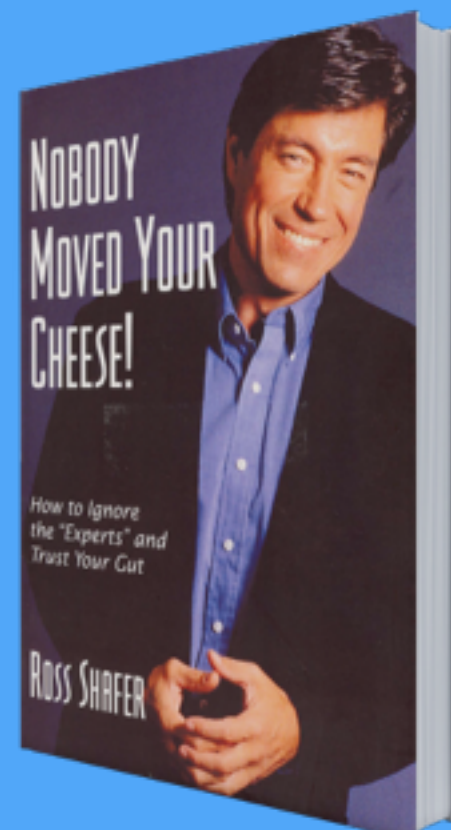
USA



FOX "LATE SHOW"



2

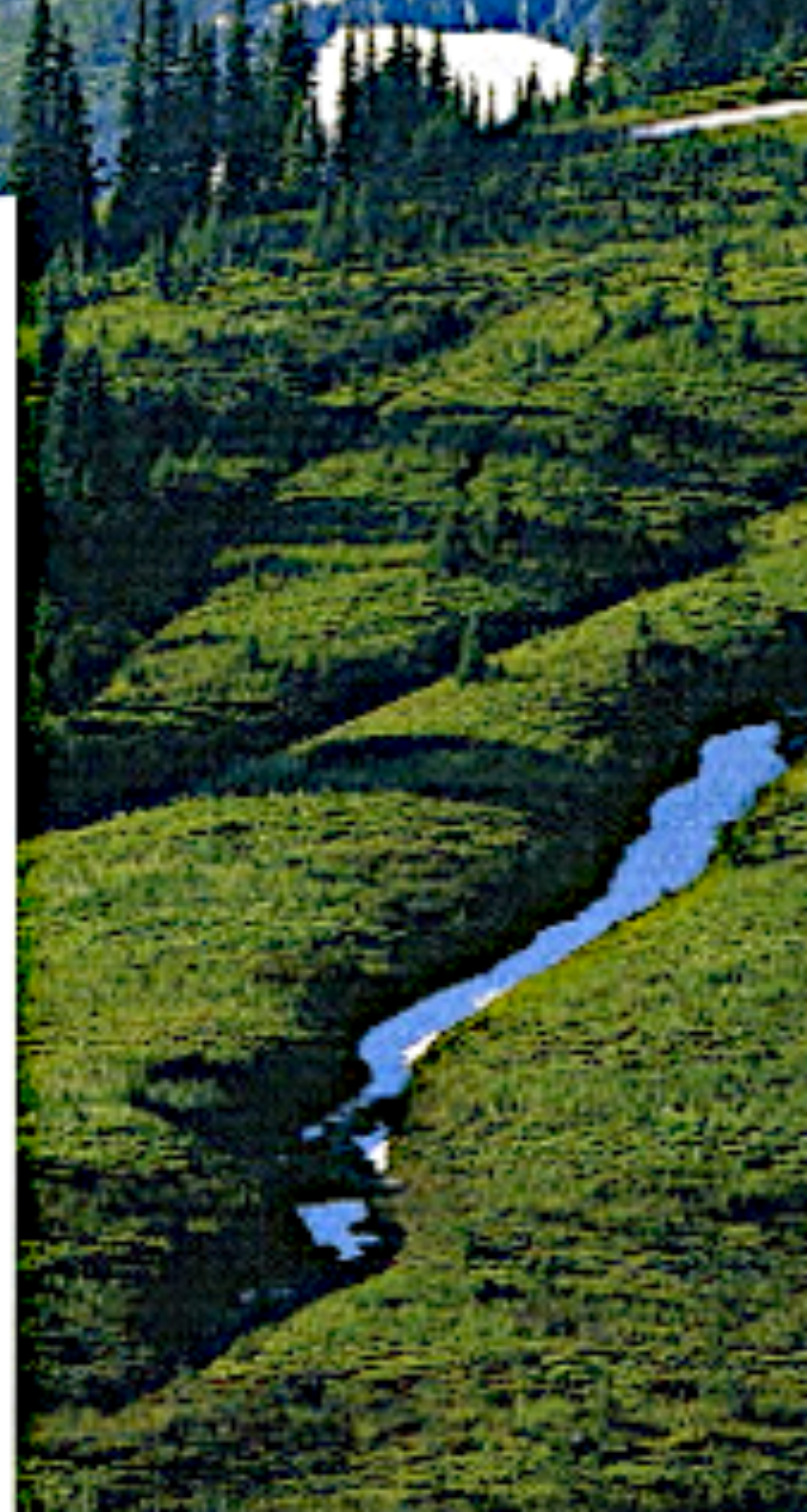




Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)





Follow the Tracks of the Herd

COOK-LIKE- A-STUD

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

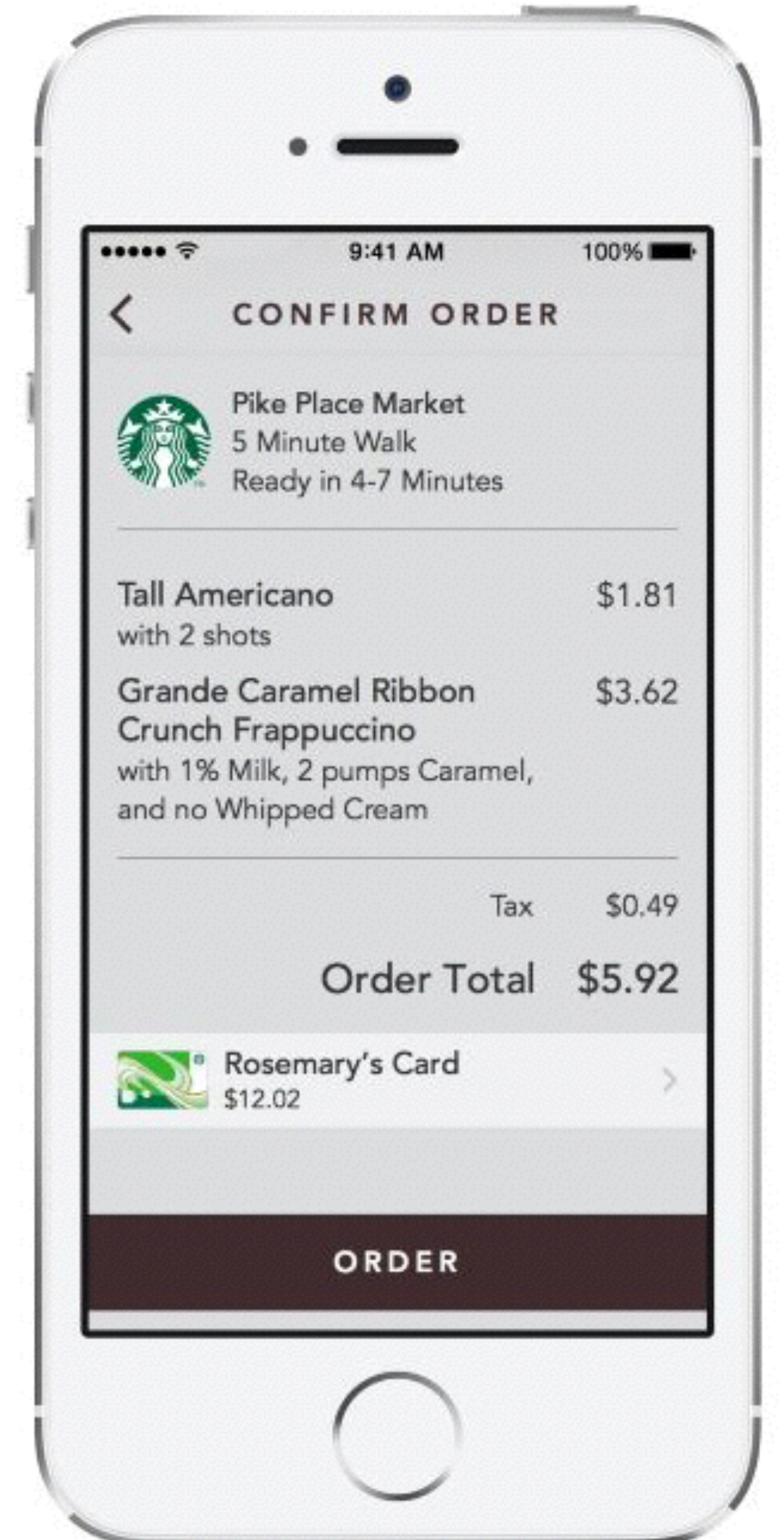
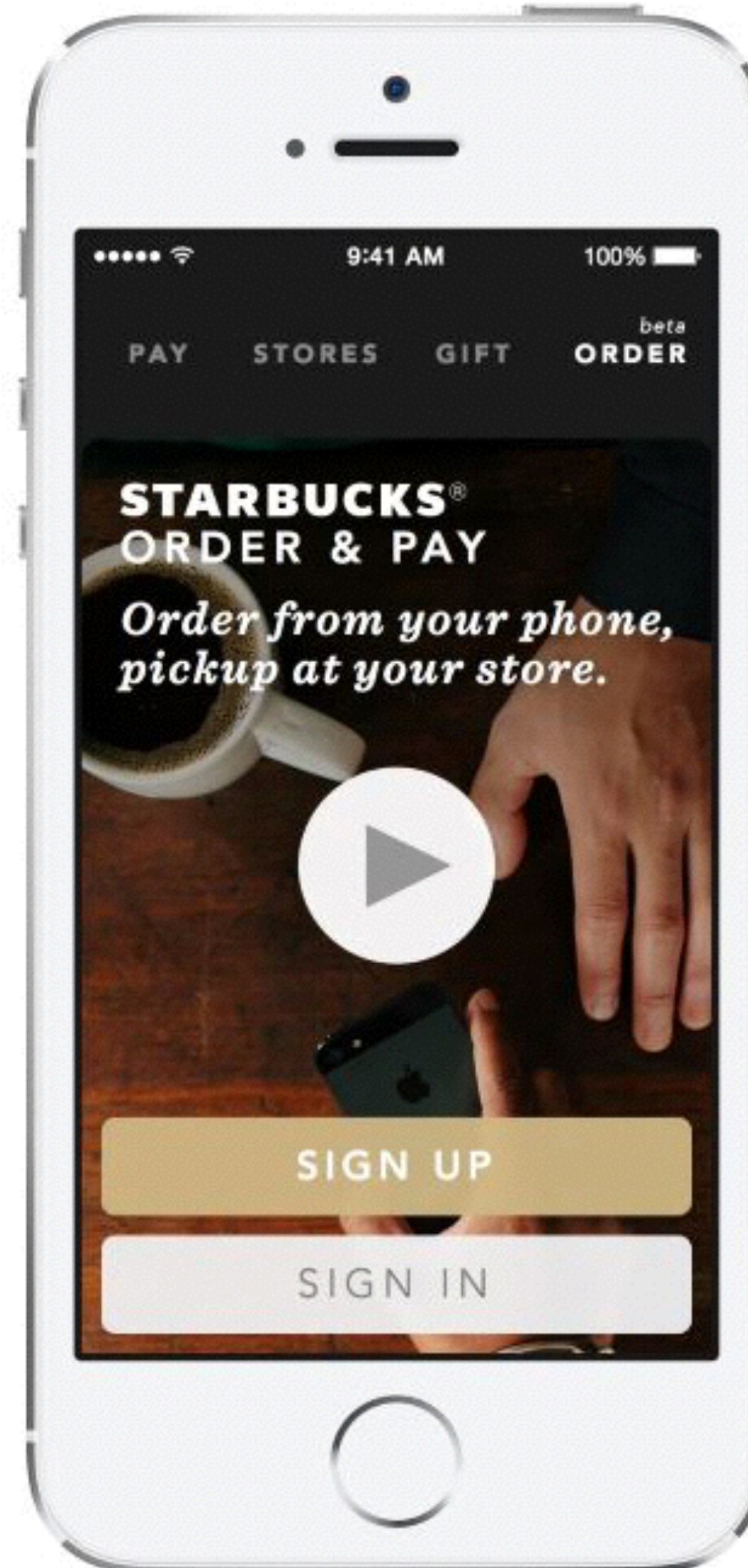
Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





Ryan
Shafer



The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, cross-sections, and circular diagrams. Overlaid on this are faint, semi-transparent binary digits (0s and 1s) scattered across the scene, suggesting a digital or data-driven context.

**Obsess Over
Knowledge 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 January 10, 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, 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 data-driven aesthetic.

**Expect to be
Challenged Daily**

OTC Shake Up

(personal sound amplifiers)



BOSE



beats. by dr. dre.

SAMSUNG



CITIM

BAY CRES PARTNERS, L.L.C.

CNBC REAL-TIME

(M)	MACY'S	25.61	-0.71	[-2.68%]
(JCP)	J.C. PENNEY	3.54	+0.04	[+1.14%]
(JWN)	NORDSTROM	48.87	-0.25	[-0.51%]
(DDS)	DILLARD'S	59.09	-1.54	[-2.53%]

U.S. RETAIL STORE CLOSINGS TO SURGE 33% THIS YEAR: RPT

S&P 500	2,706.72
CHANGE	+10.91
%CHANGE	+0.40%

QUAWKON STREET

SPDR S&P 500 ETF (SPY)	269.85	▲ 1.08
(CRIX)	58.53	▲ 0.90

Scotts Miracle (C)
Carlyle Group (C)

CNBC 7:55A PACIFIC

amazon.com

The Amazon logo, consisting of a curved orange arrow pointing from the letter 'a' to the letter 'z'.


**Amazon is a transactional company.
You can beat them with...”**



High Touch



Adding Value

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, suggesting a digital or data-driven theme.

What Does ‘Adding Value’ Mean to Your Customers?

My Mom & Her Viral Network



Lois
Shafer



Karen

Dot

Ruby

Georgia

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.

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

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






PETER MANNING
FIVE EIGHT / NEW YORK

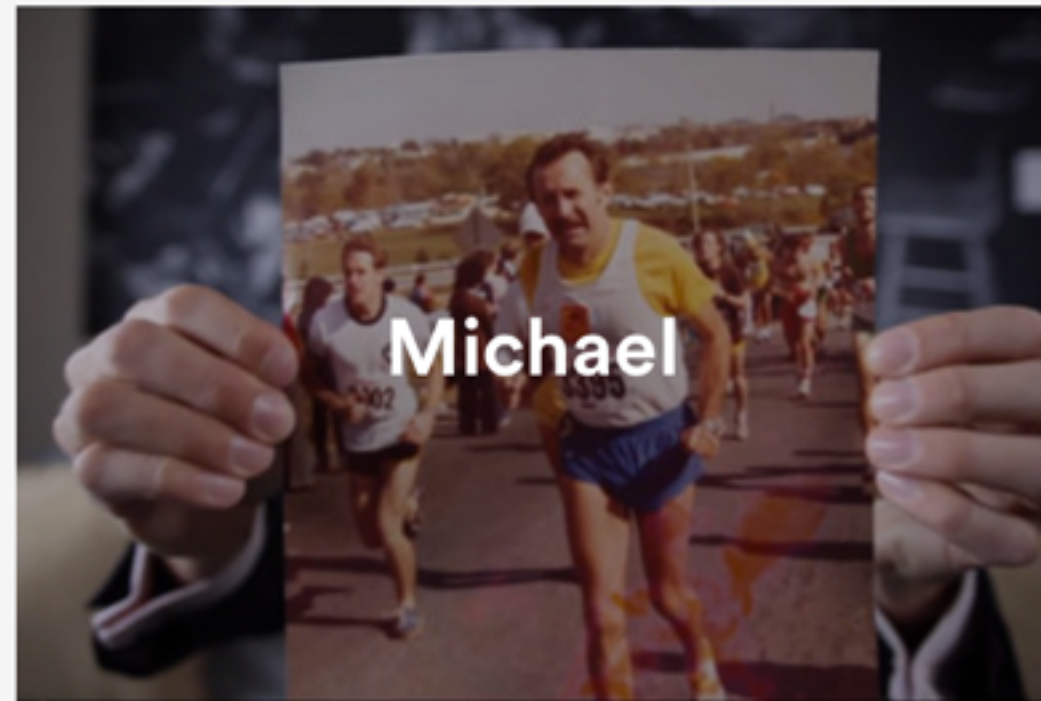
ARE YOU
5'8" or
UNDER?

★ 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.

1-20-18



Oticon People First

1,103 subscribers • 413 videos

Oticon is the first company to develop **hearing aids** that support how the brain makes sense of sound. The world's first Internet-



Oticon Opn™ | Join our open sound revolution

Oticon People First • 33K views • 1 year ago

A whole new world to enjoy! Traditional **hearing aid** technology delivers speech understanding in noise by narrowing its focus down



Pair Oticon Opn™ hearing aids with iPhone

Oticon People First • 4.6K views • 11 months ago

See how you can connect your **Oticon Opn hearing aids** to your iPhone. To learn more - visit our website: <http://www.oticon.global/>



Review for Oticon Acto Hearing Aid

beanswatter • 63K views • 6 years ago

I recently purchased a pair of **Oticon Acto hearing aids** and wanted to share my experience with them so far.

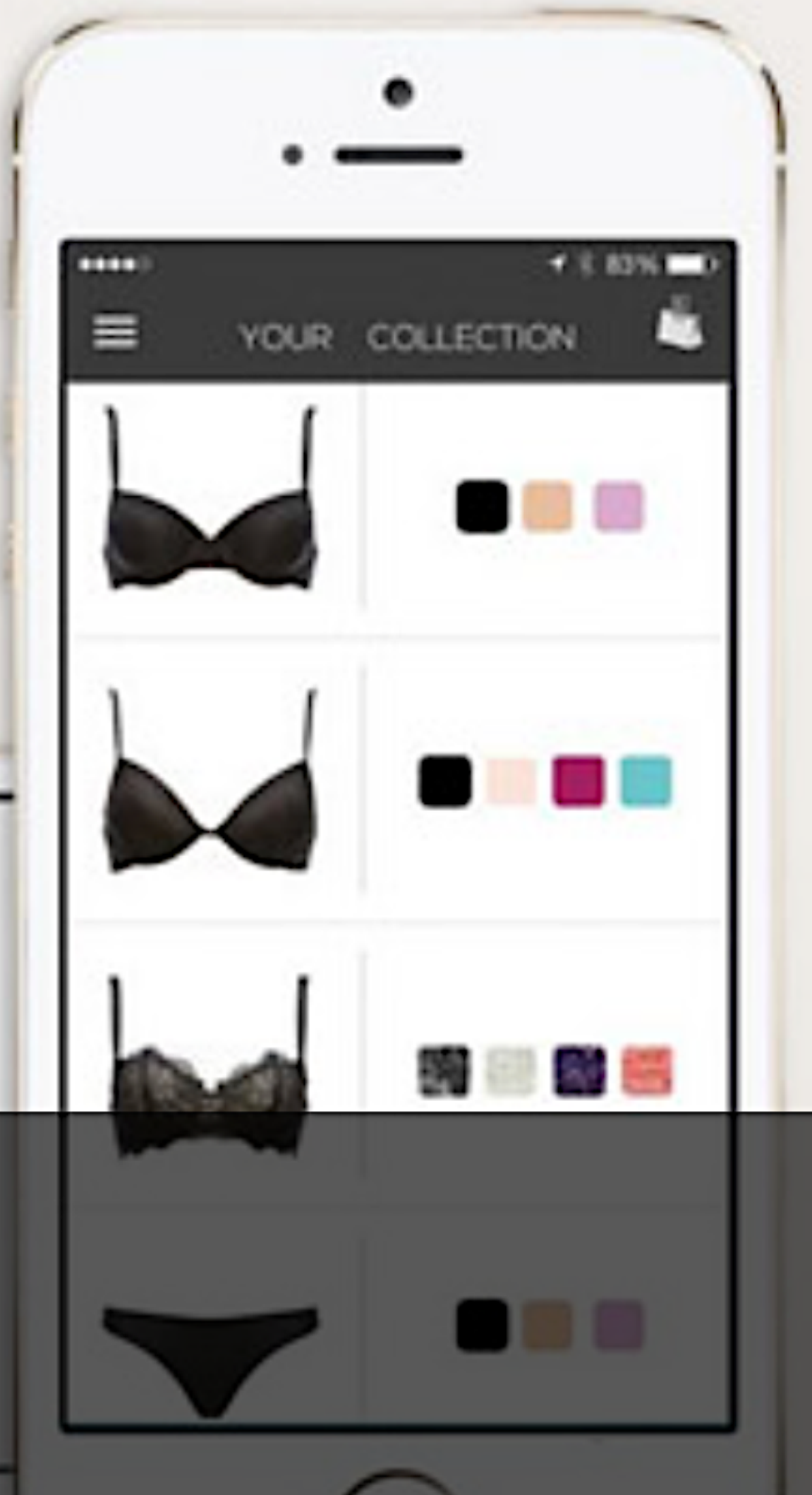
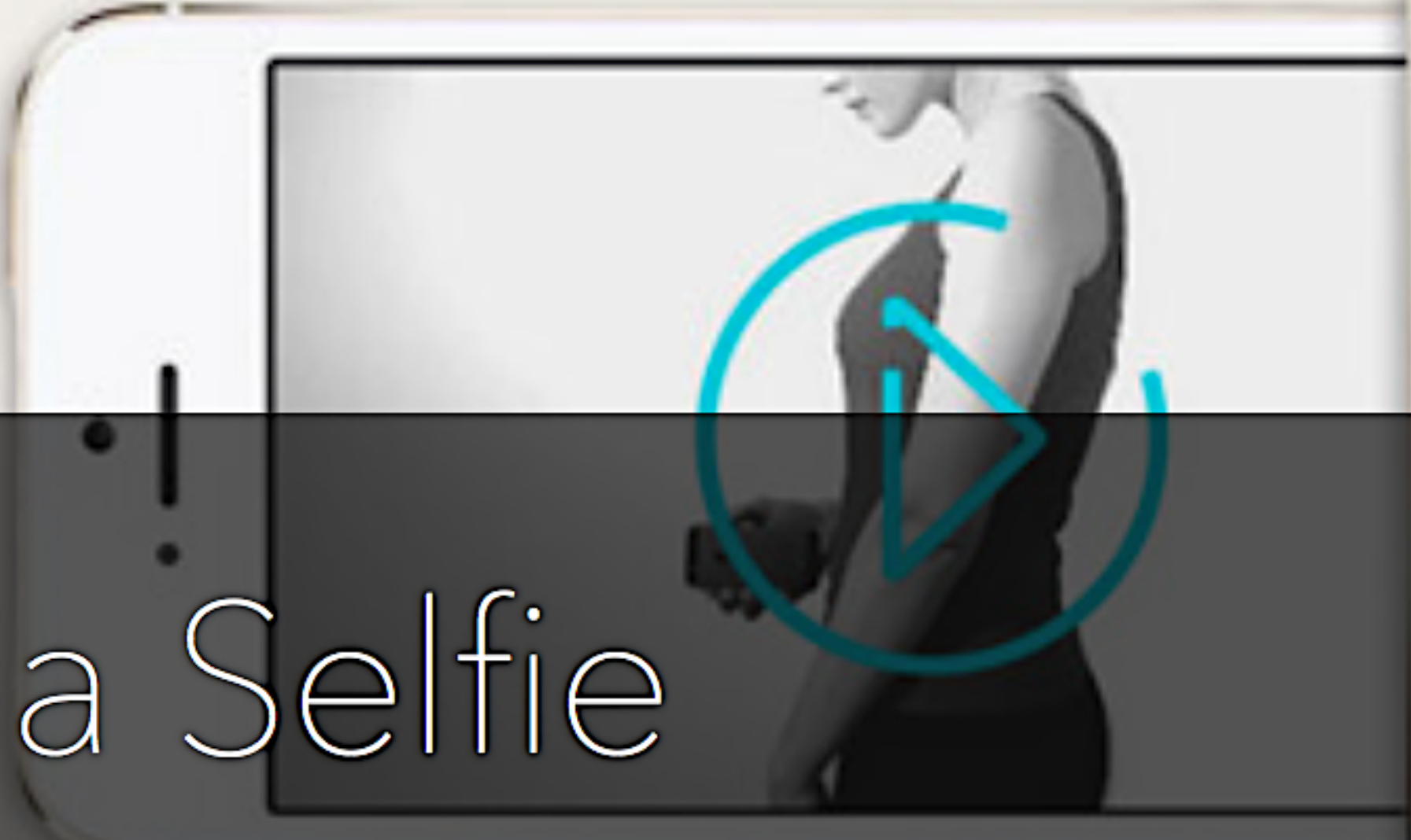
Customer Review





 **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.



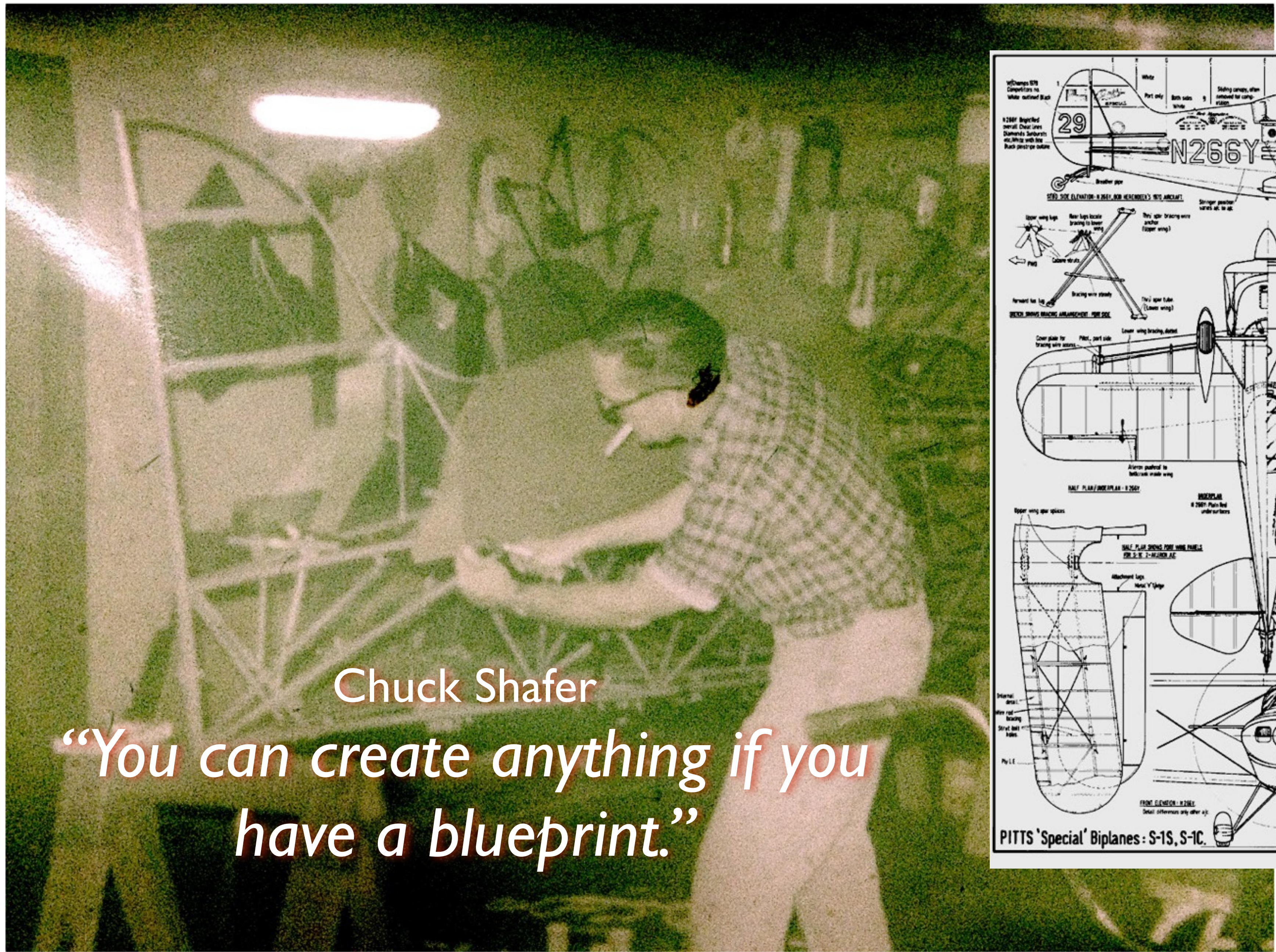
**EAT
LIKE
YOU
MEAN
IT[®]**



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

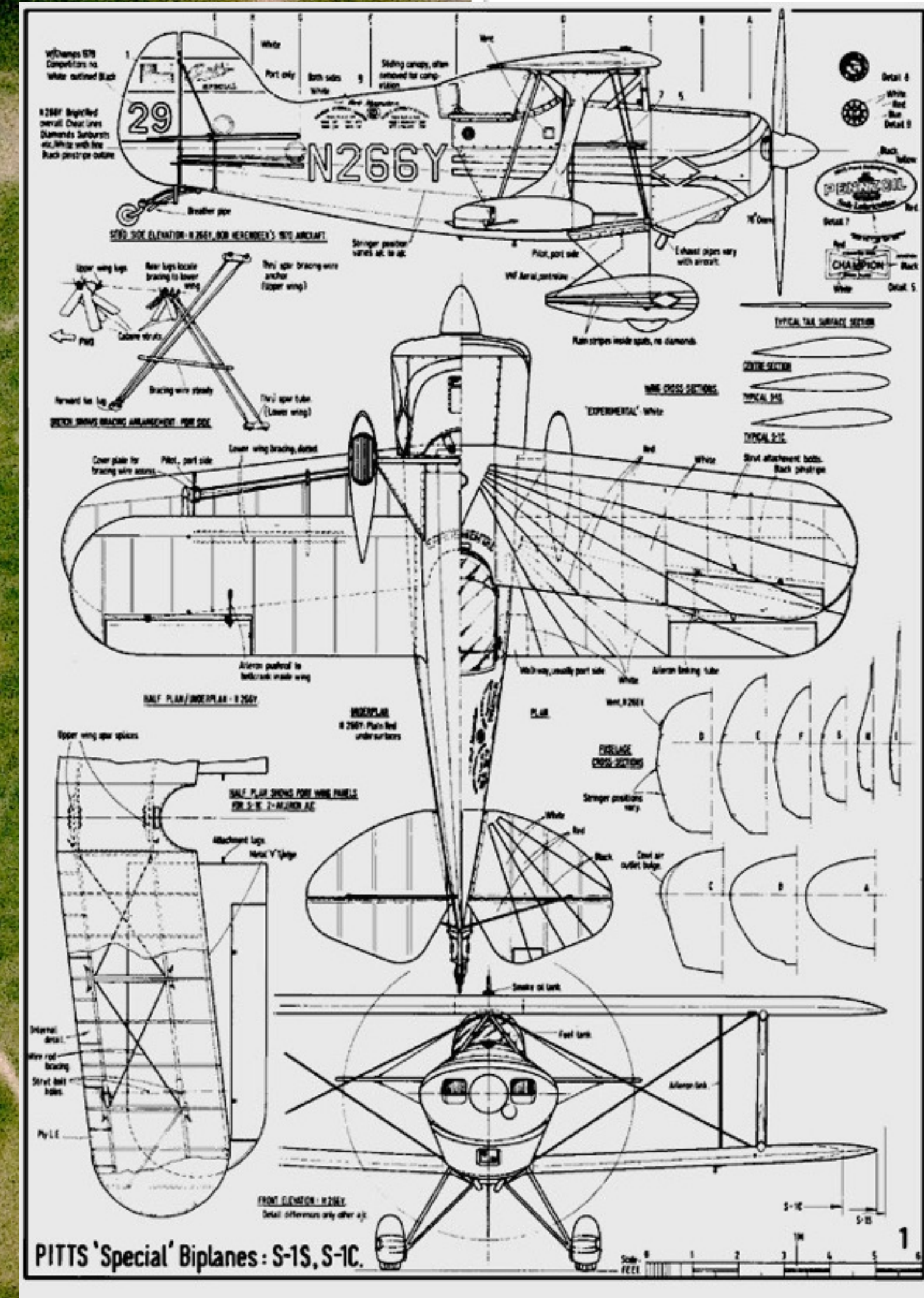
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**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

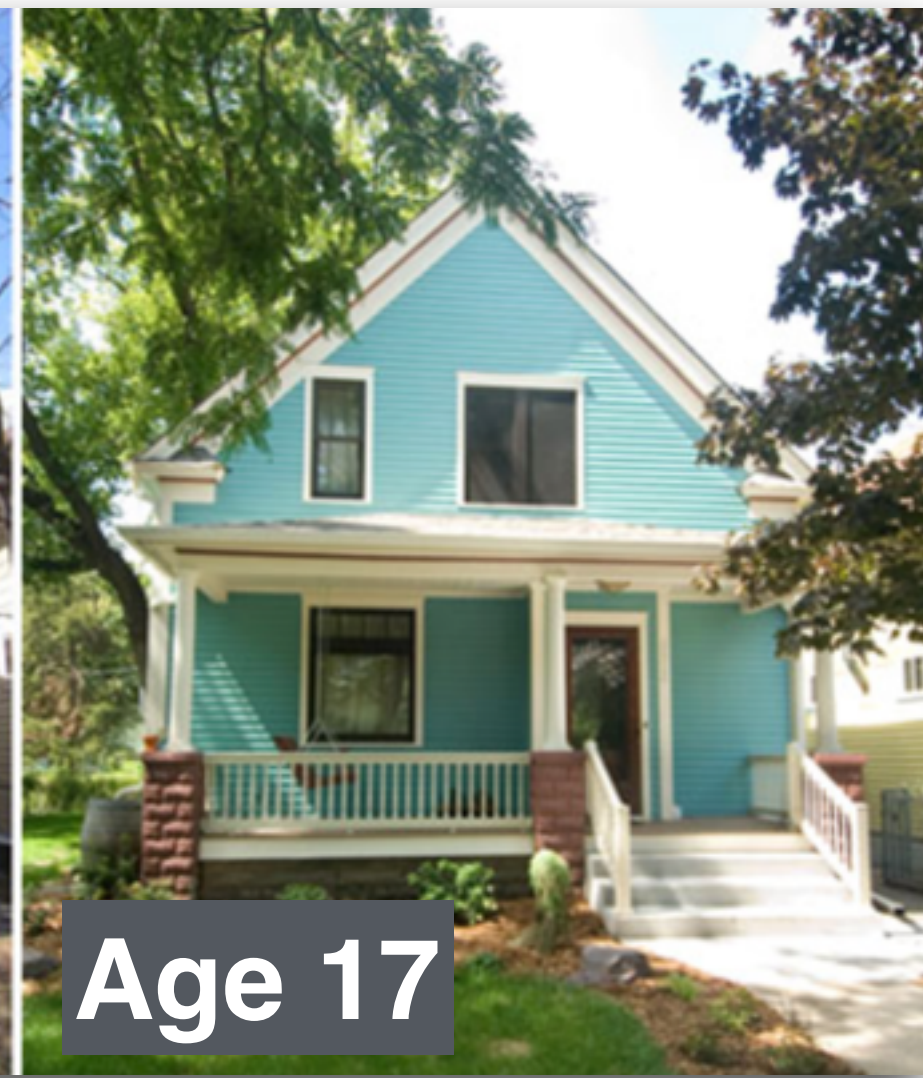




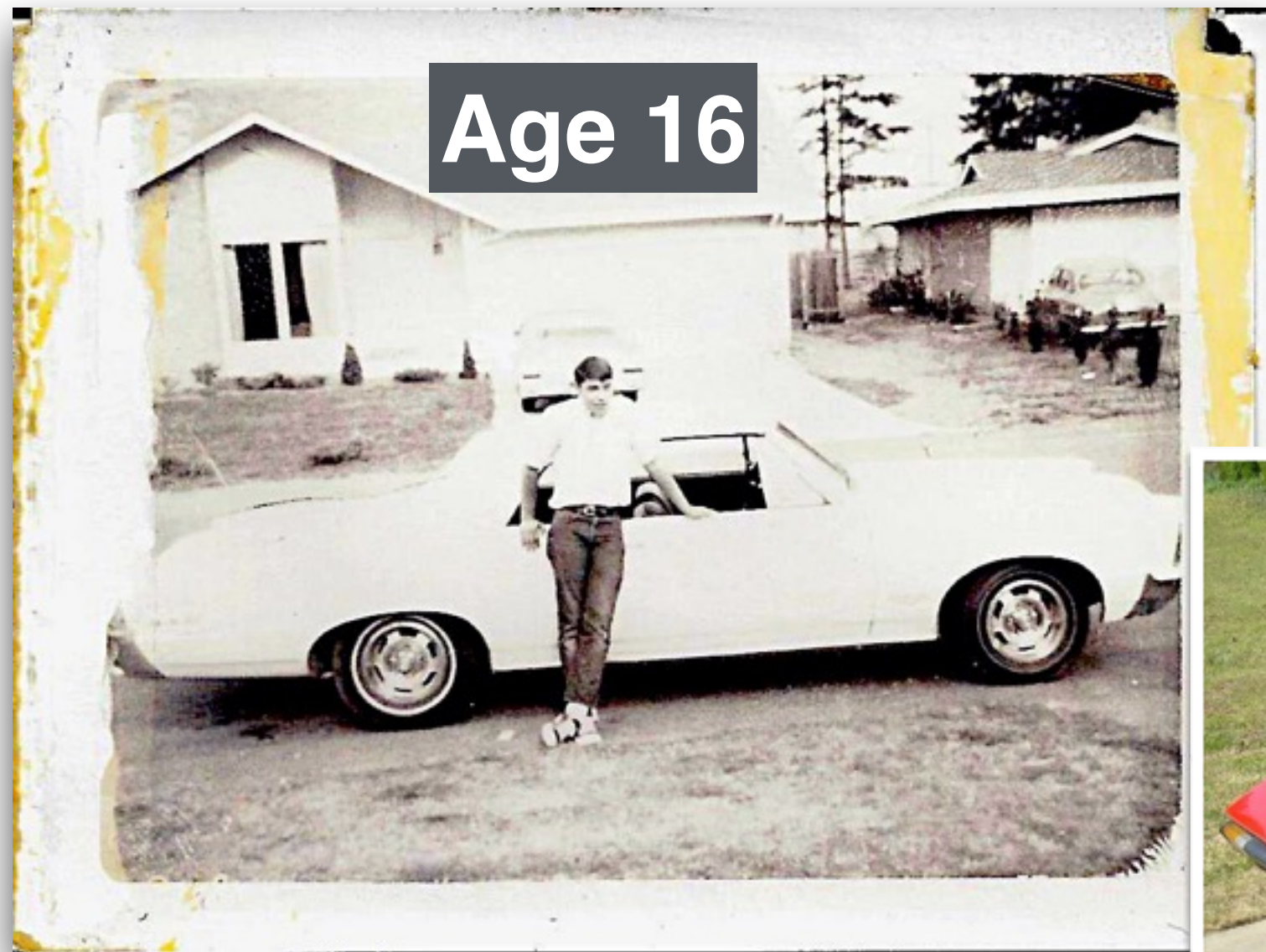
Age 13



Age 14



Age 17



Age 16



Age 29



Age 19





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



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 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 and engineering aesthetic.

**Customers Today
Expect You to be
Friction-Free**



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.

CSAT (Customer SATisfaction)



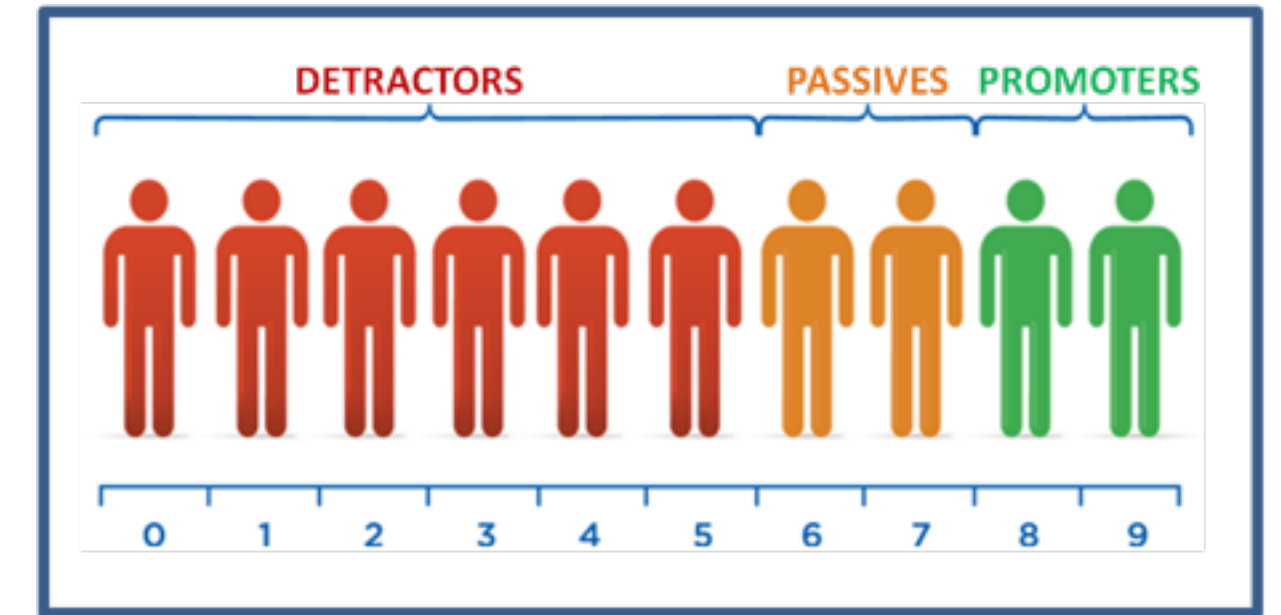
“Determine what customers want and deliver that. Don’t over promise. You don’t necessarily have to exceed expectations.
The bigger risk to loyalty is when you fail or disappoint them.”

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



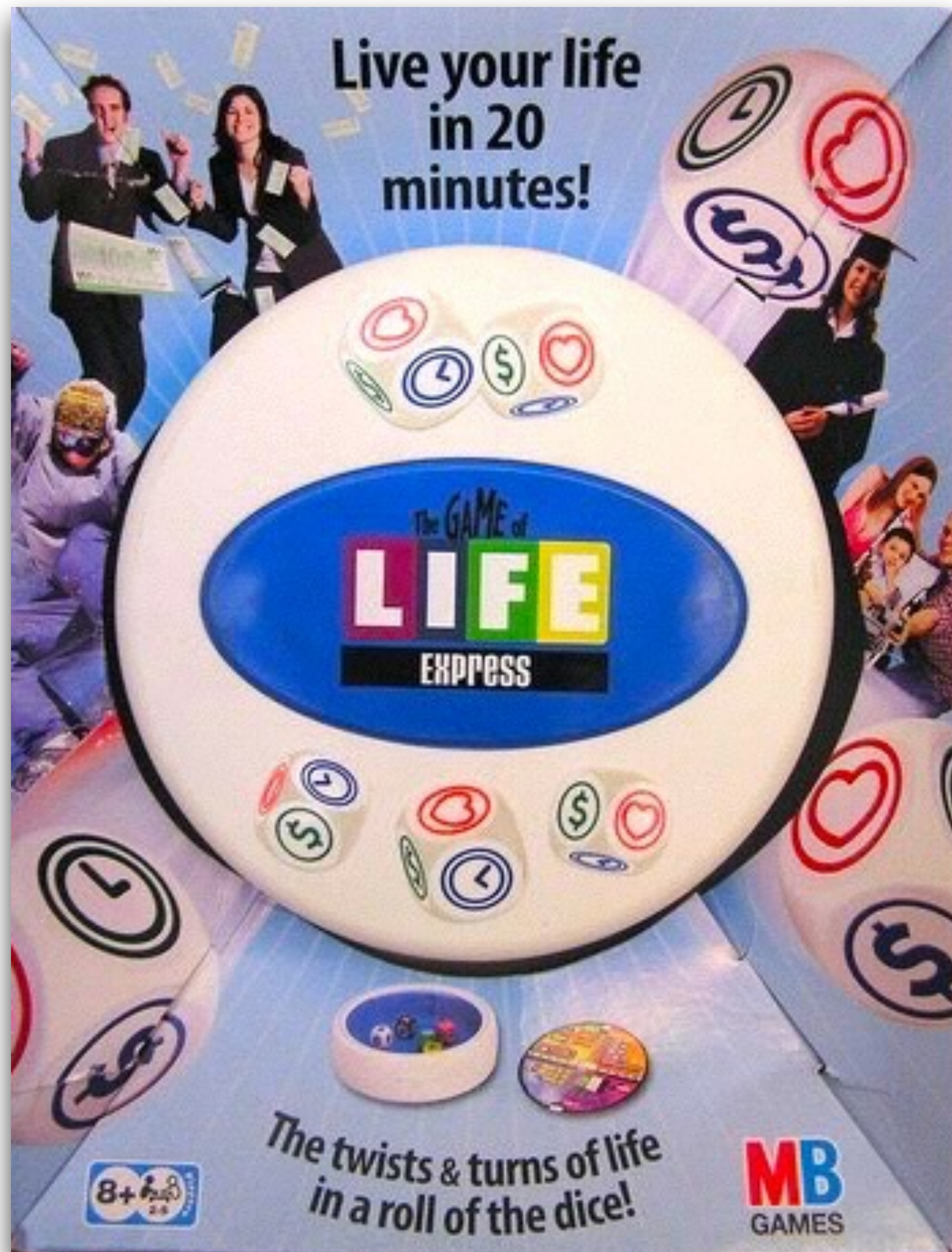
Makes you laugh.
KISSES YOUR FOREHEAD
says he's sorry.
makes an effort.
HOLDS YOUR HAND.
WORKS HARD
attempts to understand you.



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







Play These games
in 20 minutes!





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



By coaching Linemen, Meter Teams, Call Centers, Admin, & Designers, we corrected customer complaints and empowered on-the-spot fixes.

In 90 days, their J.D. Power scores rose 21 Points.

Now, #1 in their industry.

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**The Top
Salespeople are
Other-Centered**









The Intentional Genius of Facebook

The Facebook logo, consisting 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.

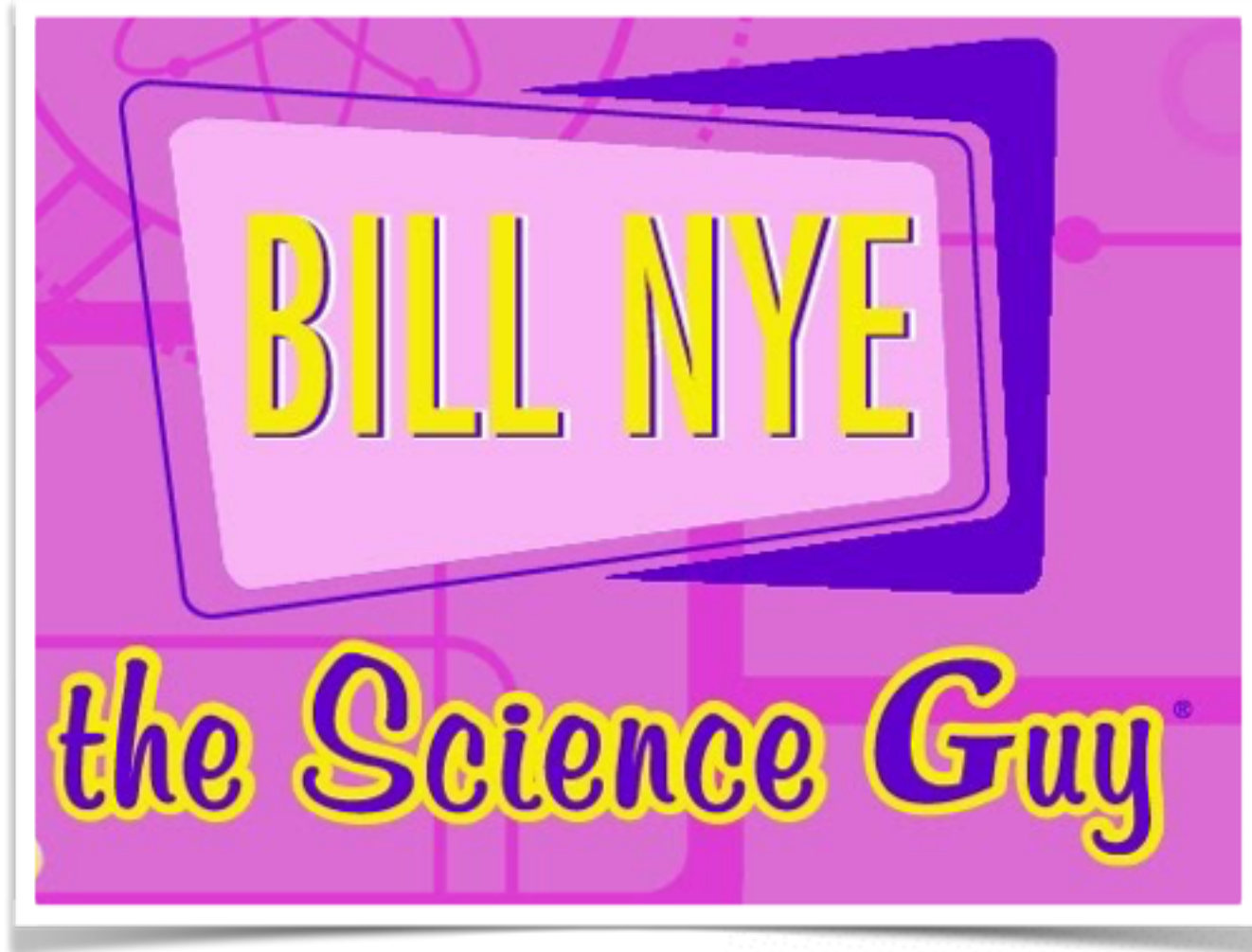
 View 21 more comments

 **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.”



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

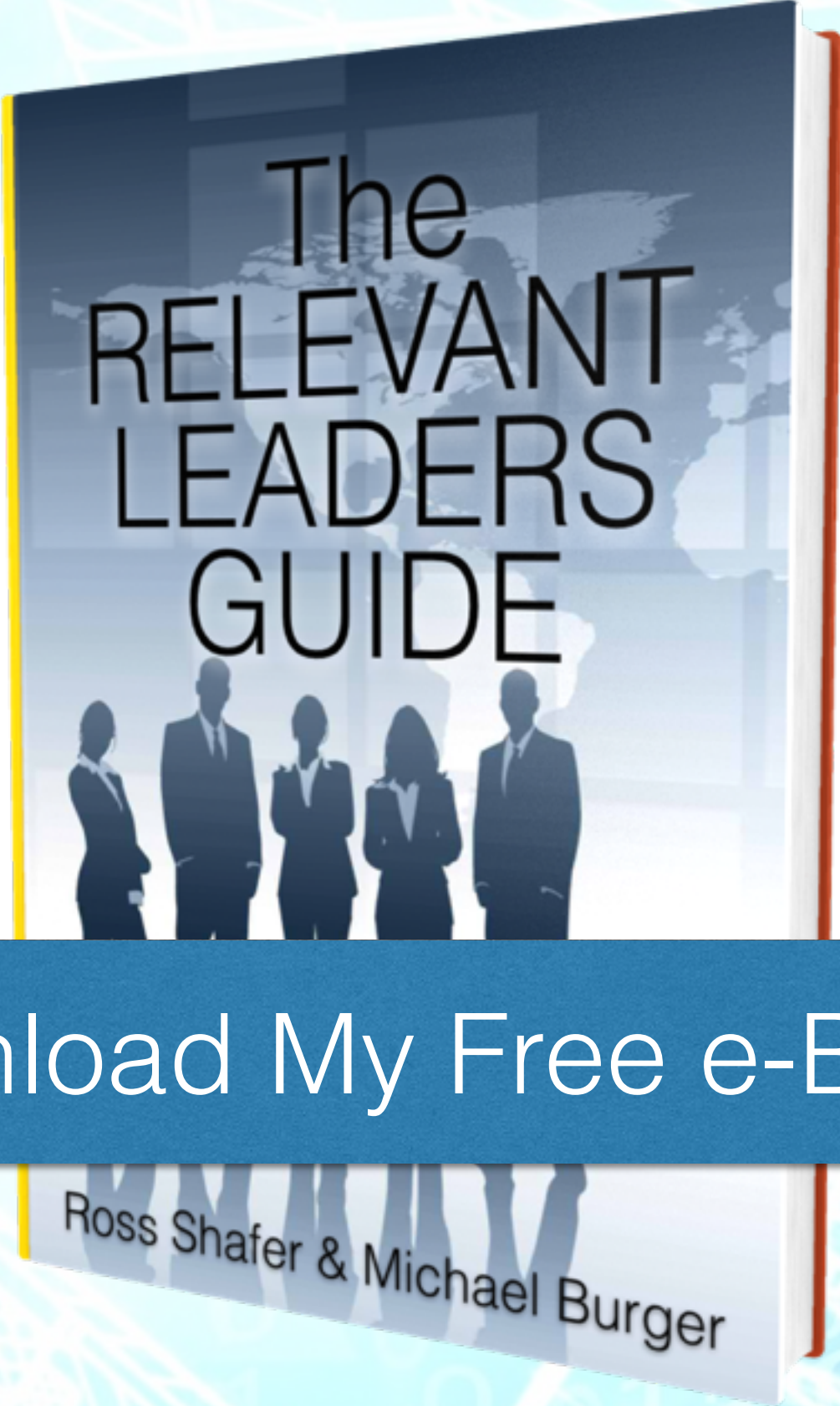
Relevant Leaders Club Download All

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

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Organizations with
CHARACTER
last 63% Longer



Chuck Shafer 1927-2001



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



Daddy/Daughter date
11th birthday!

**Discipline Yourself
to Provide
Ongoing
Encouragement**



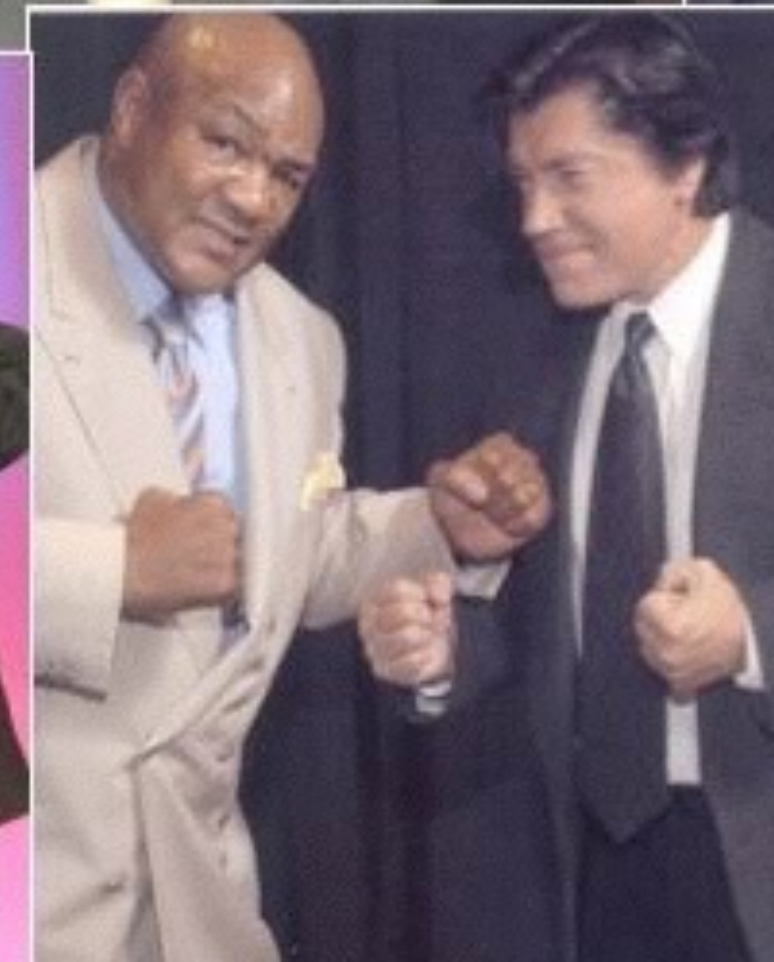
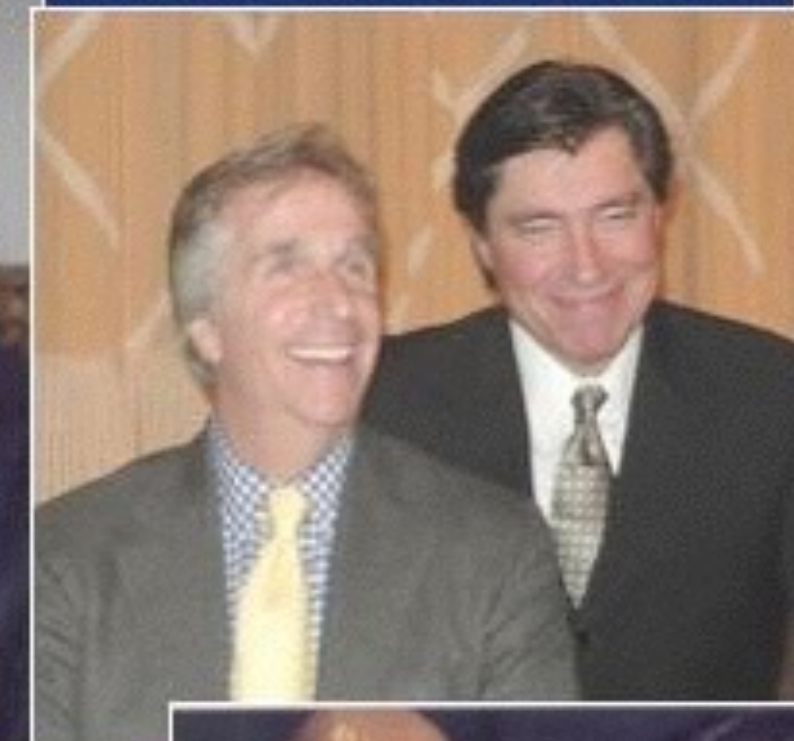
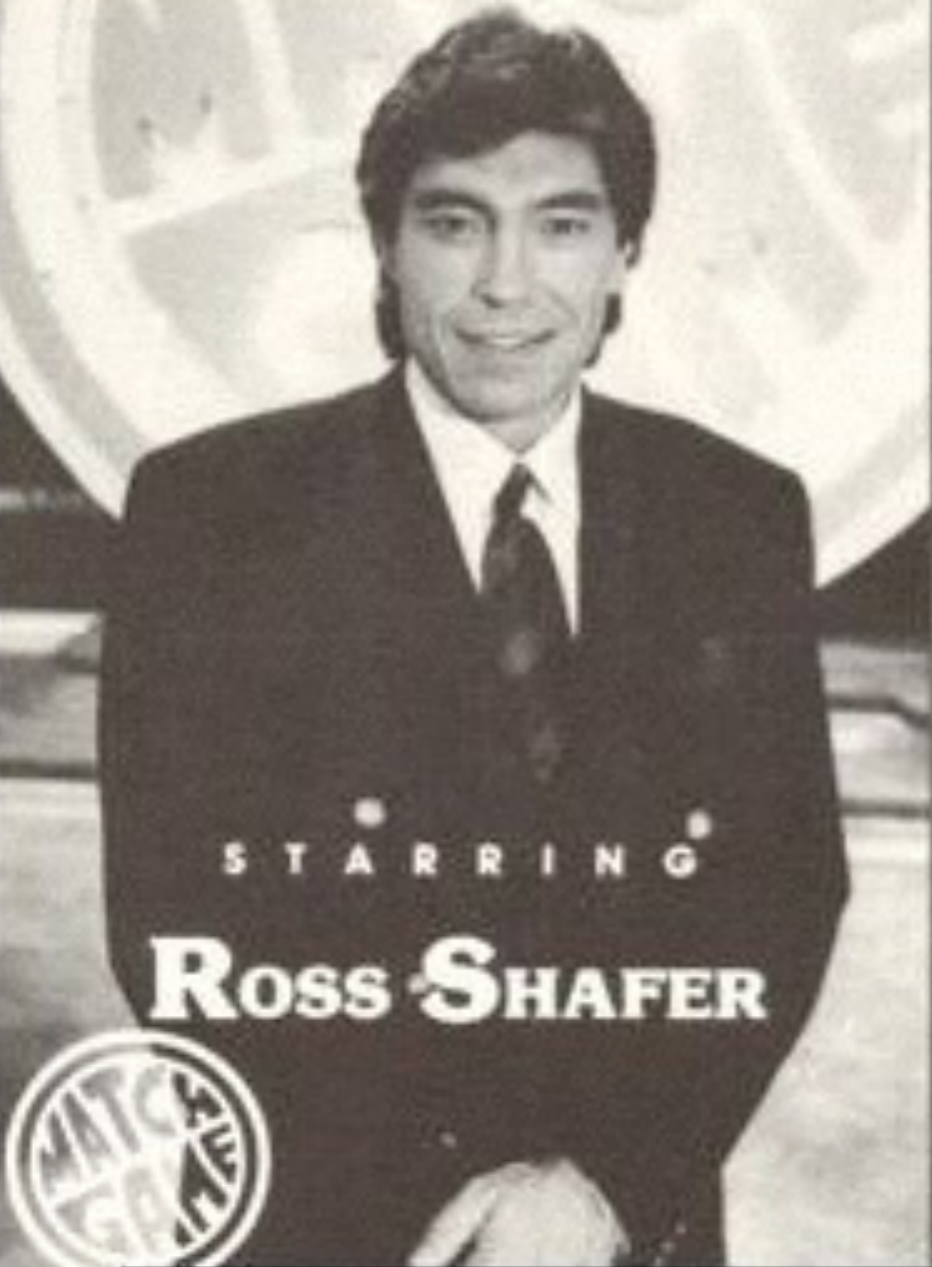
Next Level Presentation Skills

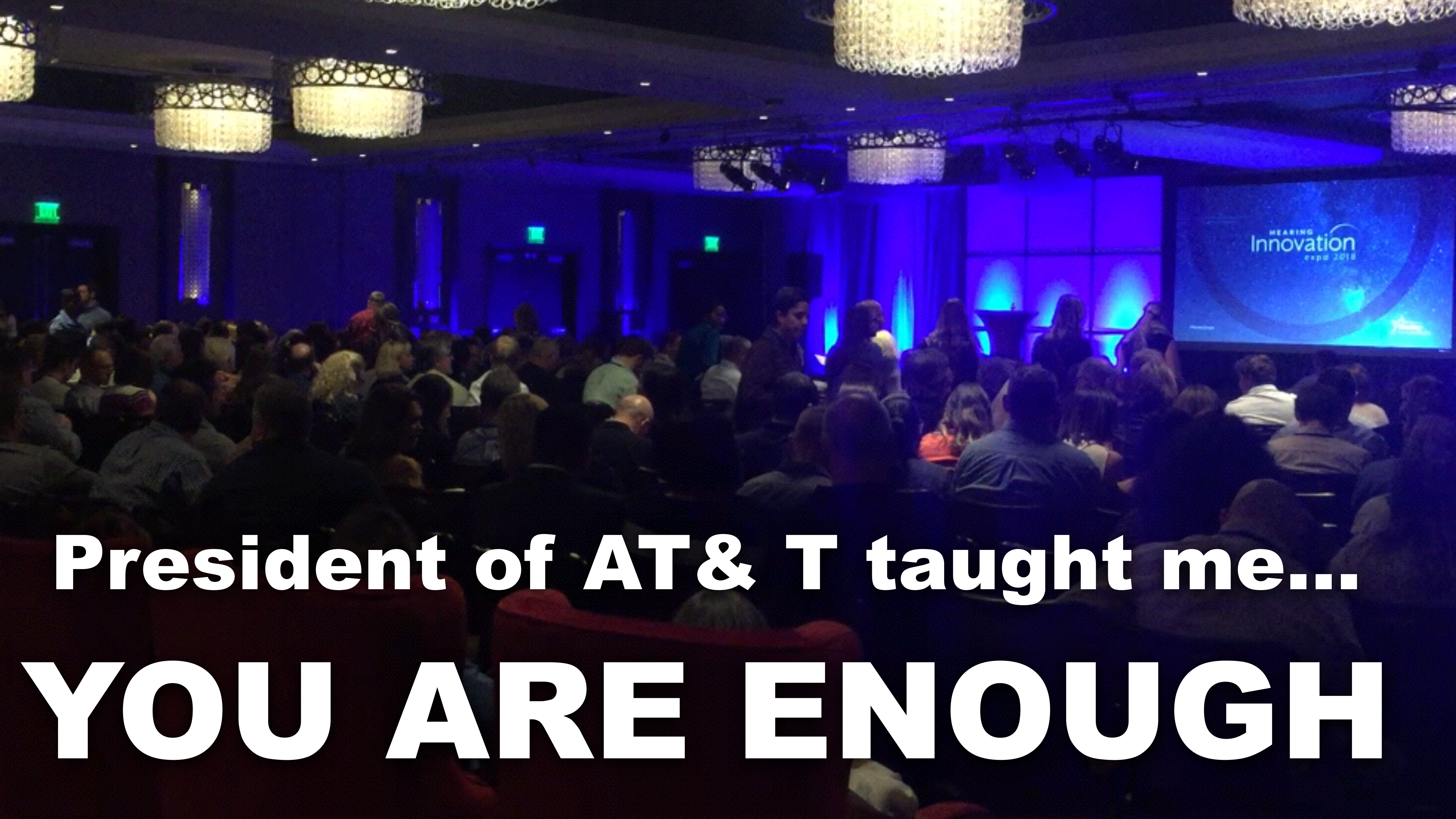
ROSS SHAFER

A young man with dark hair, wearing a light-colored suit jacket and a dark tie, is shown in profile from the chest up. He is holding a silver microphone in his right hand and appears to be speaking. The background is a blurred indoor setting, likely a conference or event. On the right side, a large screen displays the text "HEARING Innovation expo 2018" in white and blue. The overall lighting is dim, with some blue and white highlights from the event's lighting.

17 Years Old
Student Body President
Federal Way High School







President of AT&T taught me...

YOU ARE ENOUGH



It's Good to be
NERVOUS

A large audience is seated in a conference hall, facing a stage. The stage is illuminated with blue light and features a large screen displaying the text "HEARING Innovation expo 2018". The audience is diverse in age and appearance, and the overall atmosphere is professional and focused.

**From FREE to FEE requires
DISCIPLINE**



What Do You Talk About?

LAUGH or CRY



Don't Speak in...

REAL TIME



Don't Start with a...
LAME JOKE




Master the

FALSE START



Never

OVERSTAY

A large audience is seated in a conference hall, facing a stage. The stage is lit with blue light and features a large projection screen displaying the text "HEARING Innovation expo 2018". The audience is diverse in age and appearance, and the overall atmosphere is professional and focused.

Dynamics of each
AUDIENCE



Beware of
QUESTIONS



Structure - Primacy + Recency

FINAL MOMENT



Ross
Shafer

WANT MORE?

CONTACT:

Julie O'Keefe

214-420-5105

julie@gdaspeakers.com