



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

Helen Broder

helen@SpeakerManagementllc.com

1-910-256-3495

ROSSHAFER
CONSULTANTS, INC.

How Can YOU Matter More to Golf Courses & Landscapers?

Ross Shafer



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

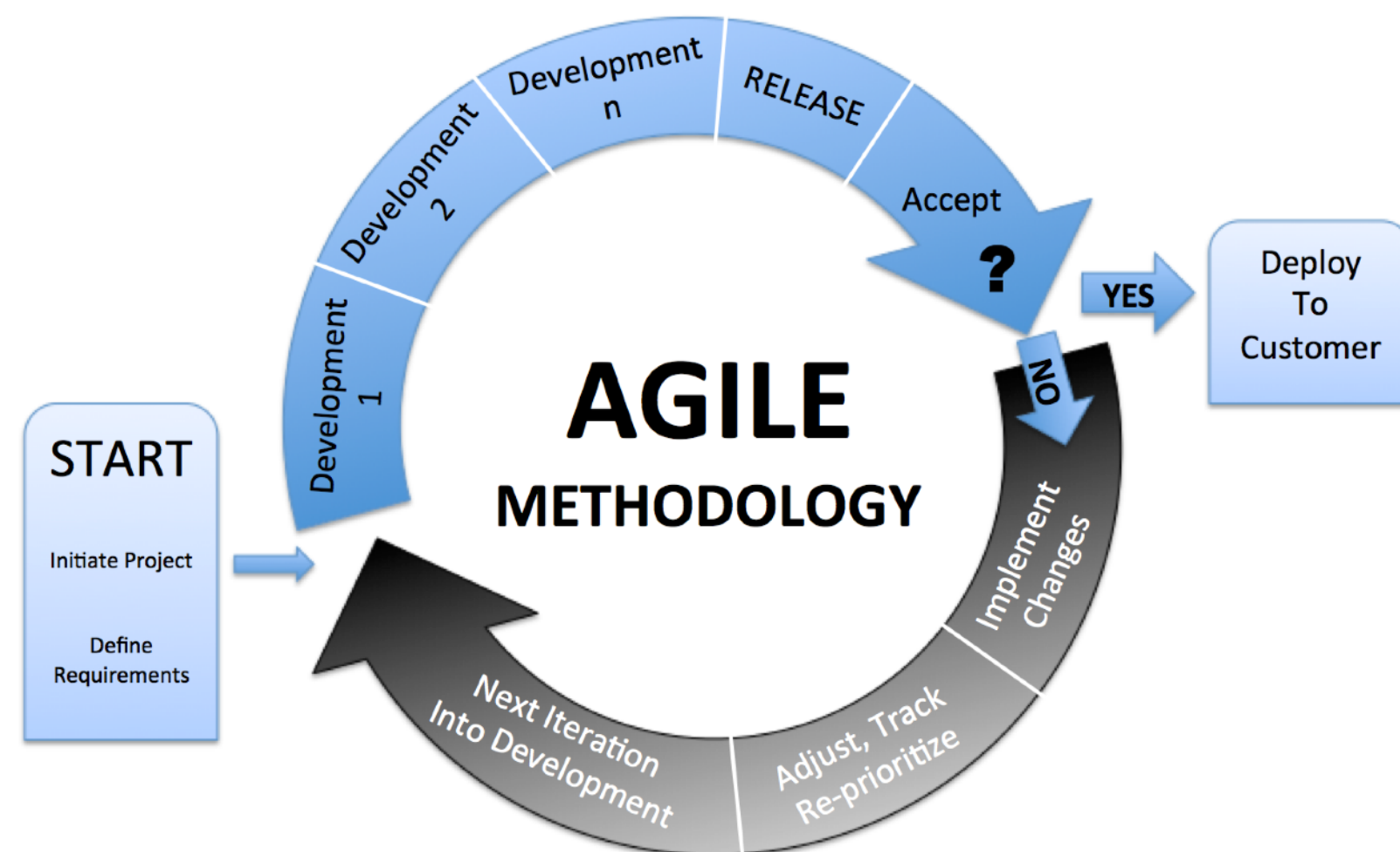
Ross Shafer







Ryan Shafer



Review order (1)

Pickup store
Parker & Hilltop ▾
Prep time 3 - 7 min

10 min ▾

Coffè Americano \$2.95

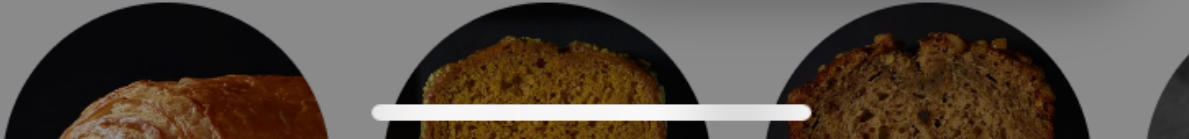
Your order may be ready before you arrive

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](#)



**If You Can't Inspire
Yourself...**

**Who Do You Know
Who Can?**



Chuck Shafer 1927-2001

Maiden flight - May 1971



“Fear is the enemy of success”

CHUCK SHAFER

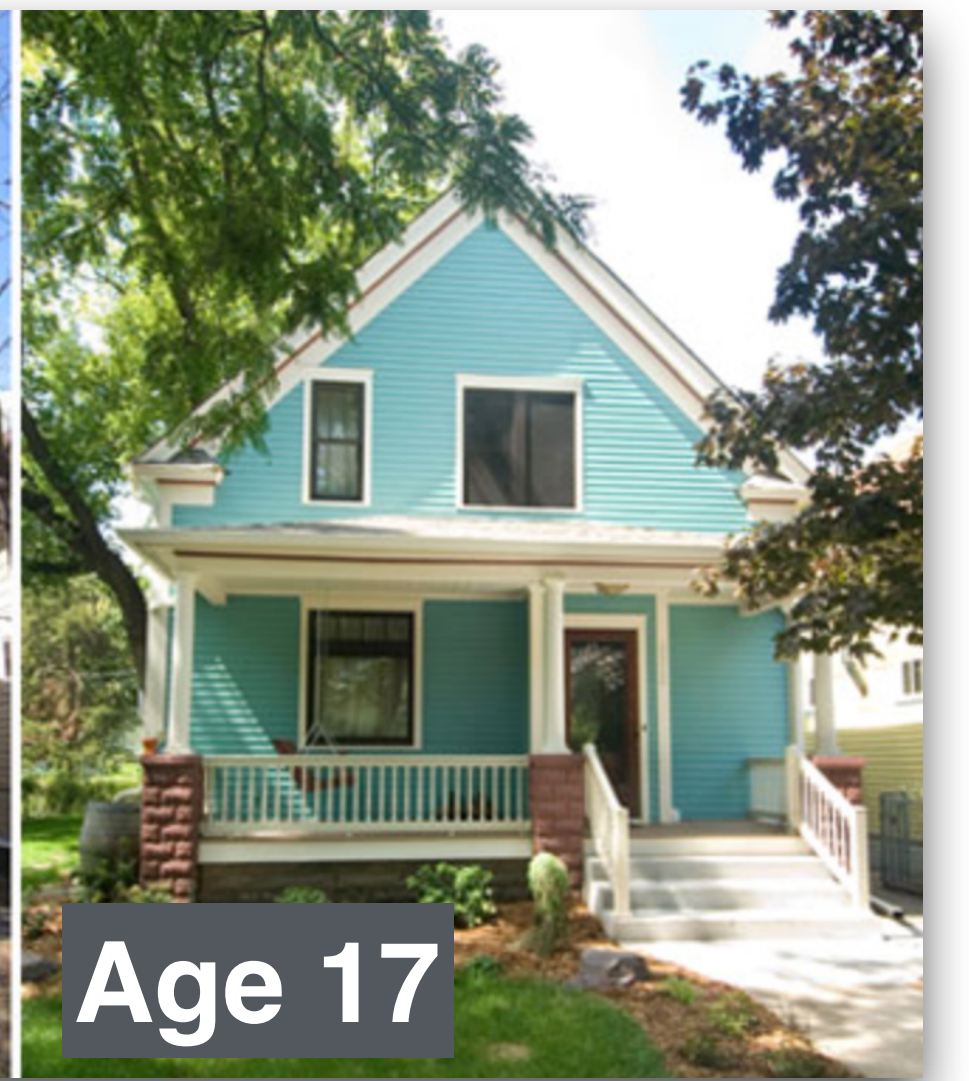




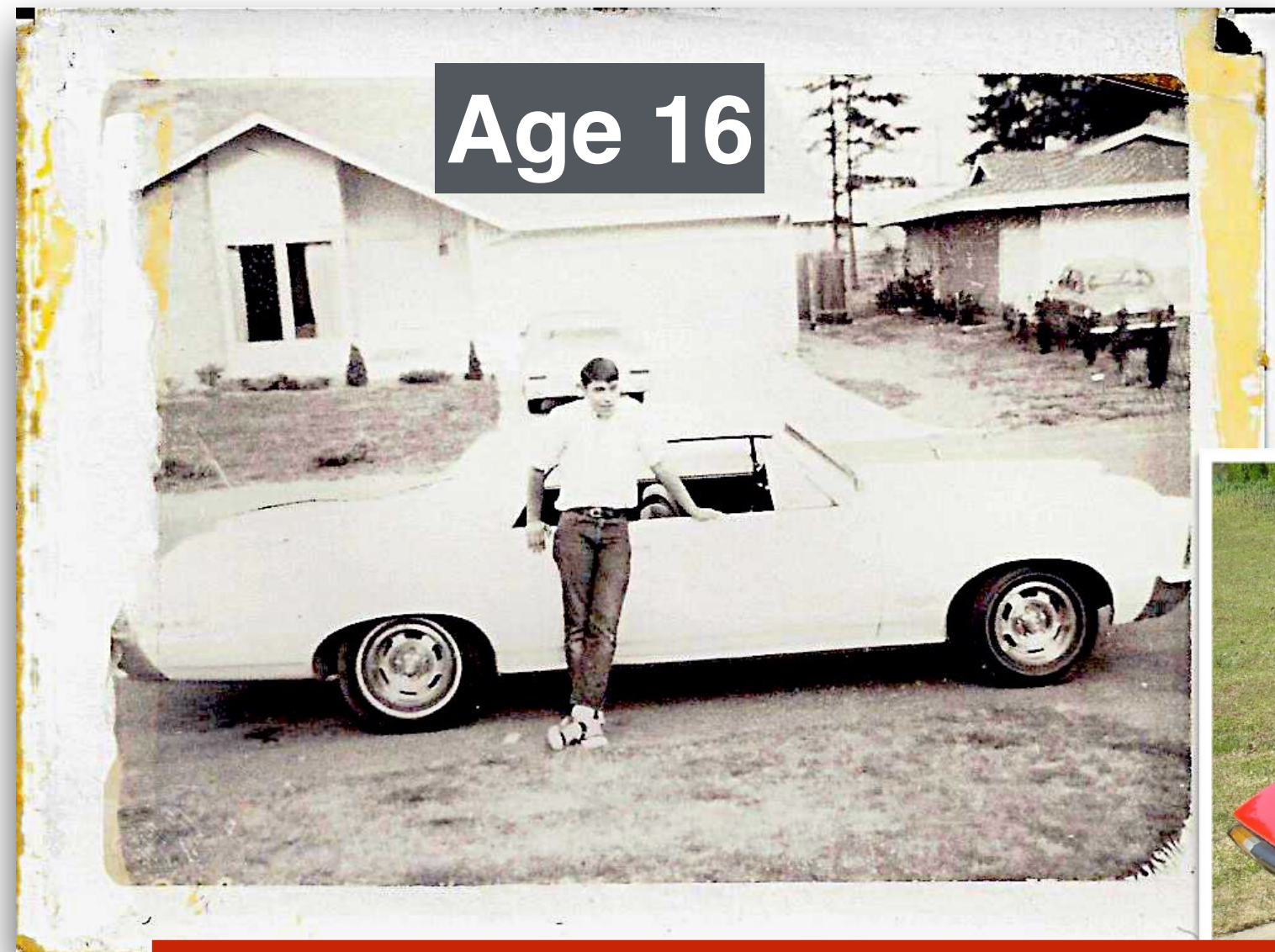
Age 13



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

SHAFER
PROJECTION TELEVISION

TV & Film Production



THE ICE CREAM SHOP

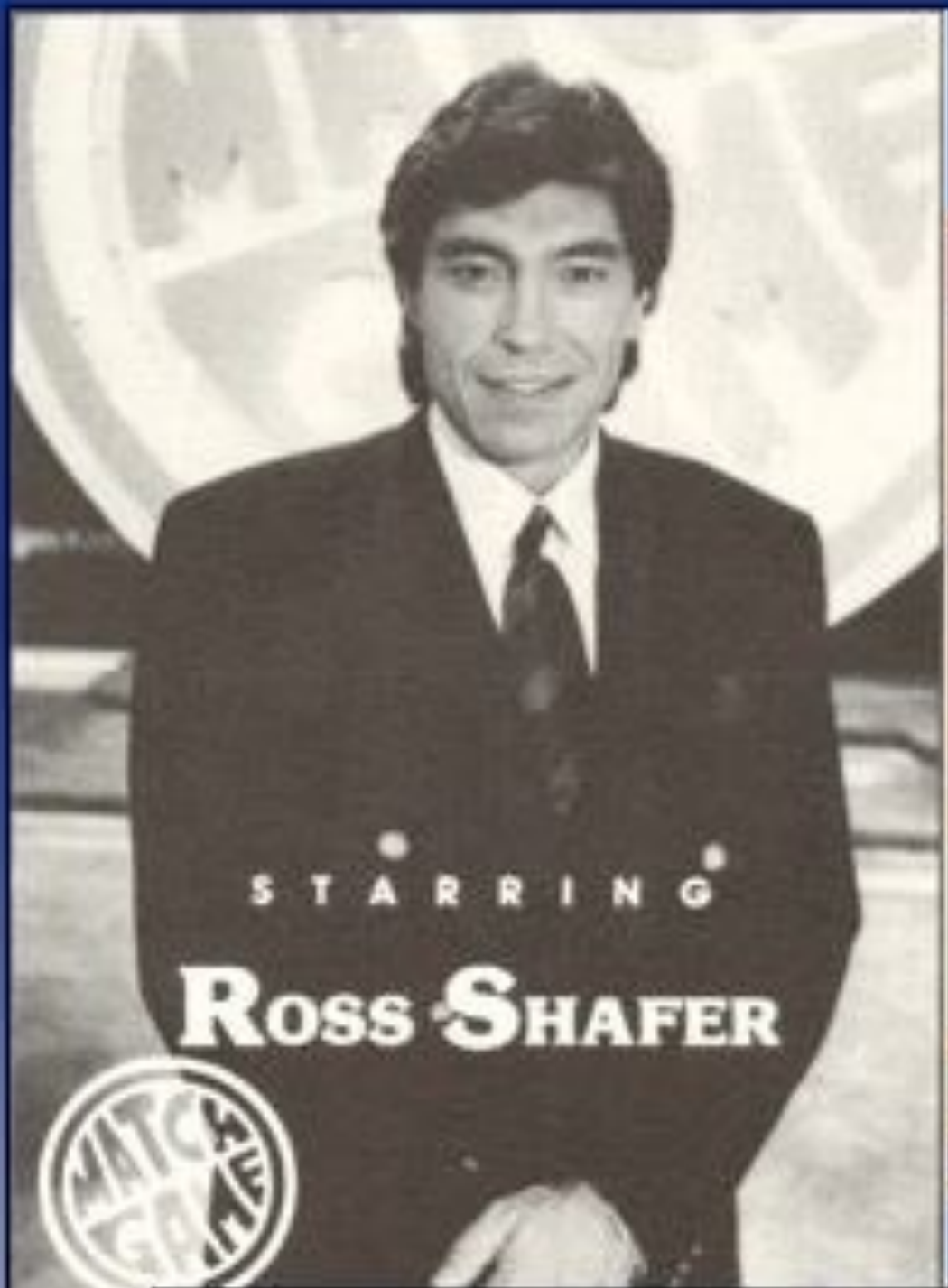




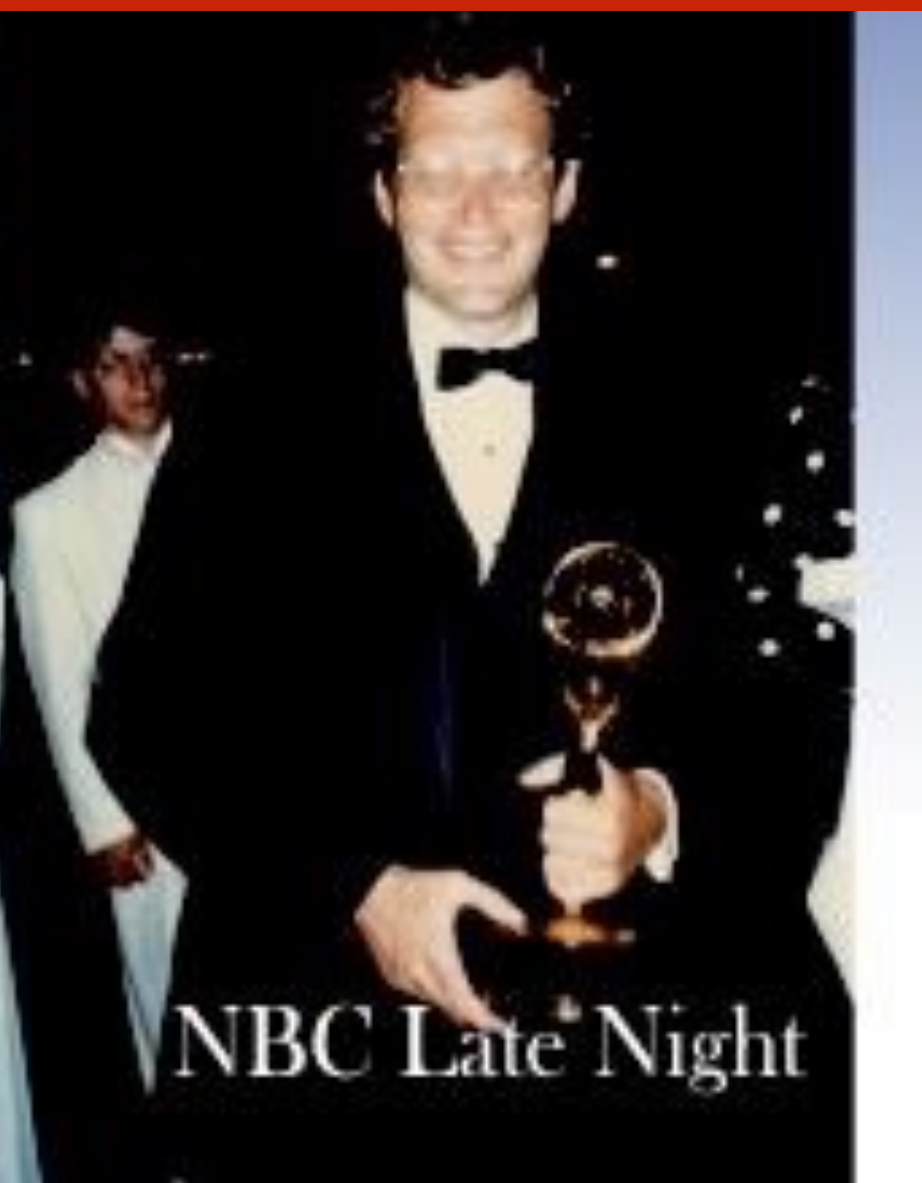
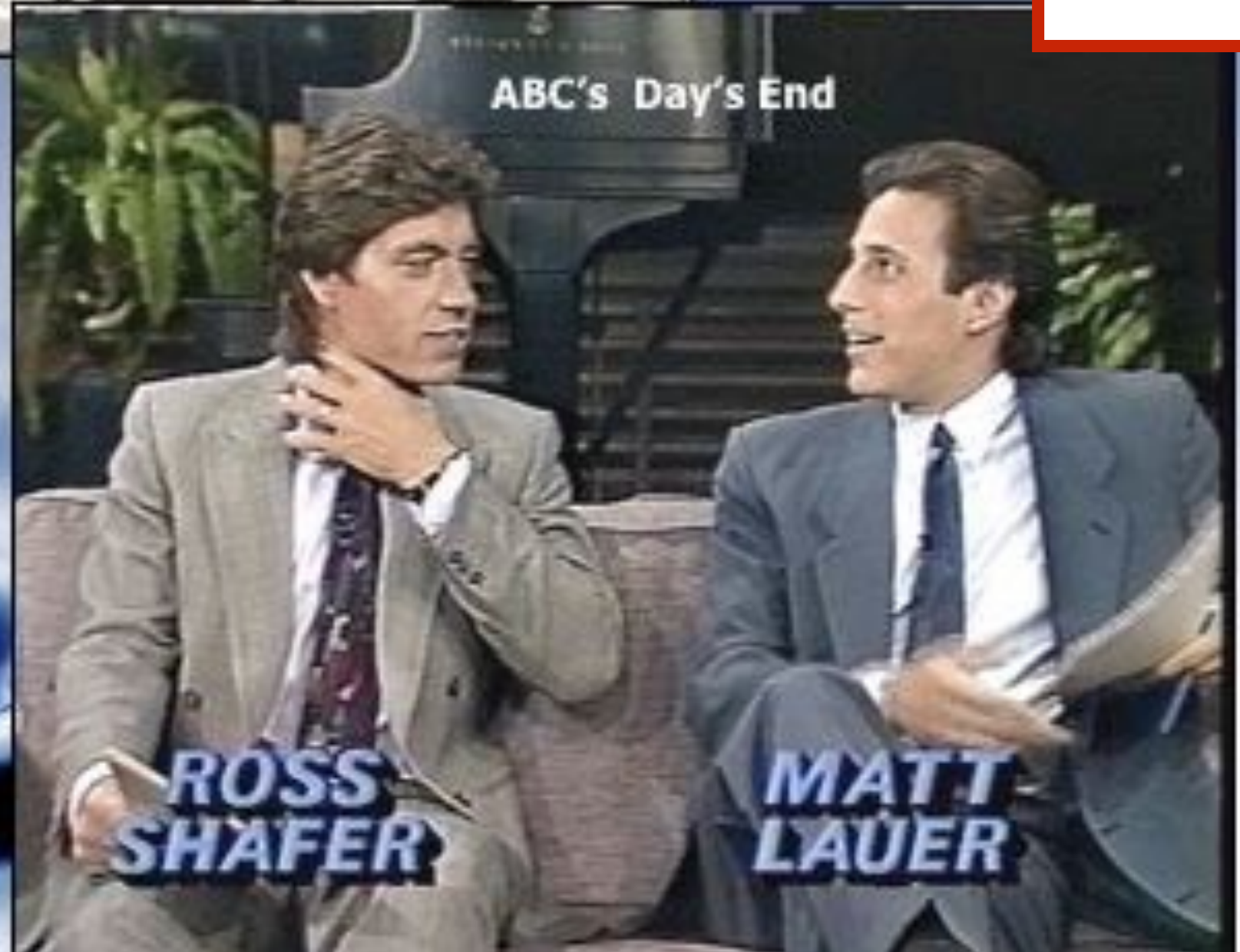
The Shafer “Blueprint”

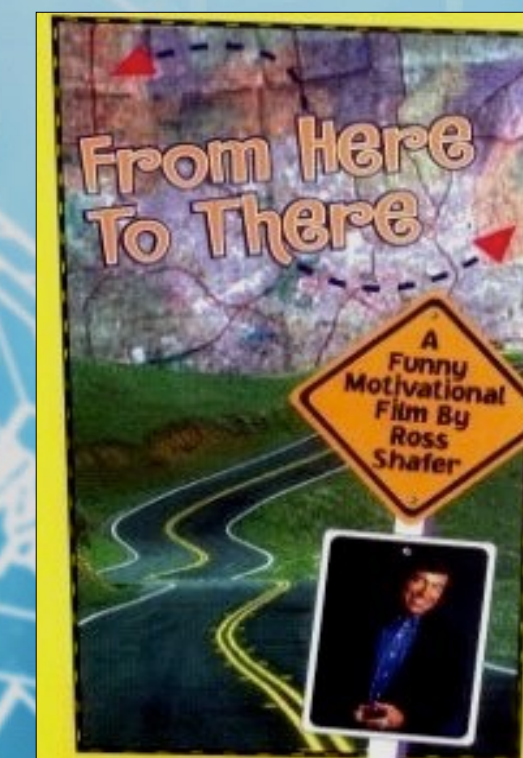
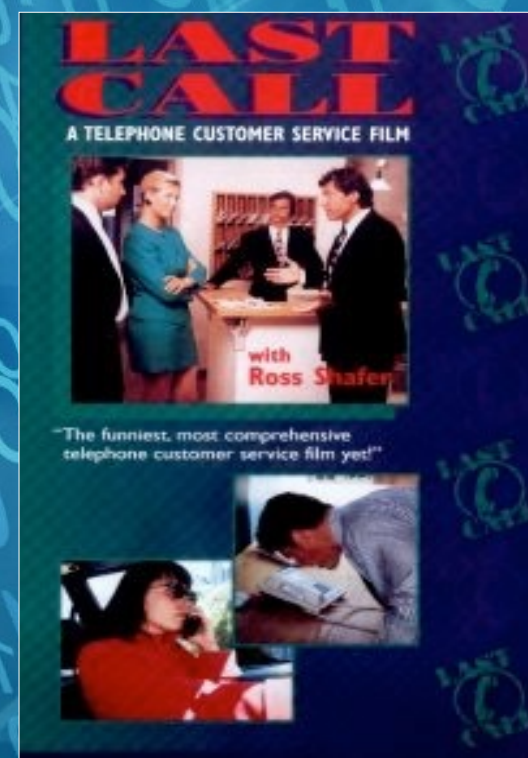
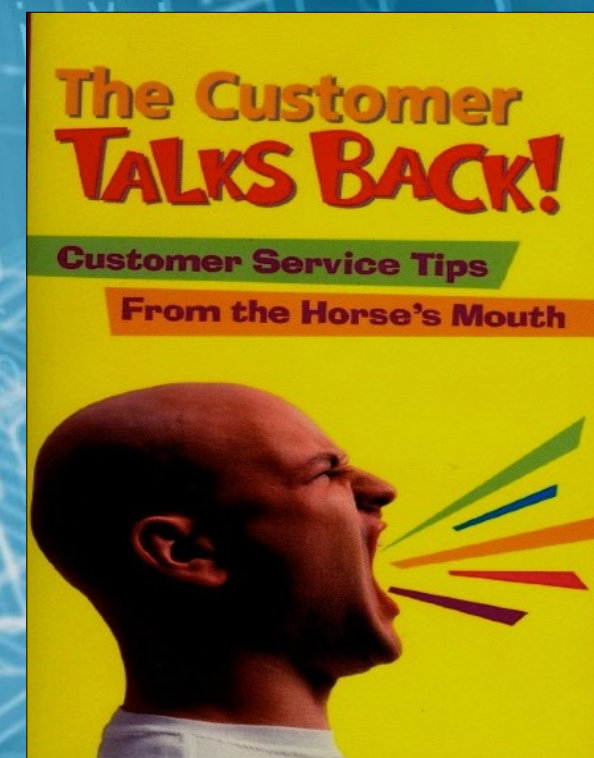
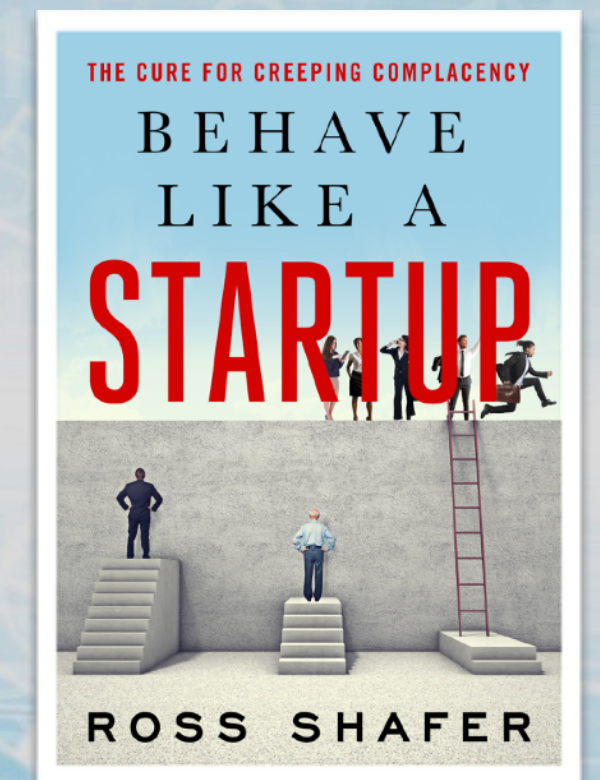
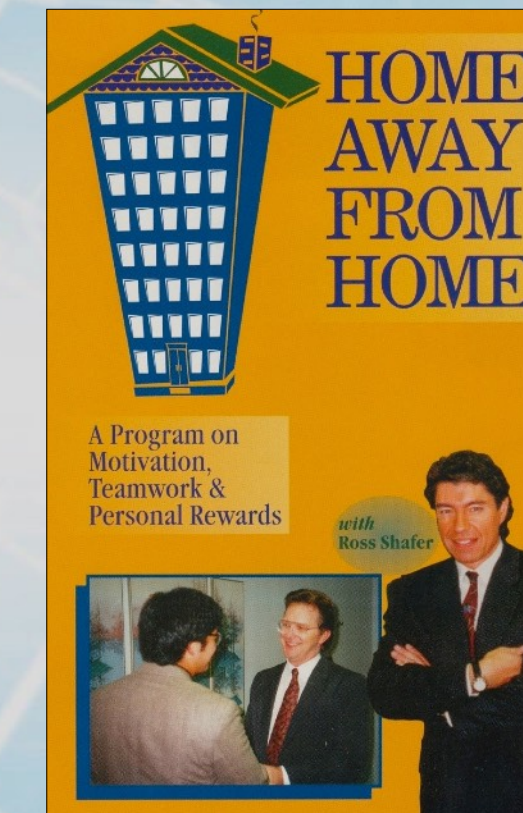
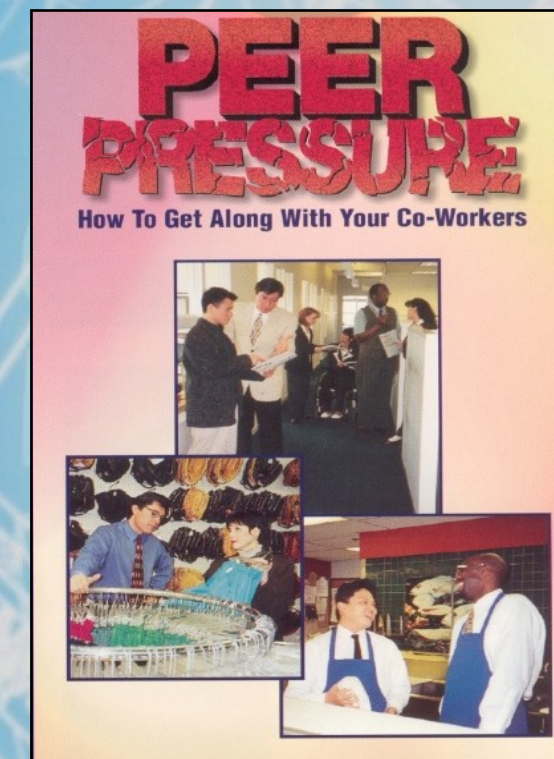
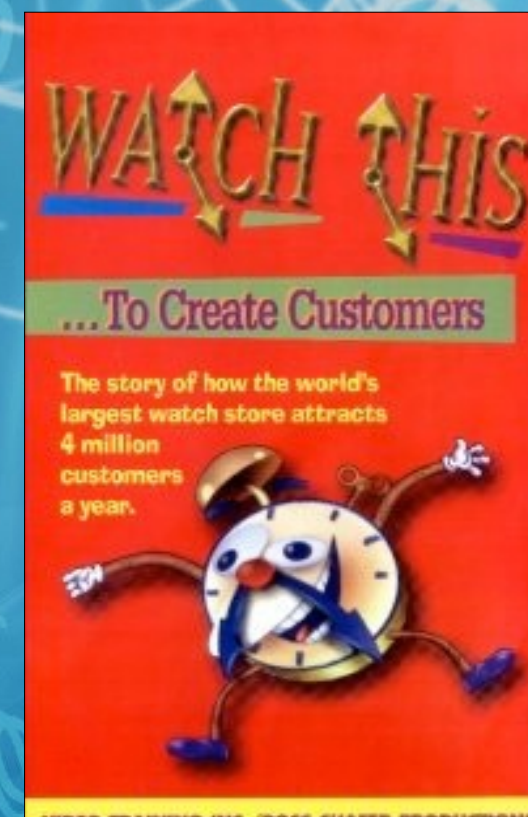
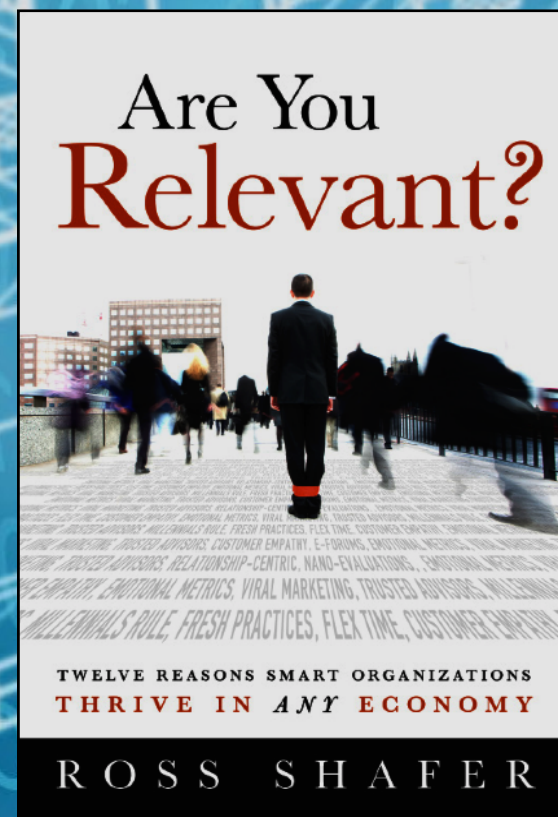
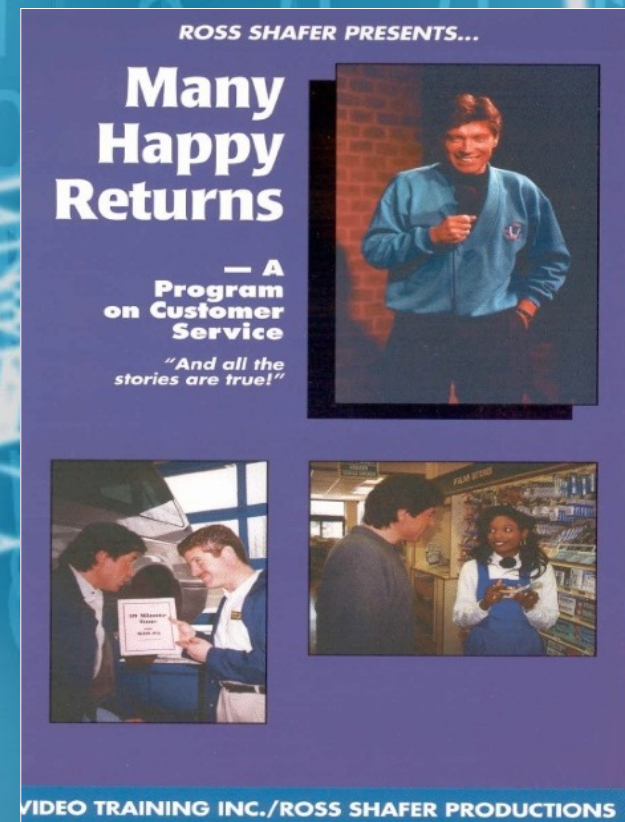
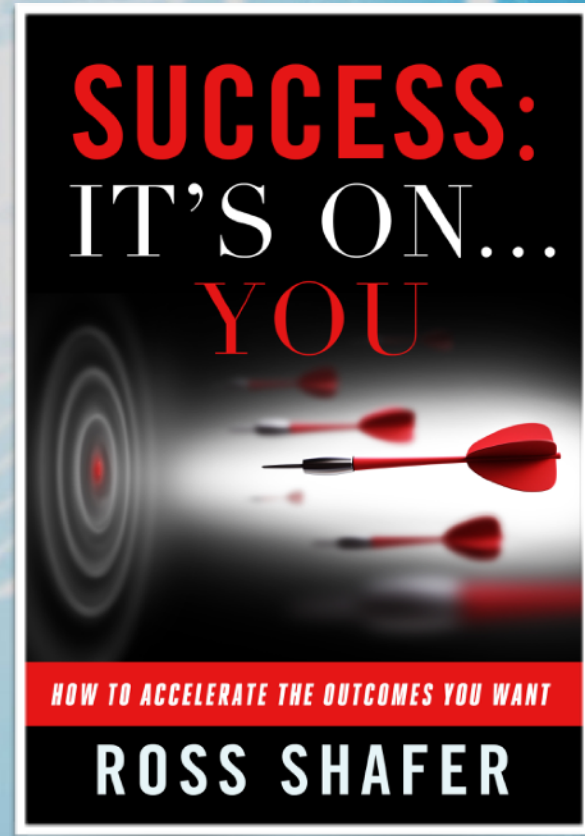
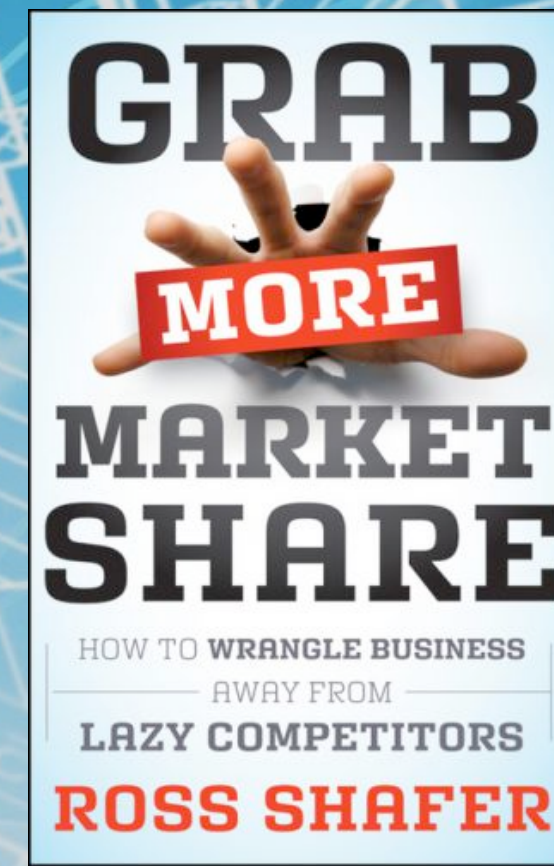
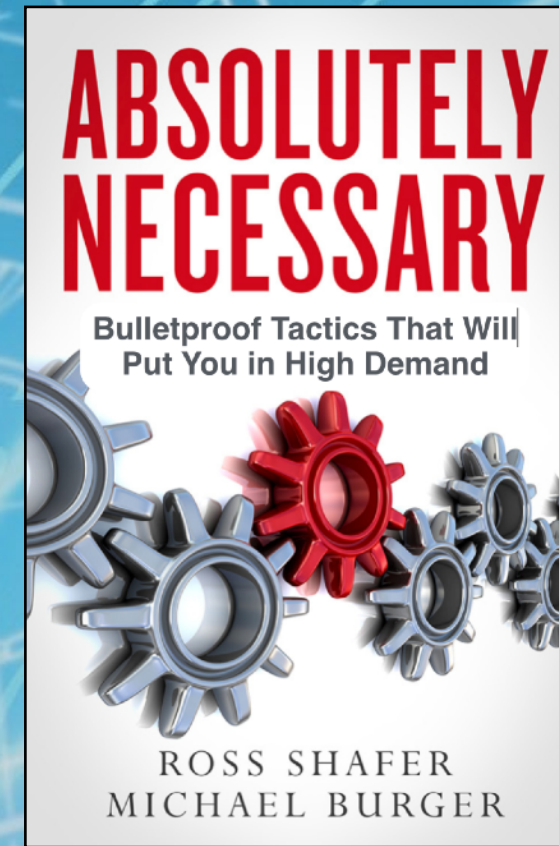
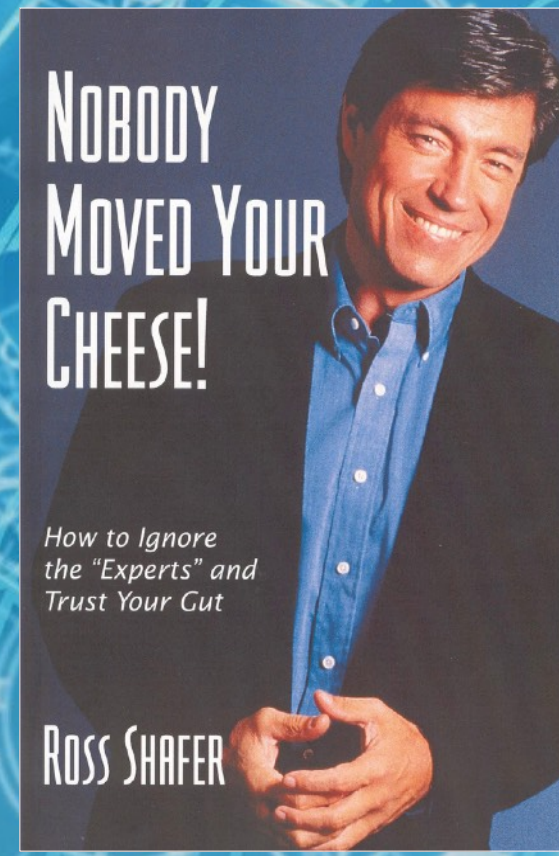
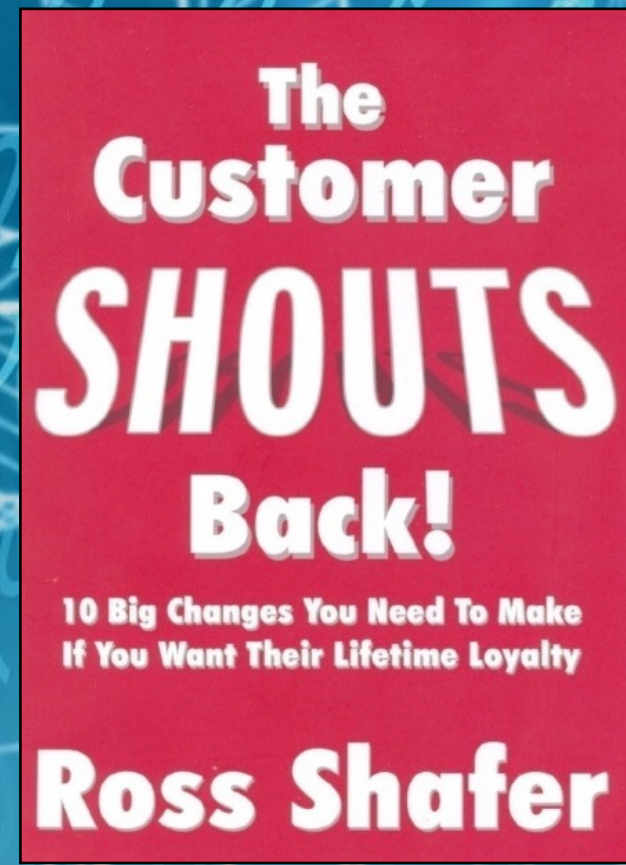
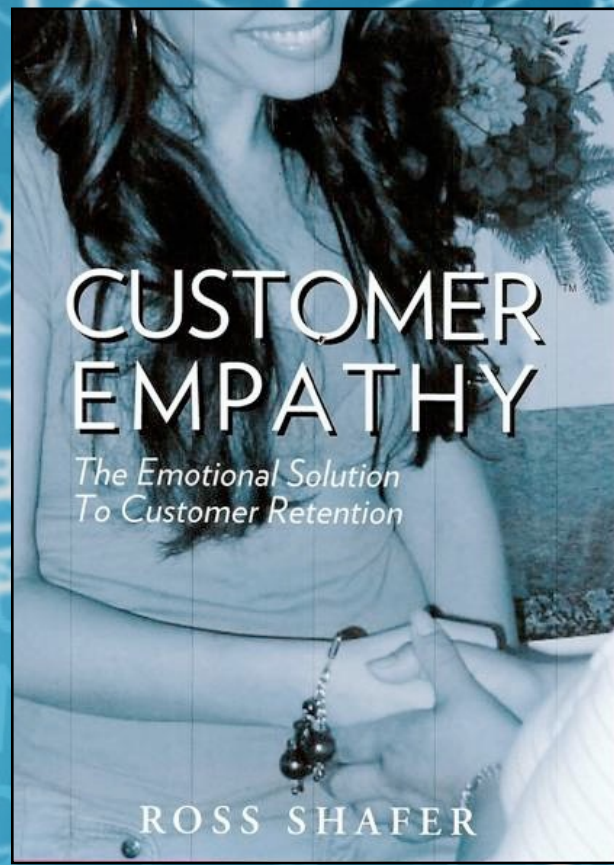


**THE
STAND UP
COMEDY
YEARS
OF ROSS SHAFER**



Talk & Game Host





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.

Innovate by Looking Outside Landscape & Golf

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](#)

[ABOUT US](#)

[Restaurant Home](#)

[Make A Reservation](#)

[Map & Directions](#)

[Hours of Operation](#)

[Menus](#)

[Corporate Events / Banquets](#)

[Calendar](#)

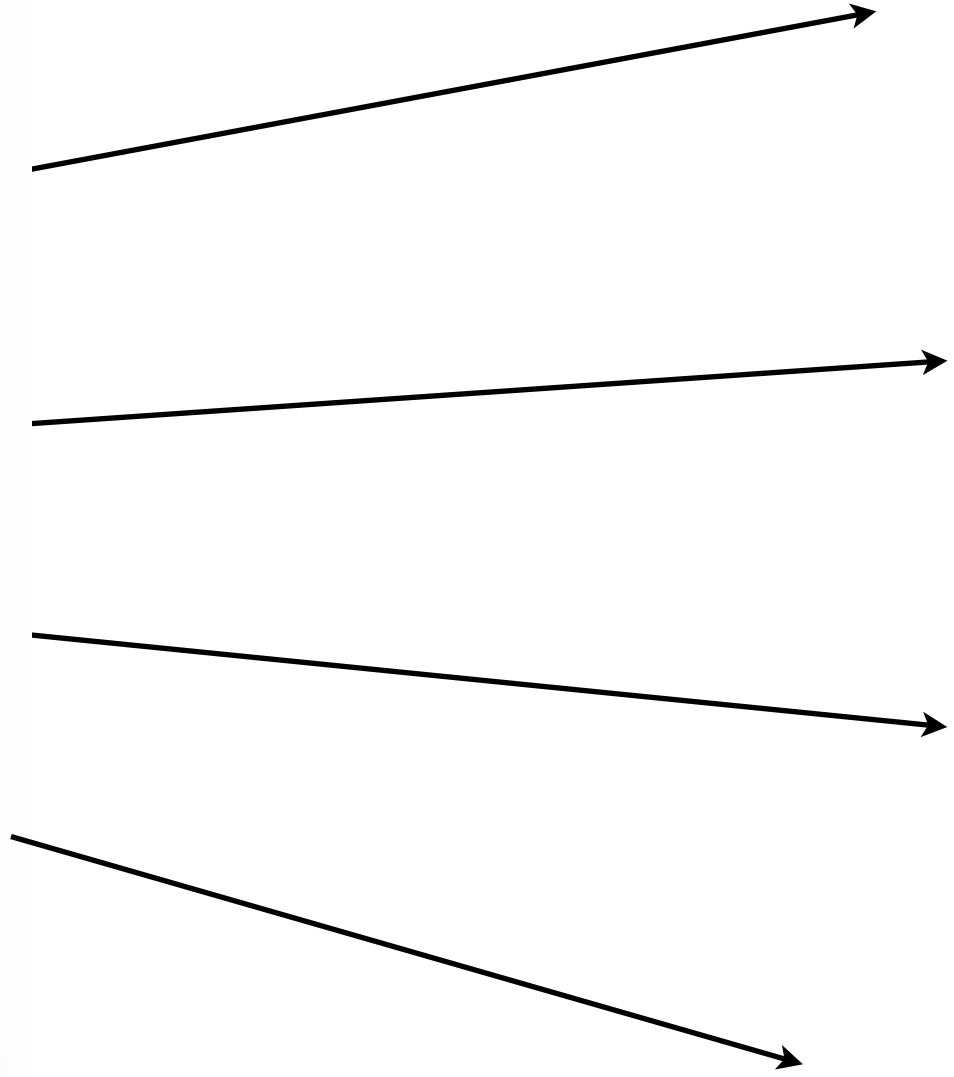
[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)







WESTIN[®]

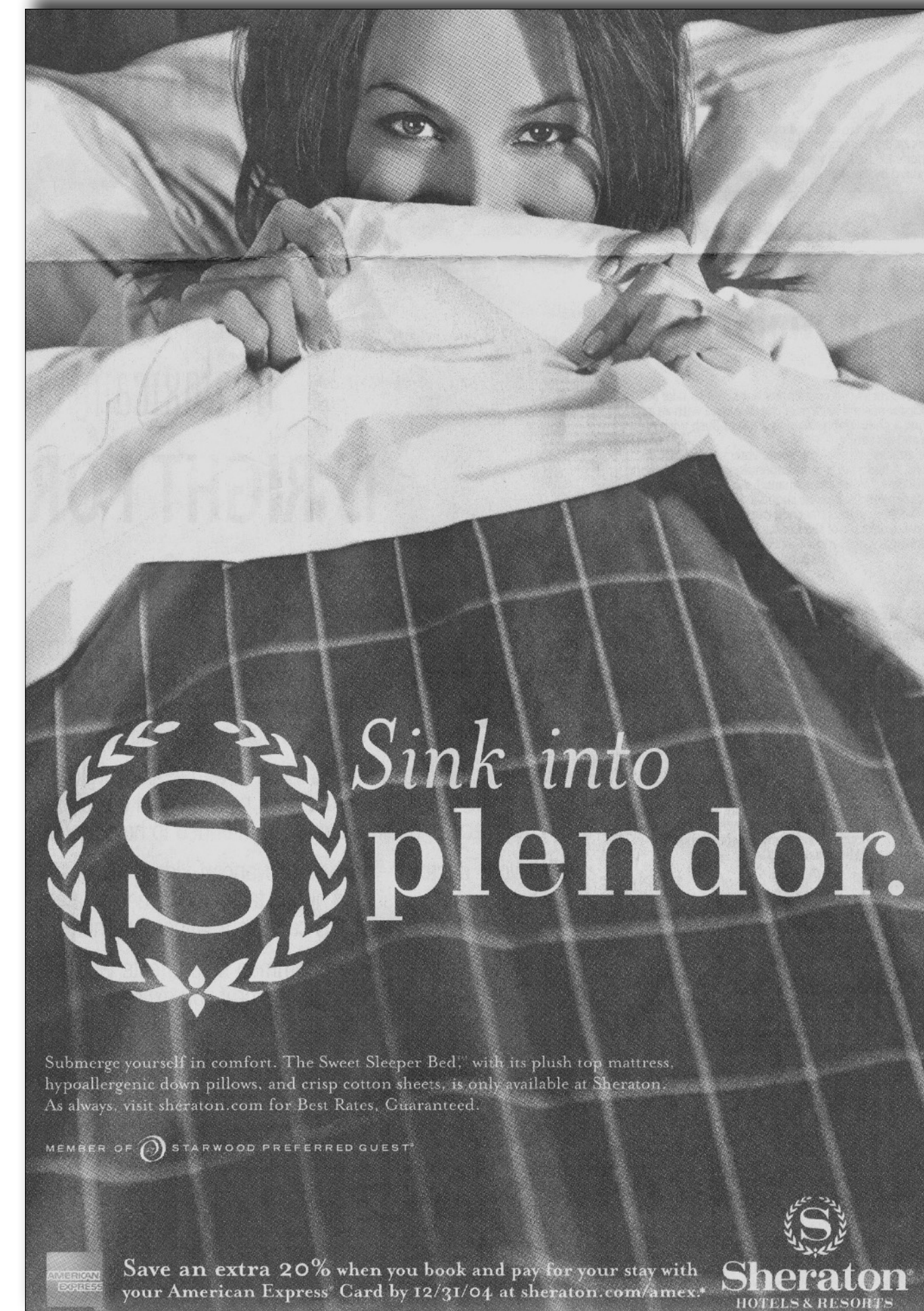
HOTELS & RESORTS



The Hyatt Grand Bed




Sheraton's Sweet Slumber Bed




S Sink into splendor.

Submerge yourself in comfort. The Sweet Sleeper Bed™ with its plush top mattress, hypoallergenic down pillows, and crisp cotton sheets, is only available at Sheraton. As always, visit sheraton.com for Best Rates, Guaranteed.

MEMBER OF STARWOOD PREFERRED GUEST™

 Save an extra 20% when you book and pay for your stay with your American Express® Card by 12/31/04 at sheraton.com/amex.

 **Sheraton**
HOTELS & RESORTS

Marriott's Revive Collection

BECAUSE A GOOD MORNING
ISN'T ALWAYS ENOUGH

The Revive Collection is leading the way as we create a bright spot and invite you to enjoy it. For work; for play; for whatever is most important to you.

You will find the Revive Collection at all Marriott Hotels and Resorts. And now, you can also enjoy it at home.





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.

**How Can YOU
Matter More to
The Co-op?**



Explaining things the easy way!

How to Start a Pet Shop (retail) Business

Advancing Beginners

The Beginners Guide Volume 1



Sam & Enrico

Sam & Enrico



Worldwide

The Independent Retailers' Buying Group

The background is a complex technical drawing or blueprint, rendered in white lines on a blue gradient. It features various geometric shapes, lines, and annotations, including letters like 'A', 'B', and 'C'. Overlaid on this are vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.


Participate.

Specialize.

**Become an
Expert**

1,127 Free Throws in a Row





**You Matter When
You Notice that
Consumerism
Influences B-2-B**

Comcast
xfinity

amazon

hulu

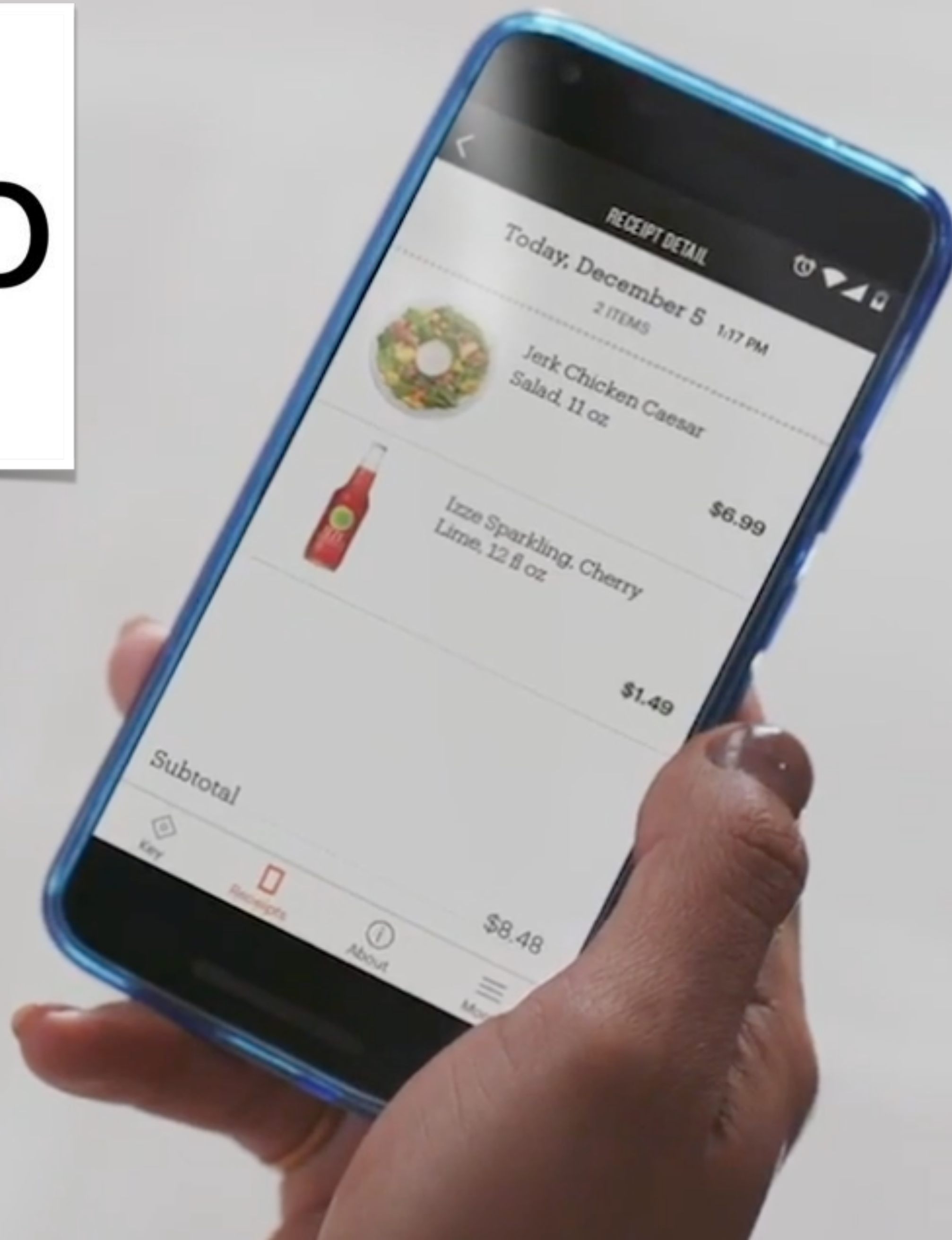
NETFLIX

Google



amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

You Don't Have to



Your Customers

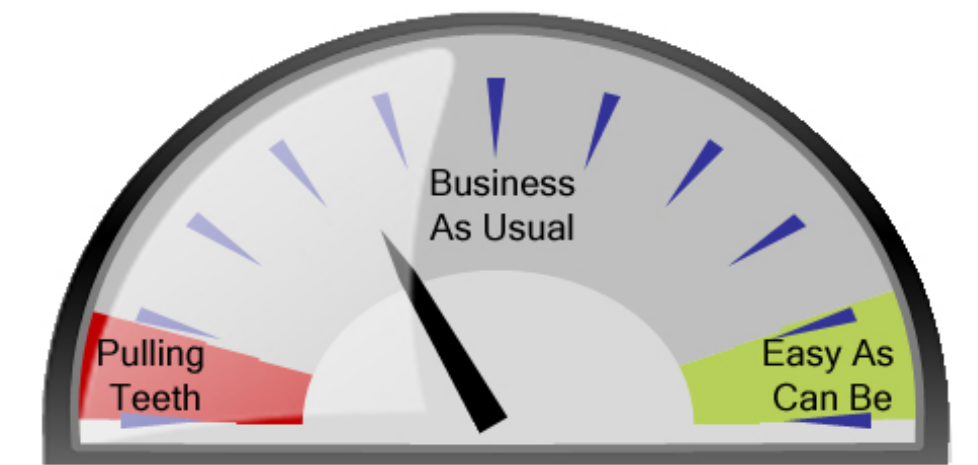
CSAT (Customer SATisfaction)



“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.**”

Eliminate the



Moments

(5)



cannot erase

(1)



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



TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

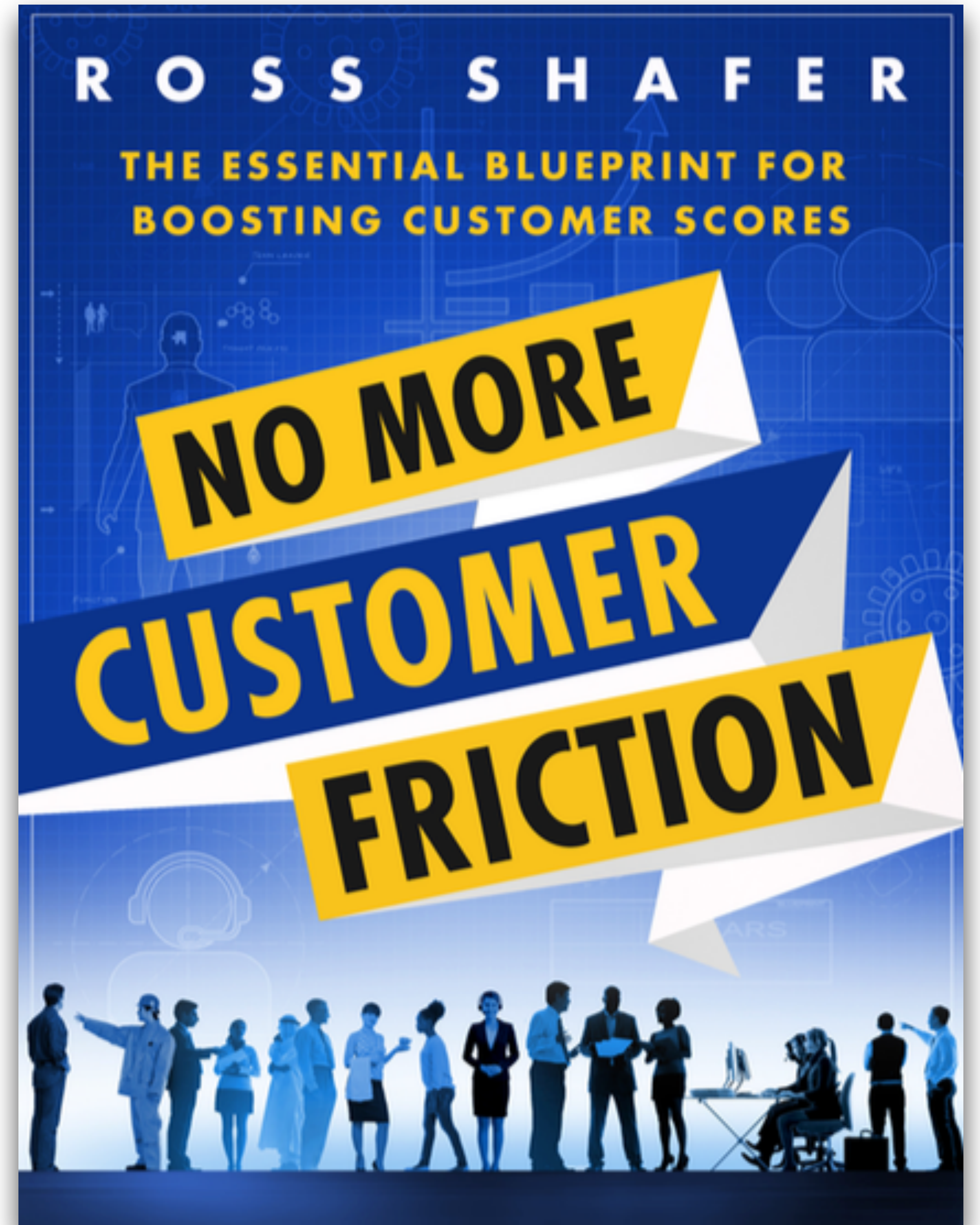
Does



vs.



Work?



comcast[®]
xfinity[™]

10 yrs ago, on the verge of bankruptcy, customers said,
“the toys take long to build.”







**Scores UP 21 points
in 90 days**

Westar Energy®



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-related theme.

**Matter More by
being an
Other-Focused
Company**



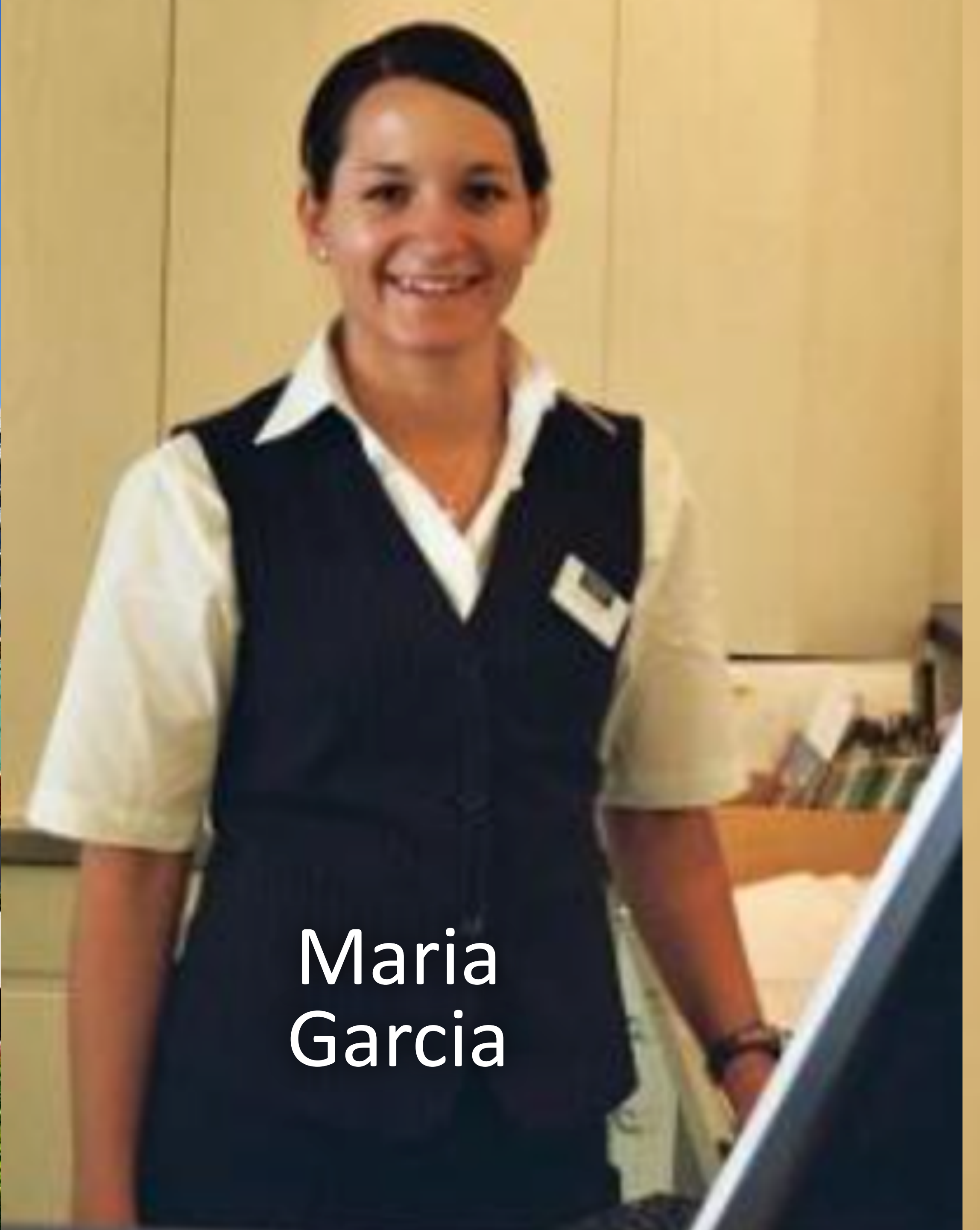
BE PROFESSIONALLY CURIOUS



“73% of managers are discouraged by the communication skills of college-age students.”







Maria
Garcia

**Showing Extreme
Interest =
a Stronger
Sales Story**

1950-1980's

1990's

2004

2014

Relationships

Consultative Approach

Solution Selling

“Challenger” Method

You trust me to do right by you because you like me. I am largely transactional

My value to you is that I am your resident expert. I offer you the benefit of my experience.

I offer you end-to-end solutions to make life easier for you. Many times I'll do your work for you.

I know your business so well that I can teach you how to run it. I tailor your sales processes. And, I take control of conversation. You will likely become dependent upon me

The background is a vibrant blue with a complex pattern of white technical drawings, including architectural plans, circuit diagrams, and mechanical parts. Overlaid on this are various instances of binary code (0s and 1s) in different sizes and orientations, creating a sense of digital data and technology.

**Matter More
by Triggering
Emotions in
People**

‘We don’t sell motorcycles. What we sell...



Stories from the Airbnb Community



Michael

New York, United States

A busy New Yorker keeps pace with tradition



Tessa

London, United Kingdom

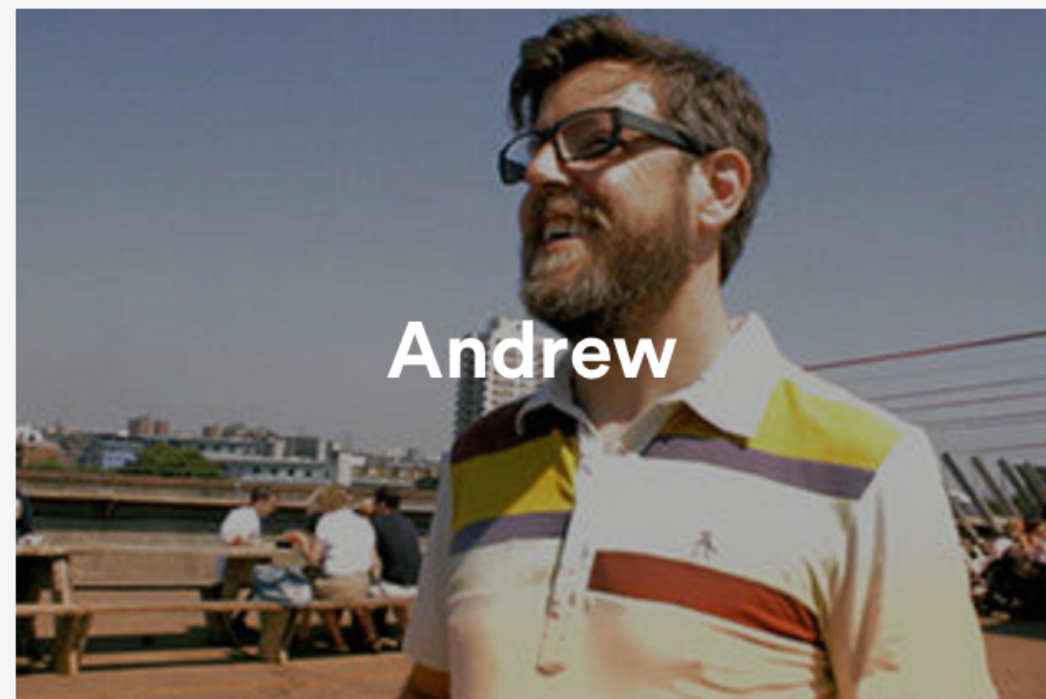
Second Act: A new beginning



Judith

New York, United States

New Chapter: Breaking bread together...again



Andrew

London, United Kingdom

Sowing the Seeds: Of love, and of vegetables



Jonathan

Los Angeles, United States

The Art of Receiving: A host transforms his home, his work—and his life



Lisa and Byron

New York, United States

Full House: An invitation to friends, both old and new



**Airbnb asks
their customers
to share how
the brand
impacted
their lives.**

1,500,000 members - Sold to Unilever for \$1 billion









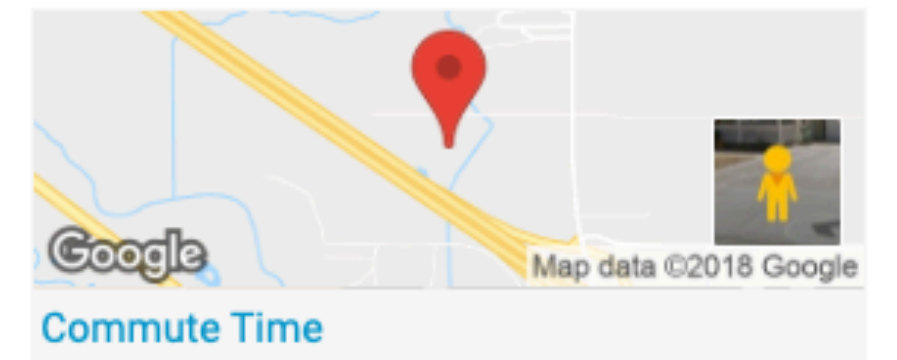
Chuck & Lois Shafer



\$549,900 Est. Payment [\\$2,349/mo](#)

455 W Butler Ln, Ashland, OR 97520

3 beds 2 baths 1,620 sq ft



Property Type	Single Family Home	Last Sold	\$84,000 in 1982	Days on Realtor.com	6 days
Year Built	1982	Price per sqft	\$339	Garage	8 cars



realtip

Home includes a 1,000 sf RV shop Did you find this useful?

Ask a question

Share this home

Open Houses

Property Details

In 1983, Chuck and Lois Shafer bought the single level, 3-bedroom 2-bath home at 455 W. Butler Lane as their “retirement villa.” The 1,620 sq. ft home is located within minutes of Southern Oregon University and the Ashland fixed based airport; where Chuck’s two airplanes were only four minutes from home.

Lois, on the other hand, was crazy for golf. She could wave to her best friends, from her cart, as she sped to the Ashland Golf Club; just five blocks away.

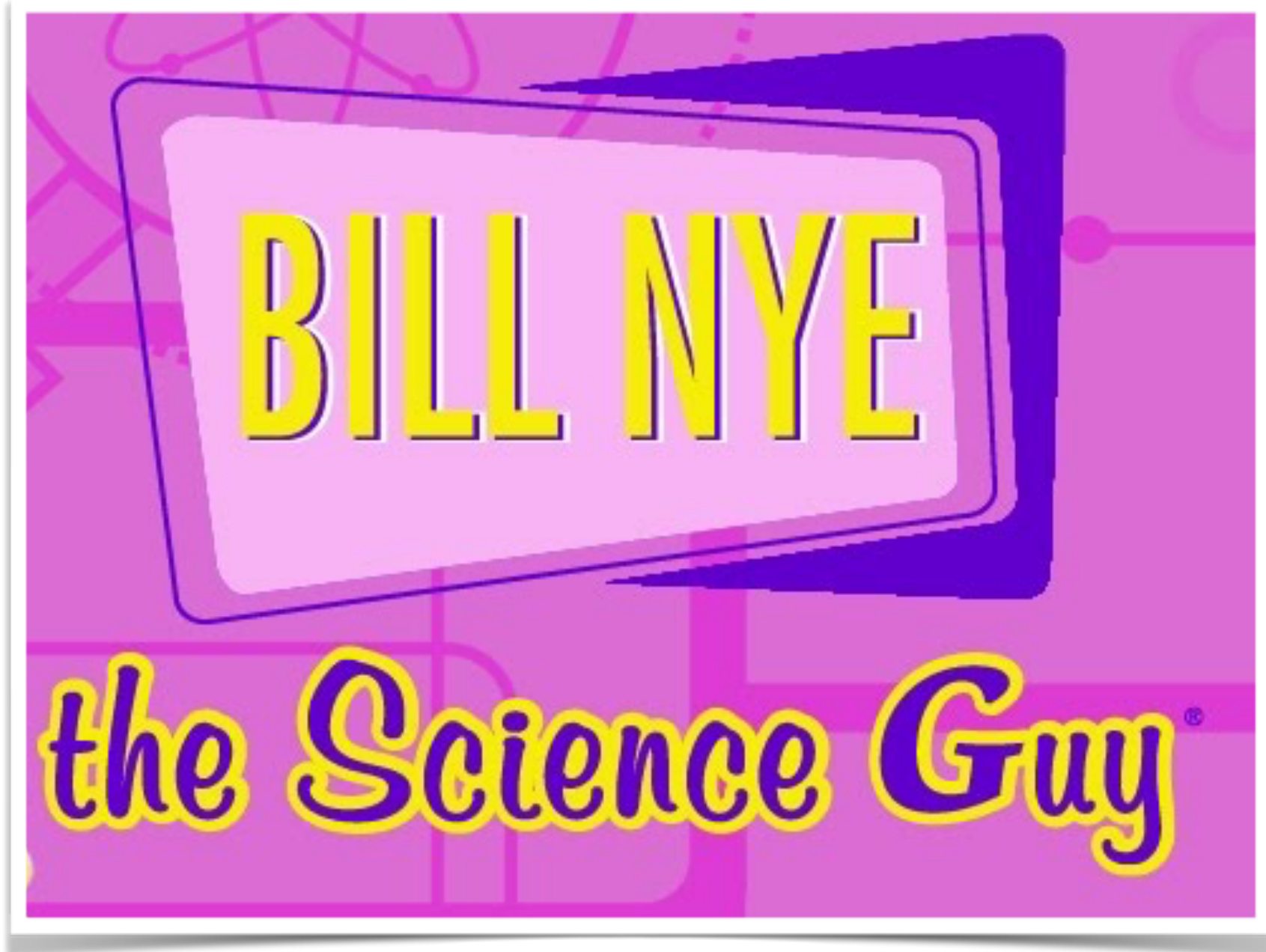
Chuck not only loved his planes but anything with a motor. So, in addition to their two car garage, he built a 1,000 sf matching shop where he could tinker on his cars, boats, and motorcycles. There is even a motorized trap door that elevates Chuck’s secret microwave; exclusively for his *Hot Pocket Pizzas*.

These days, Chuck undoubtedly tells his famous 'fish stories' in Heaven; while Lois recently celebrated her 91st birthday (with 64 friends) at a beautiful retirement community just two miles away.

Are you ready to create your own indelible memories here, too?

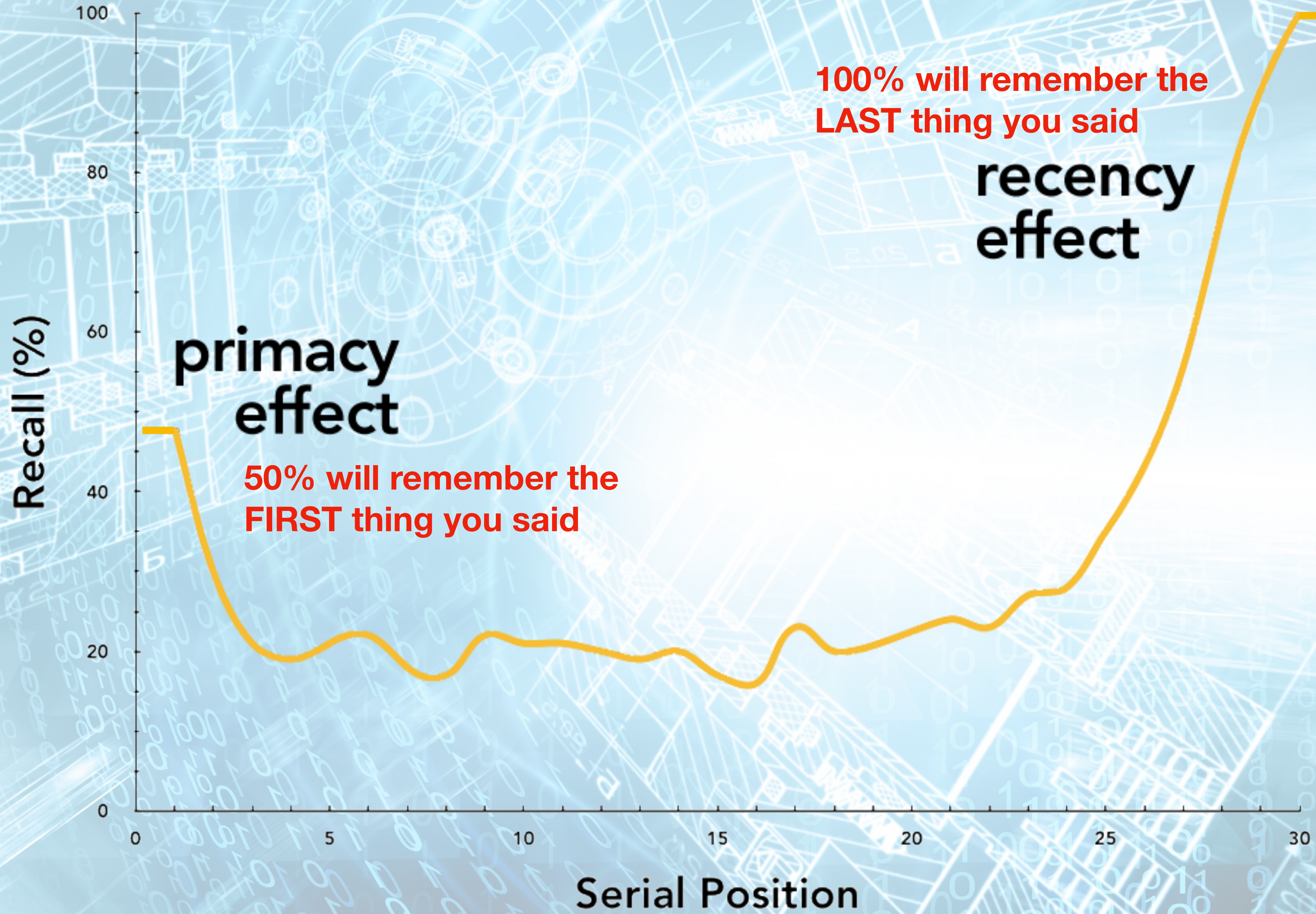
The background is a complex technical drawing in white lines on a blue gradient. It features various mechanical parts, gears, and structural elements. Overlaid on this are streams of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**Elevate Your
Superstars
Quickly**



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**You Have to
Matter in the
FINAL MOMENT**



Recall (%)

primacy effect

50% will remember the FIRST thing you said

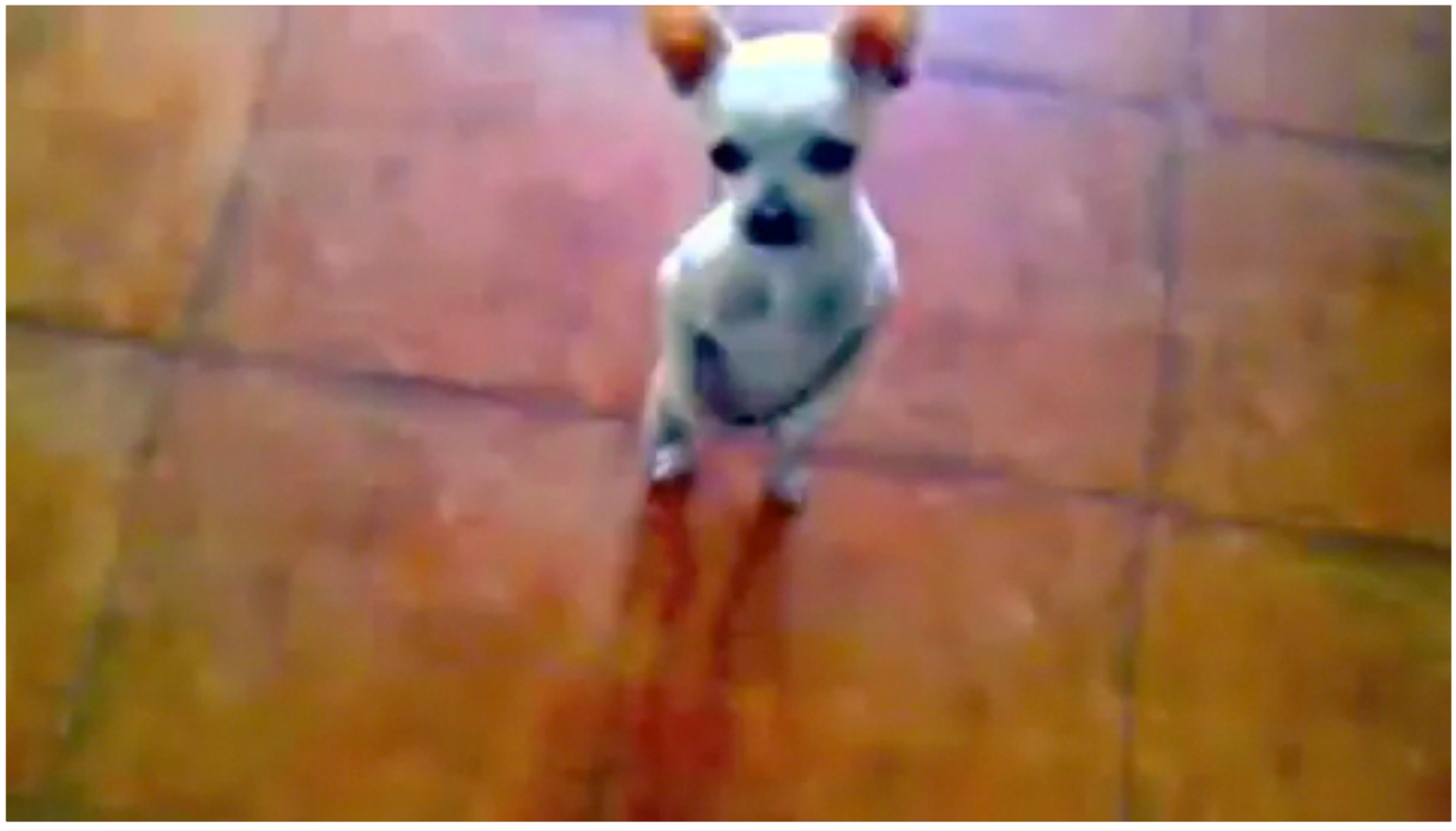
100% will remember the LAST thing you said

recency effect

Serial Position



The “Kicker Story”



Which is why
we must be
careful re:
Customer/
Client
Evaluations



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**Provide Ongoing
Encouragement**



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