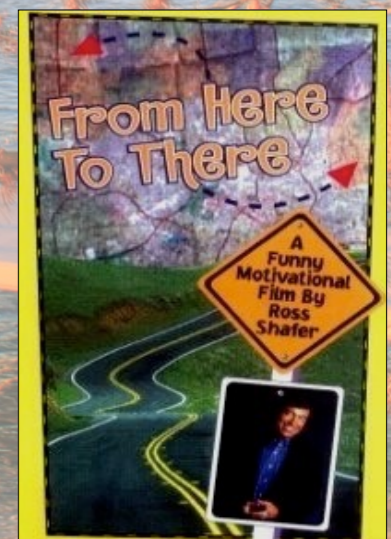
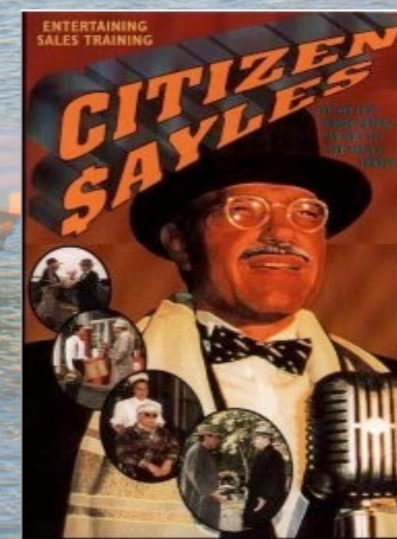
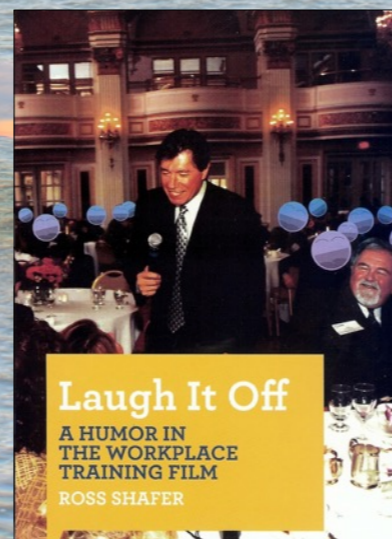
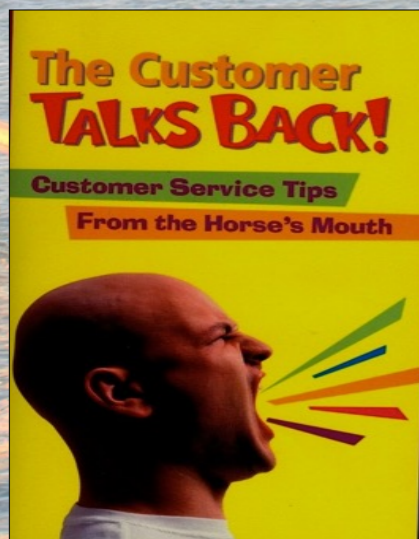
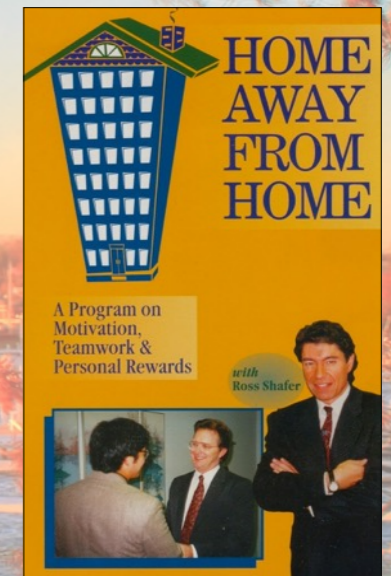
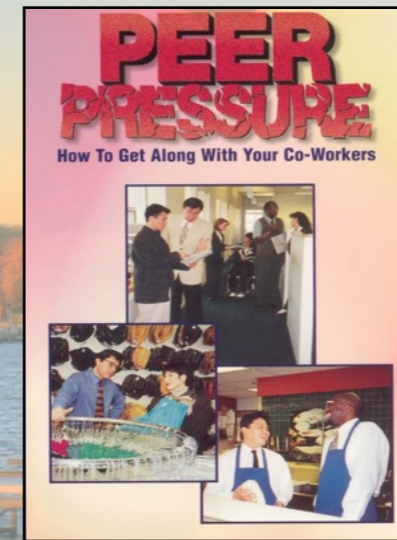
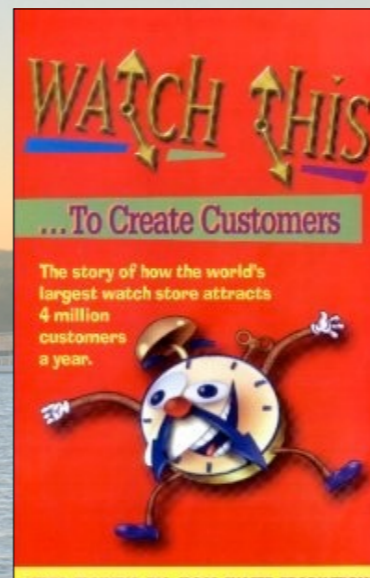
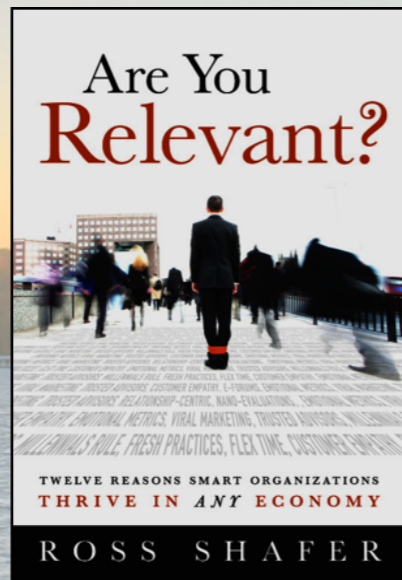
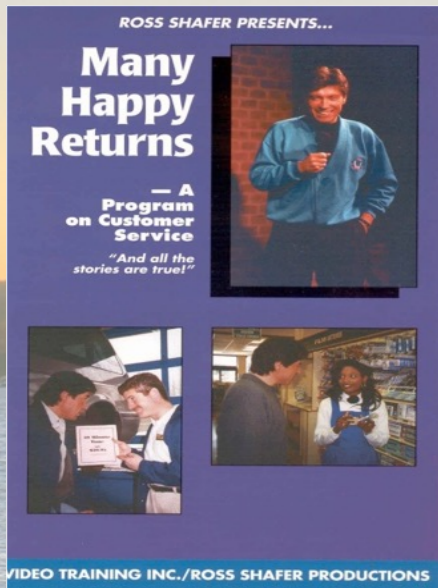
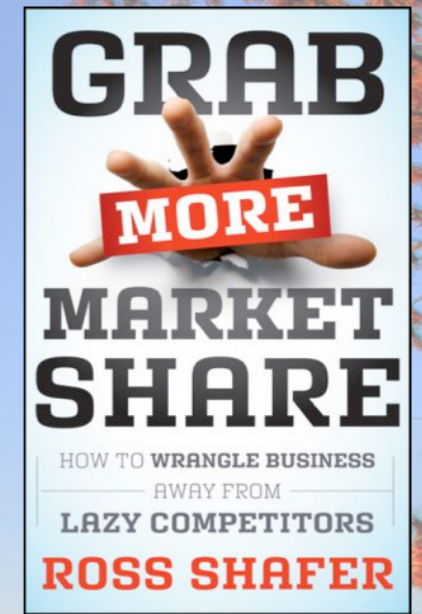
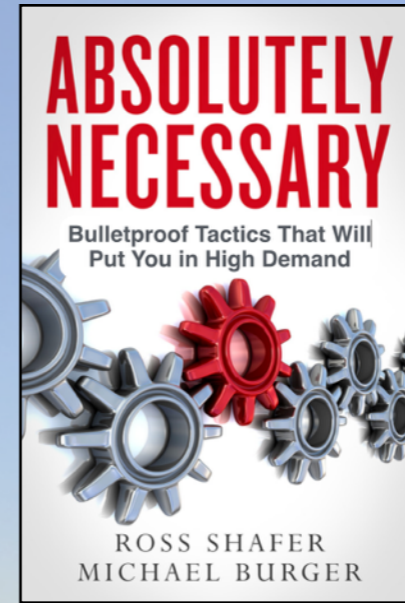
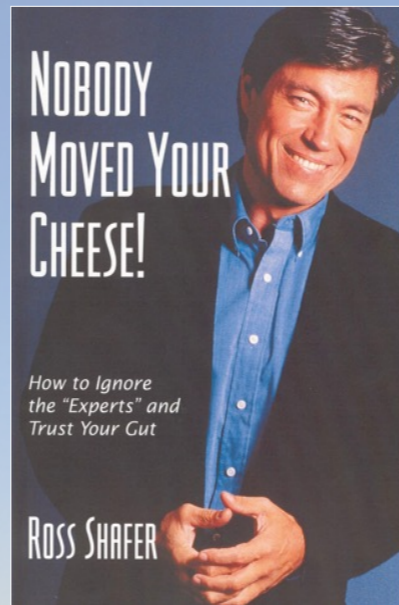
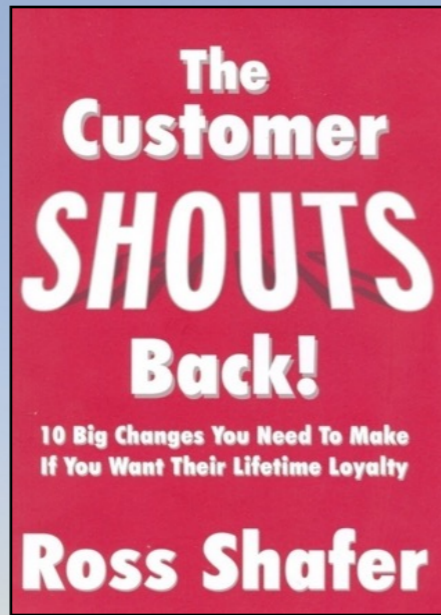
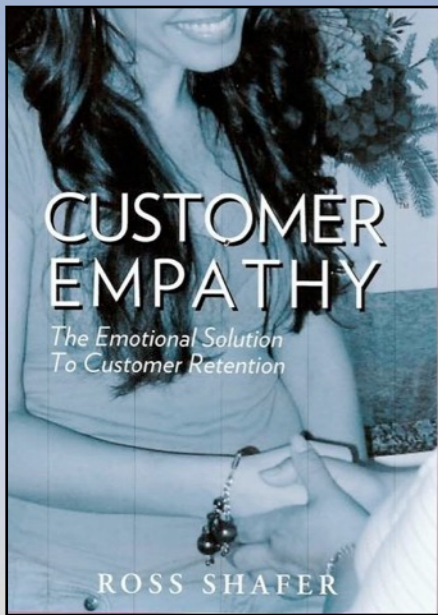


# Re-Inventing Customer Experience Coaching

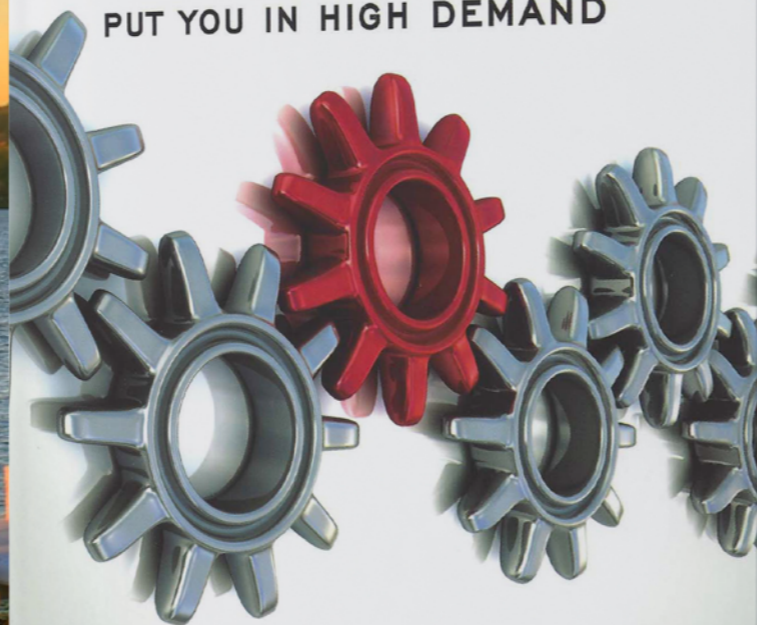
by Ross Shafer



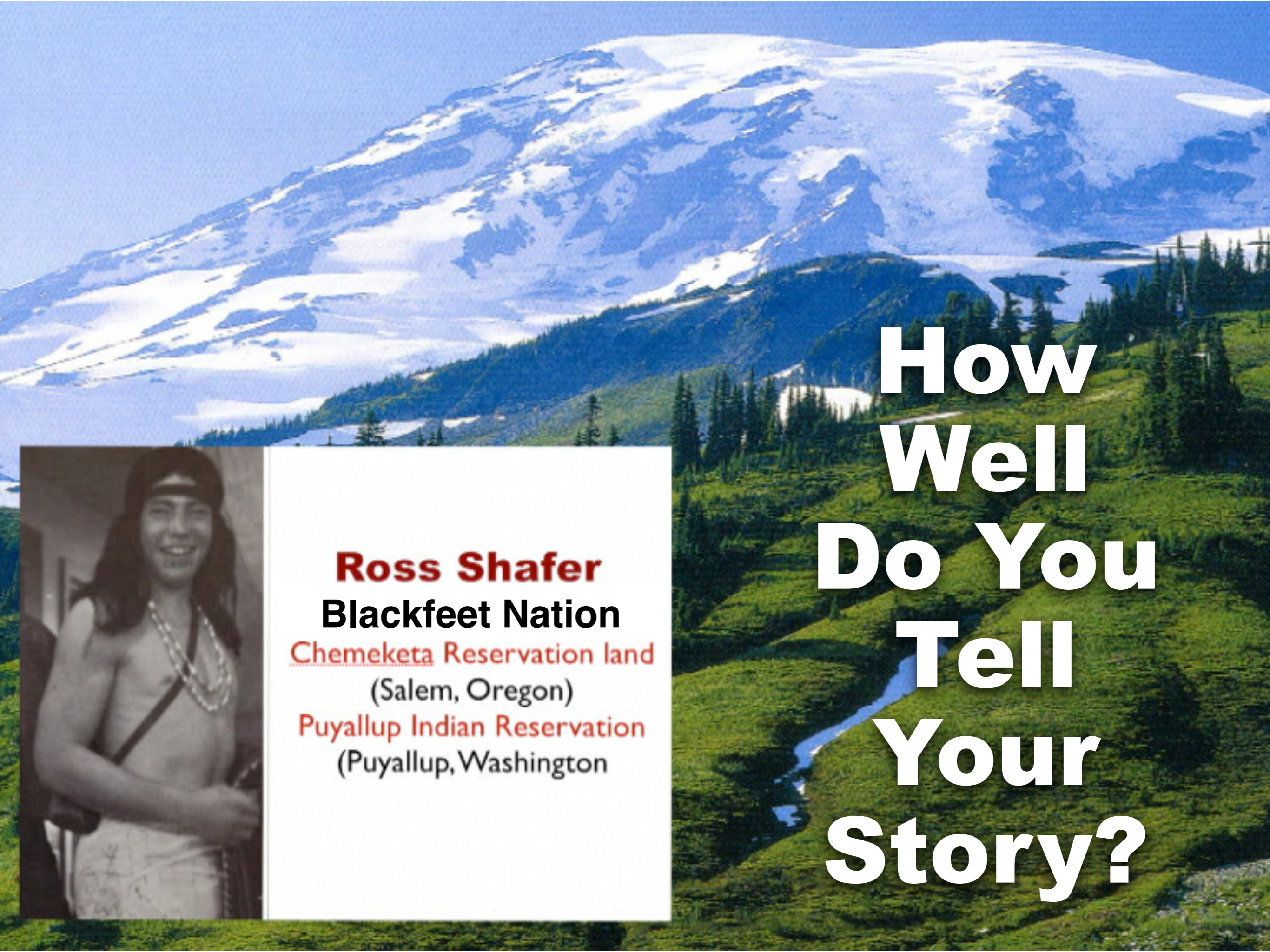


# ABSOLUTELY NECESSARY

BULLETPROOF TACTICS THAT WILL  
PUT YOU IN HIGH DEMAND



ROSS SHAFER  
MICHAEL BURGER



**How  
Well  
Do You  
Tell  
Your  
Story?**



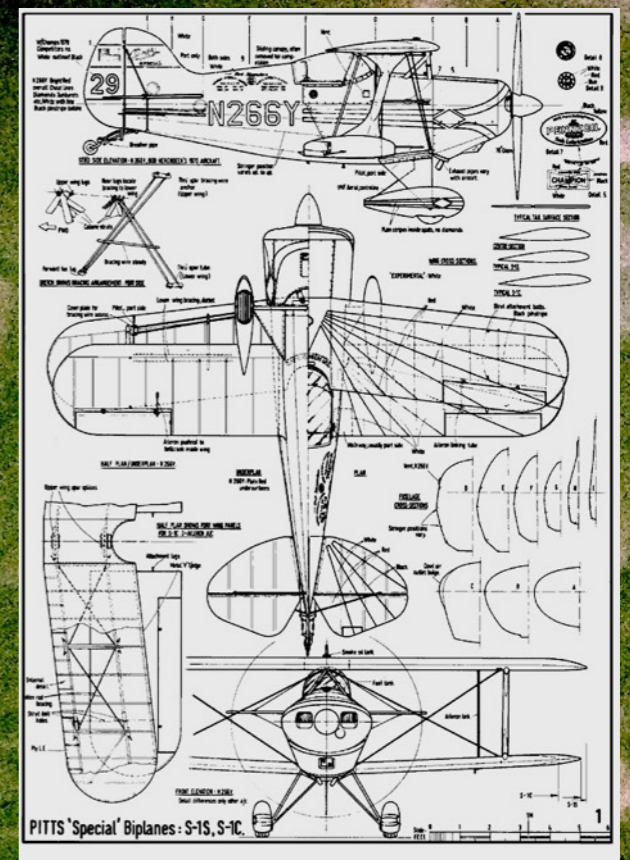
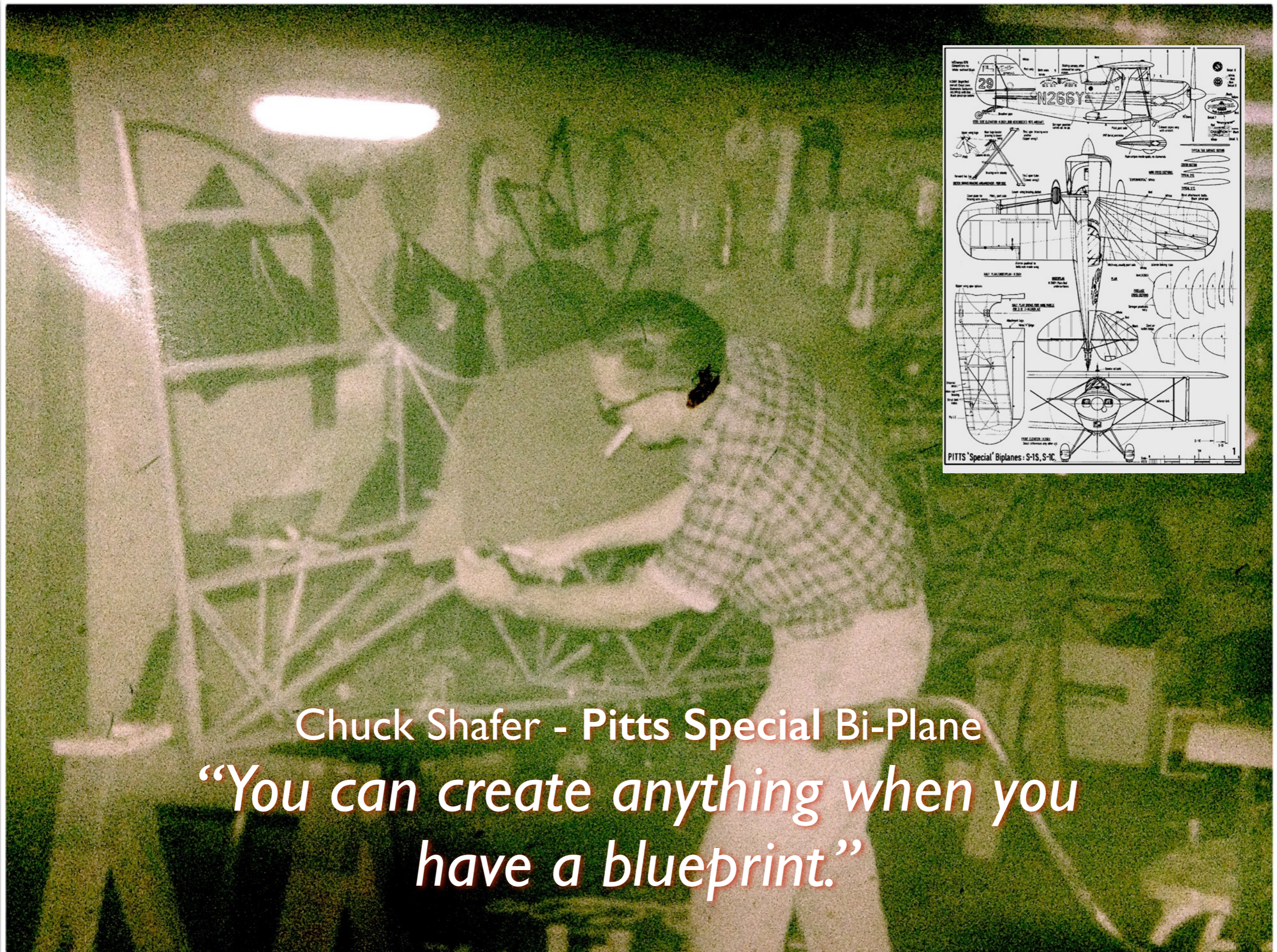
**Ross Shafer**  
**Blackfeet Nation**  
**Chemeketa Reservation land**  
(Salem, Oregon)  
**Puyallup Indian Reservation**  
(Puyallup, Washington)

# Customer Service & Profits





Chuck Shafer 1927-2001



Chuck Shafer - Pitts Special Bi-Plane  
*“You can create anything when you have a blueprint.”*

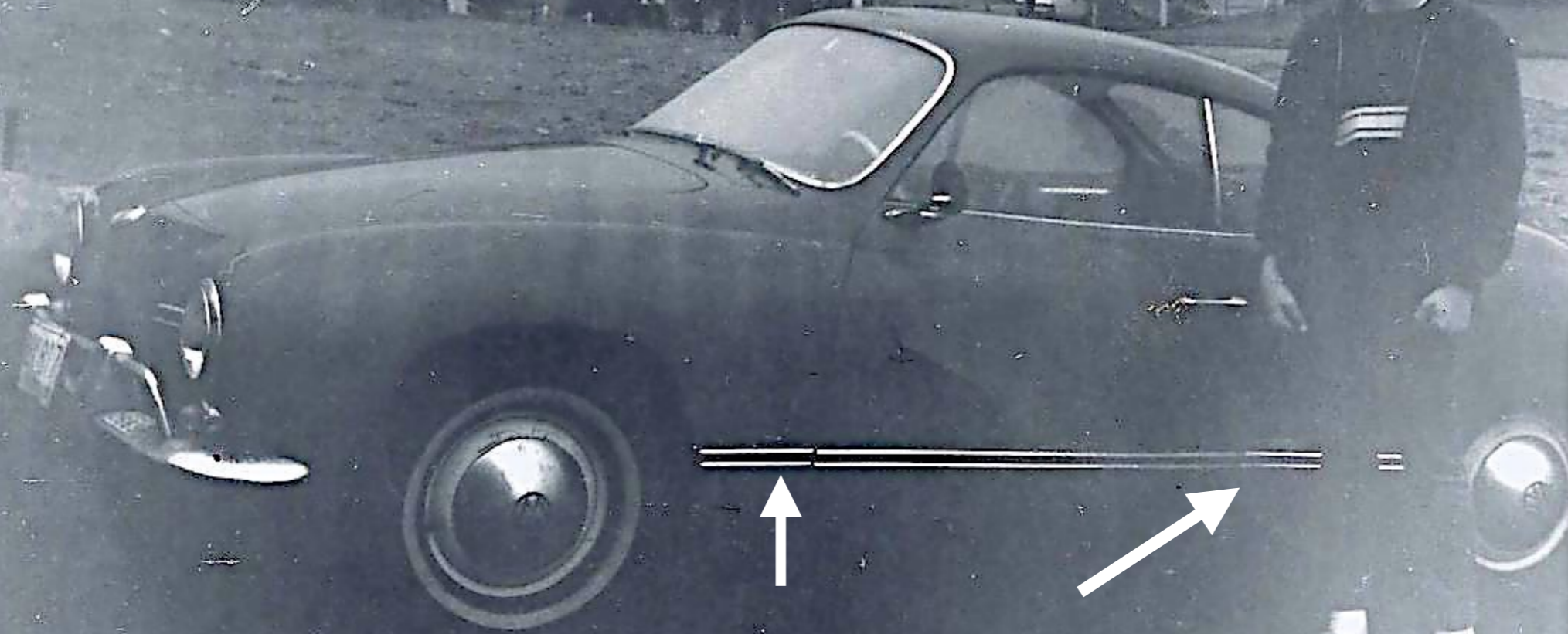




Maiden flight - May 1971



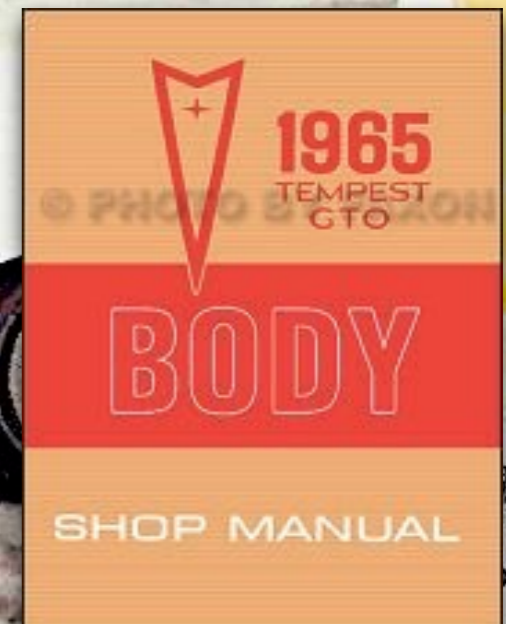
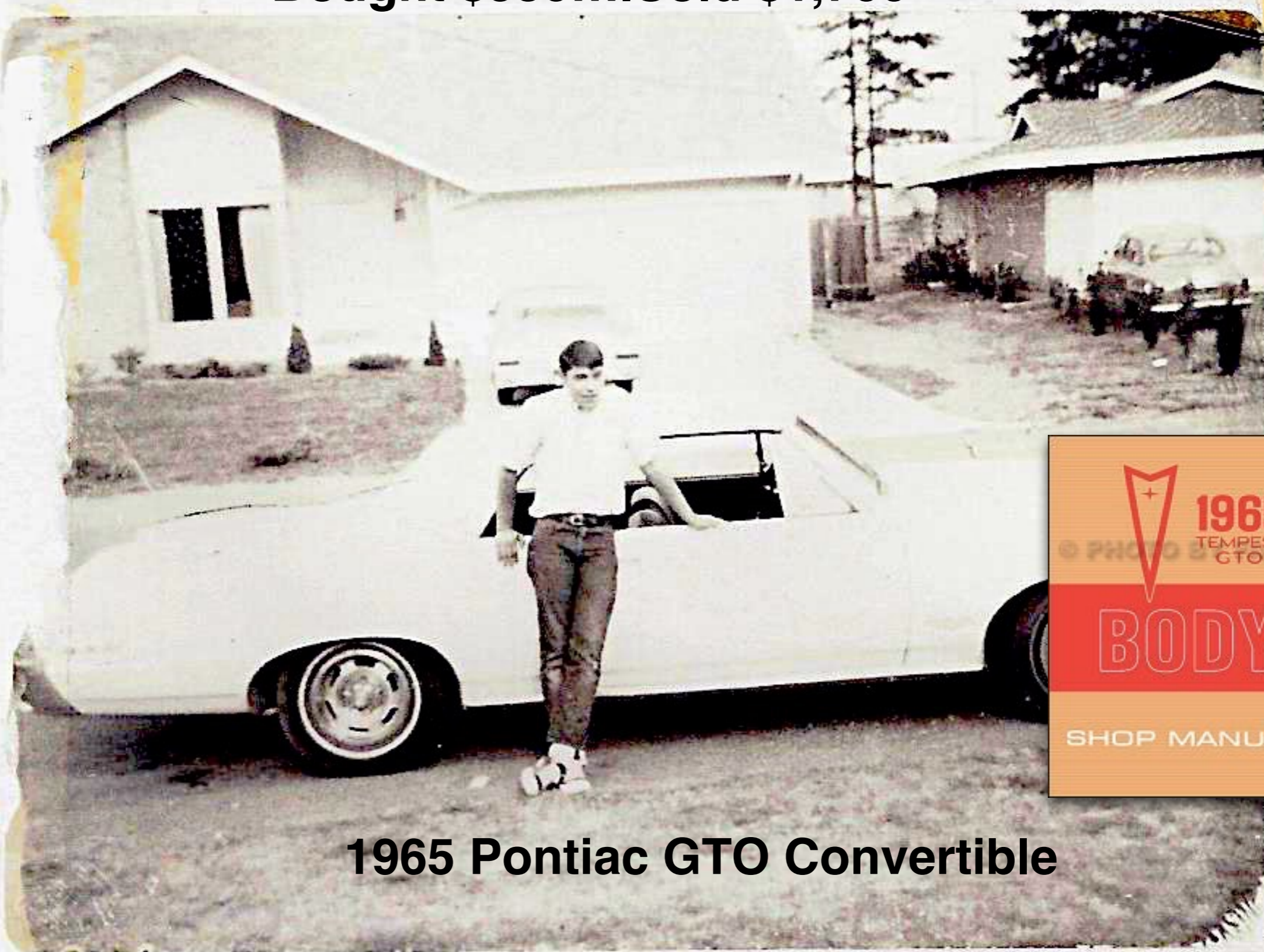
1961 Karmann Ghia Bought \$25.....Sold \$450



Fixed rusted rocker panels with Bondo and Folger's "coffee cans"



**Bought \$530....Sold \$1,700**



**1965 Pontiac GTO Convertible**

# 1984 Ferrari 308 GTS Bought \$9,800





**Sold for \$38,500**



**purchased for \$4,800**



**sold 18 mos. later for \$17,500**



*Explaining things the easy way!*

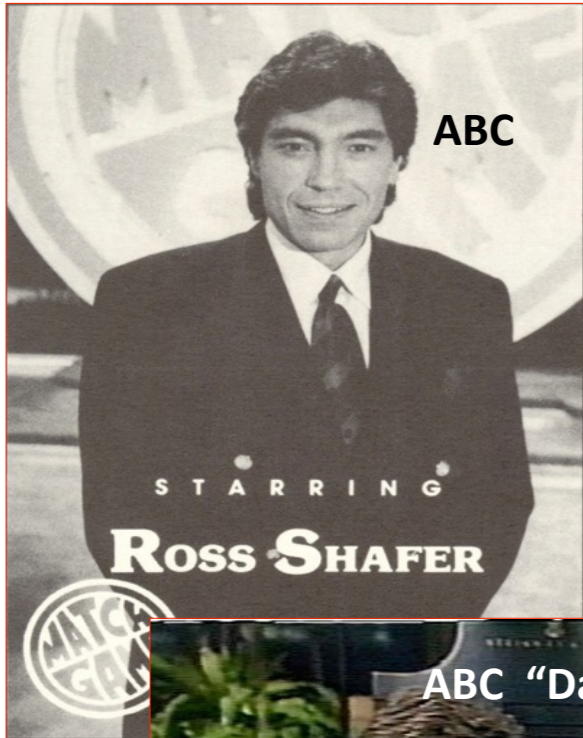
**How to Start a Pet Shop (retail) Business**

**Advancing Beginners**

The Beginners Guide Volume 1



2014 © Enrico



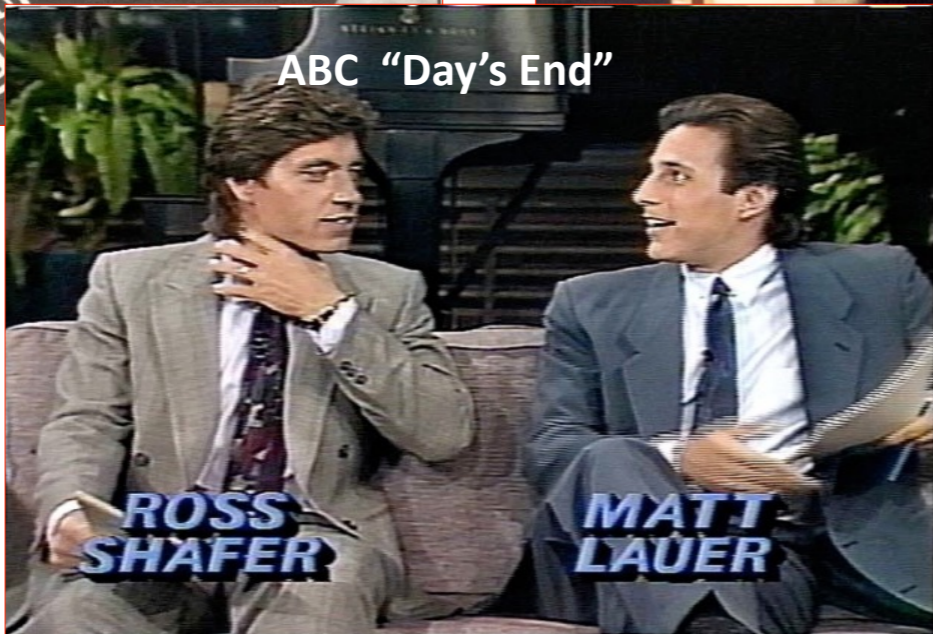
ABC

STARRING  
**ROSS SHAFER**



NBC

Almost  
**LIVE!**



ABC "Day's End"

**ROSS SHAFER**

**MATT LAUER**



FOX "LATE SHOW"



USA

THE ALLURING, AMUSING, AND HIGHLY REVEALING  
GAME OF ROMANTIC PURSUIT.

**LOVE ME  
LOVE ME  
NOT**

YOU'LL LOVE IT AT FIRST SIGHT!

ROSS SHAFER  
IS YOUR HOST FOR TV'S  
MOST PROVOCATIVE  
NEW HALF-HOUR  
GAME SHOW STRIP.\*





**Customer Success  
is Easy**





# Follow the Tracks of the Herd

# **SIMPLIFYING Customer Experience Coaching**



**\*Big Data**

**\*Digital Marketing**

**\*Customer Journey Mapping**



THE

**POW!**

**WOW!**

EFFECT

**Ross Shafer**



# PAU - WAU

A celebration to heal old wounds and honor new alliances

**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...



Fairmont Mayakoba - Cancun, MX  
***“Where Our Brand is You”***





**ROSE 31**

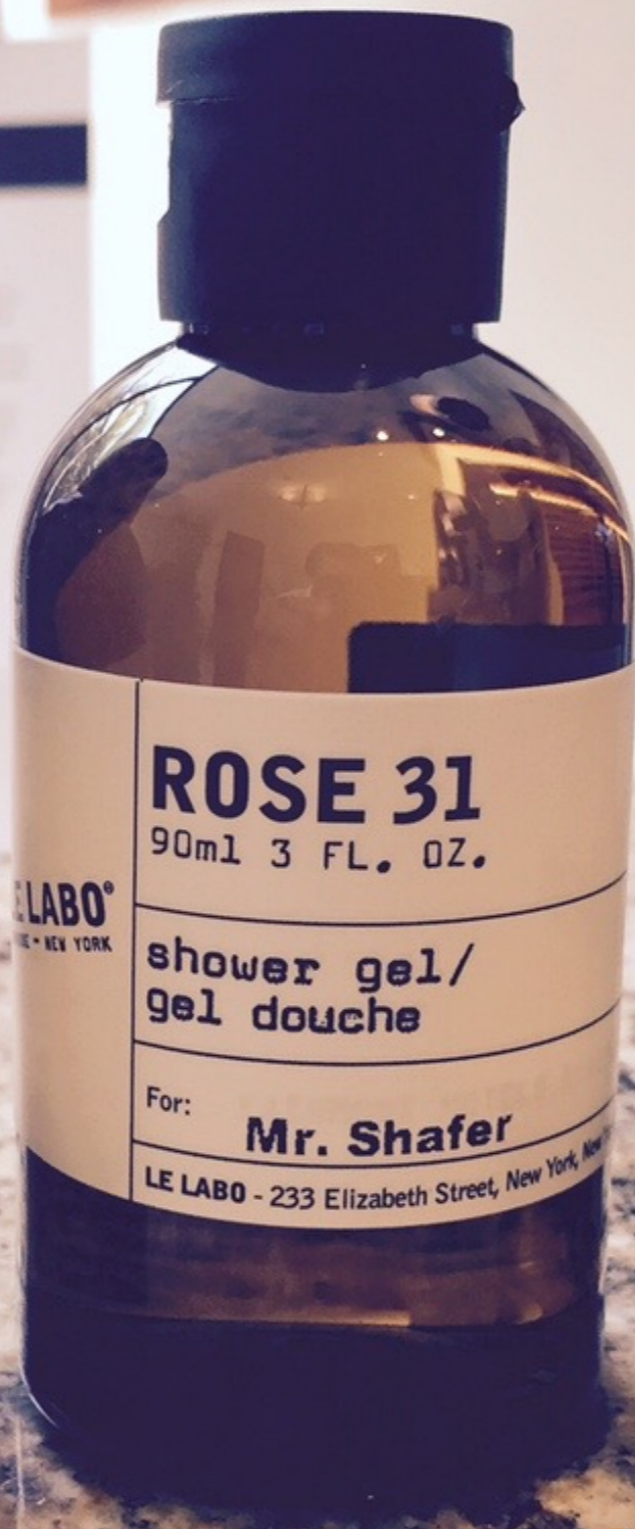
90ml 3 FL. OZ.

conditioner/  
apres shampooing

For:

**Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York



**ROSE 31**

90ml 3 FL. OZ.

shower gel/  
gel douche

For:

**Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York



**ROSE 31**

90ml 3 FL. OZ.

body lotion/  
lotion pour le corps

For:

**Mr. Shafer**

LE LABO - 233 Elizabeth Street, New York, New York



# HIGH POINT UNIVERSITY



THE PURPLE UMBRELLA





We mis-represented something in an AD

**The customer gets so upset they confront us**

We refuse to give them a credit or refund

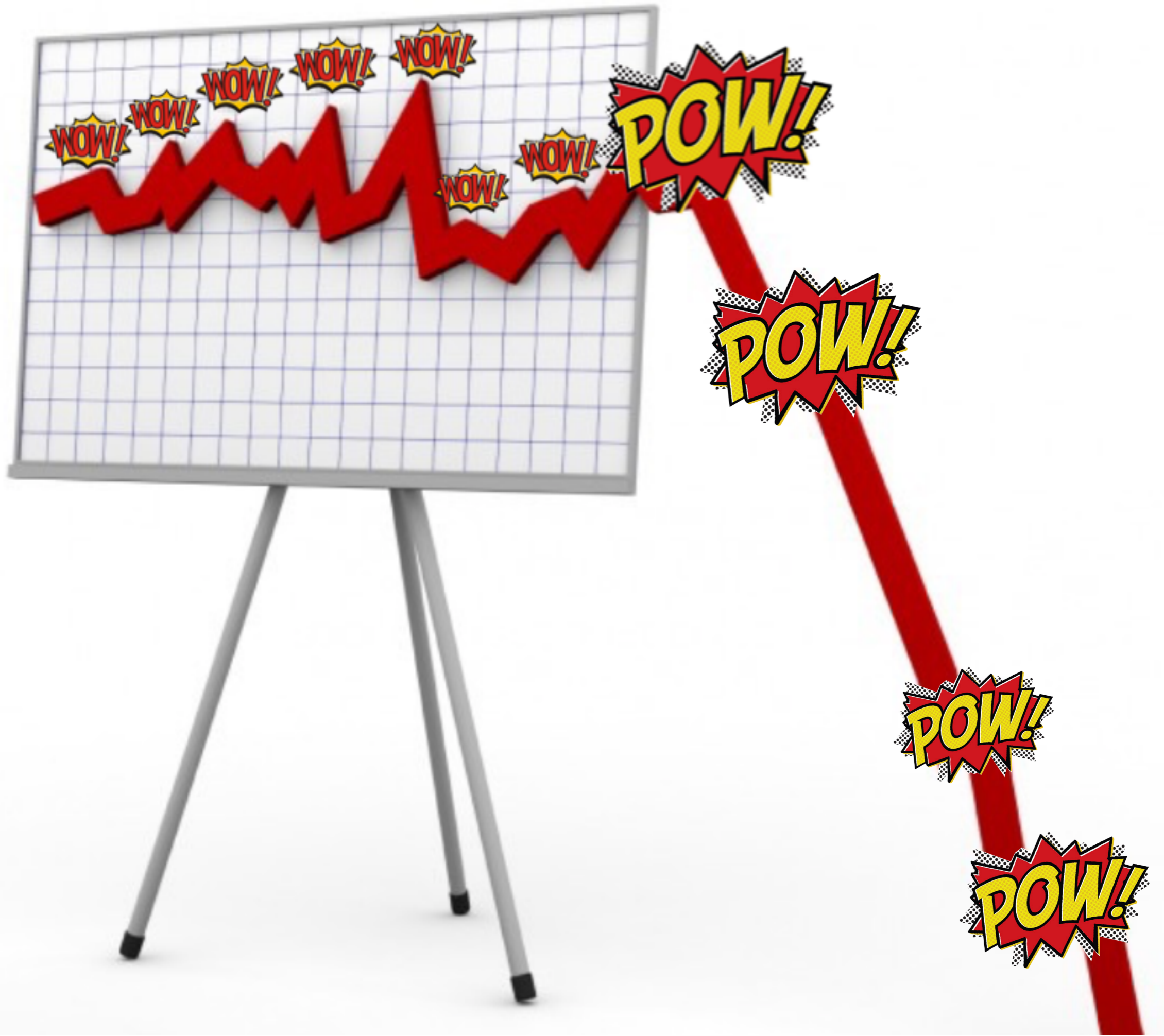
**We assigned blame to the customer**



erases



source: 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.

“I just thought of a  
new place for  
your flowers!”





Gentle®  
Laser Hair Removal



RALPH



LAUREN



8 Gold Medals  
\$10,000,000 in  
Endorsements

ELIMINATE THE



MOMENTS

# PROPERTY DAMAGE at MY house





Shop by category ▼

oxygen regulator

Medical, Mobility & Disabi... ▼

Related: oxygen concentrator oxygen tank medical oxygen oxygen regulator medical portable oxygen portable oxygen concentrator oxy...

### Categories

Health & Beauty

Medical, Mobility & Disability

Inhalers & Nebulizers

See all categories

### Brand

see all

- Invacare (7)
- Unbranded (4)
- Not Specified (177)

### Condition

see all

All Listings Auction Buy It Now

Sort: Best Match ▼

View: [Grid Icon] ▼

All > Health & Beauty > Medical, Mobility & Disability

oxygen regulator 205 listings [+ Follow this search](#)



Precision Medical Easy dial oxygen regulator, cart, bottles

**\$1,237.00**

9 bids



WHAT ARE YOUR



MOMENTS?



- \*SMILE AT CUSTOMER
- \*USE THEIR NAME
- \*DO THE UNEXPECTED
- \*THANK THEM

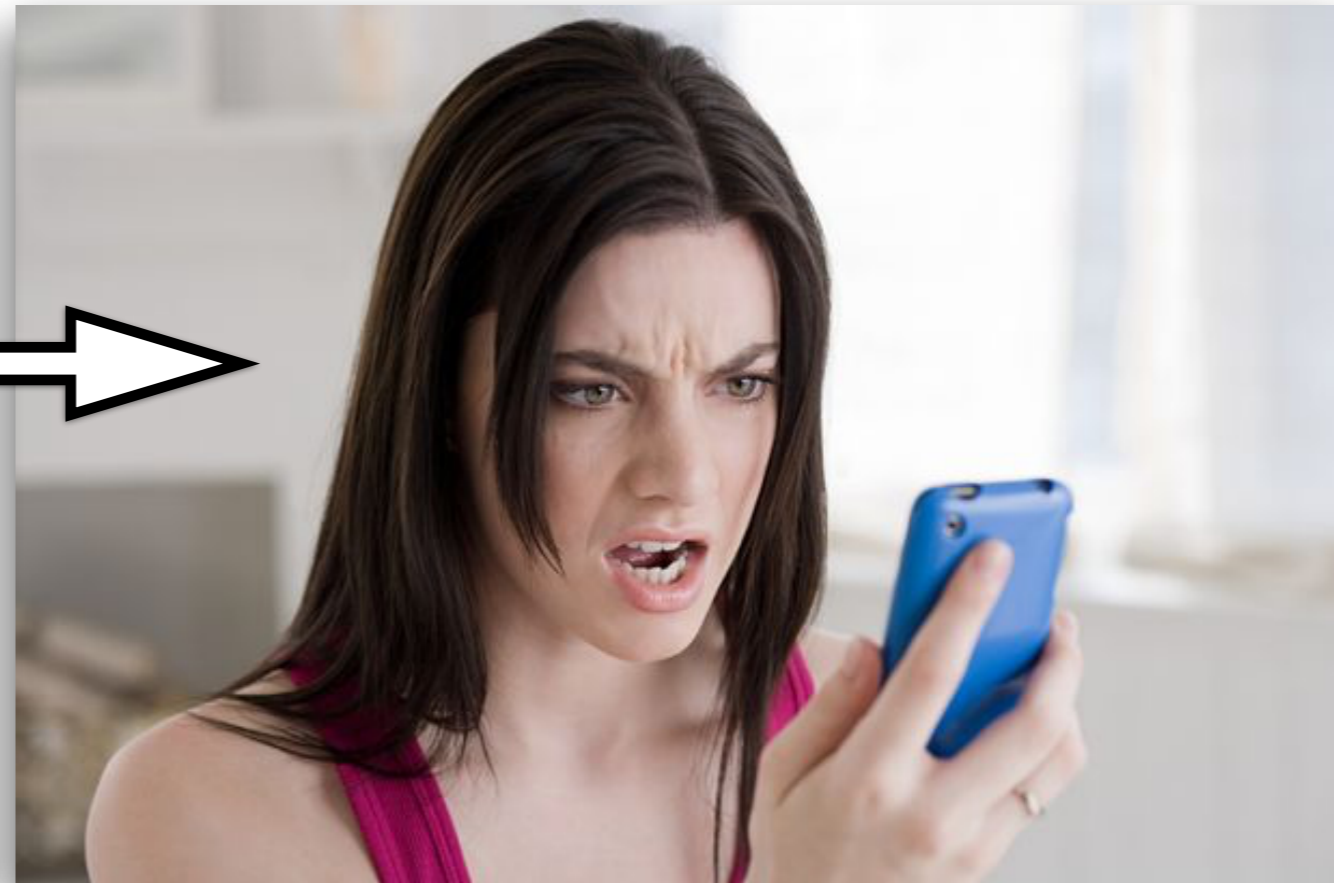


- \*It's not really my job
- \*There is nothing else I can do
- \*You'll have to wait until the mgr. is here
- \*I wish I could help you
- \*This isn't department

**Oh, and there's  
one more thing**

Your **WOW!**  
Could be Their

**POW!**





**“How would you like to be notified that we are on your property?”**

---

**Knock on my door**

**Call My Home/Cell Phone**  
(circle one)

**Send a Text Message**

# Who Are Your Most Influential Customers?



# Women Buy Everything!

**85% of ALL CONSUMER & B2B PURCHASES.**

**93% of OTC Pharmaceuticals**

**92% of Vacation & Business Travel Decisions**

**91% of New Homes, Remodels, Int. & Ext. Design**

**91% of Consumer Electronics (TV's, phones, tablets, computers)**

**89% of Investment Services & Bank Accounts**

**86% of I.T. Infrastructure Decisions at work**

**80% of Healthcare & Dental decisions**

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





# She-Commerce

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

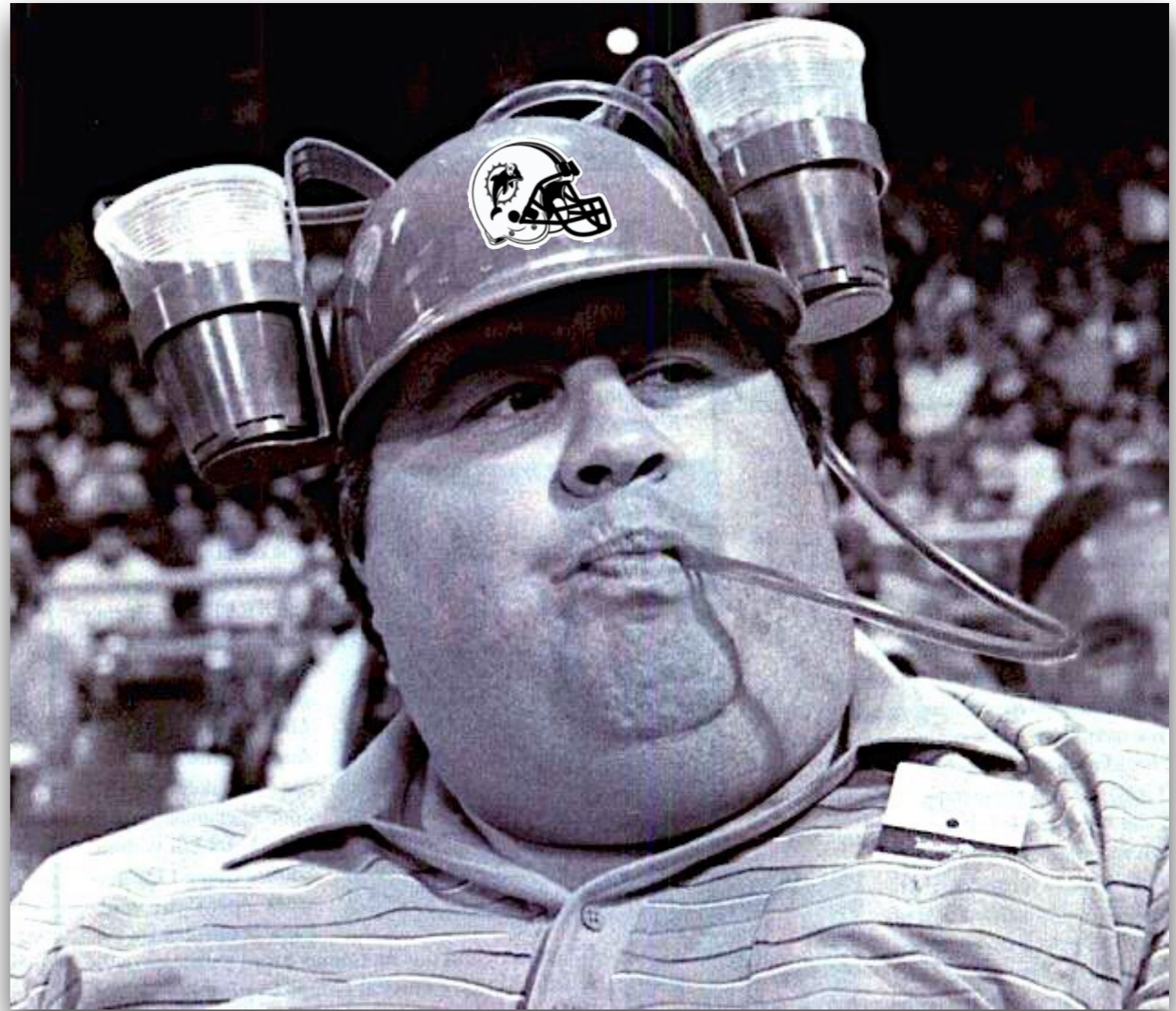
# And Female Wealth is Growing...

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

**“92% of women recommend quality & value  
to 21 other people.”**  
(not counting social media)



**“Men only  
recommend  
to 2.6 other  
people.”**



# How to Make Your Service “GO VIRAL”





“...the ability for a 43-yr old accountant, to dress in black leather, drive through small towns... and have people be afraid of him.”



# NORDSTROM



## Hamster Drag Race

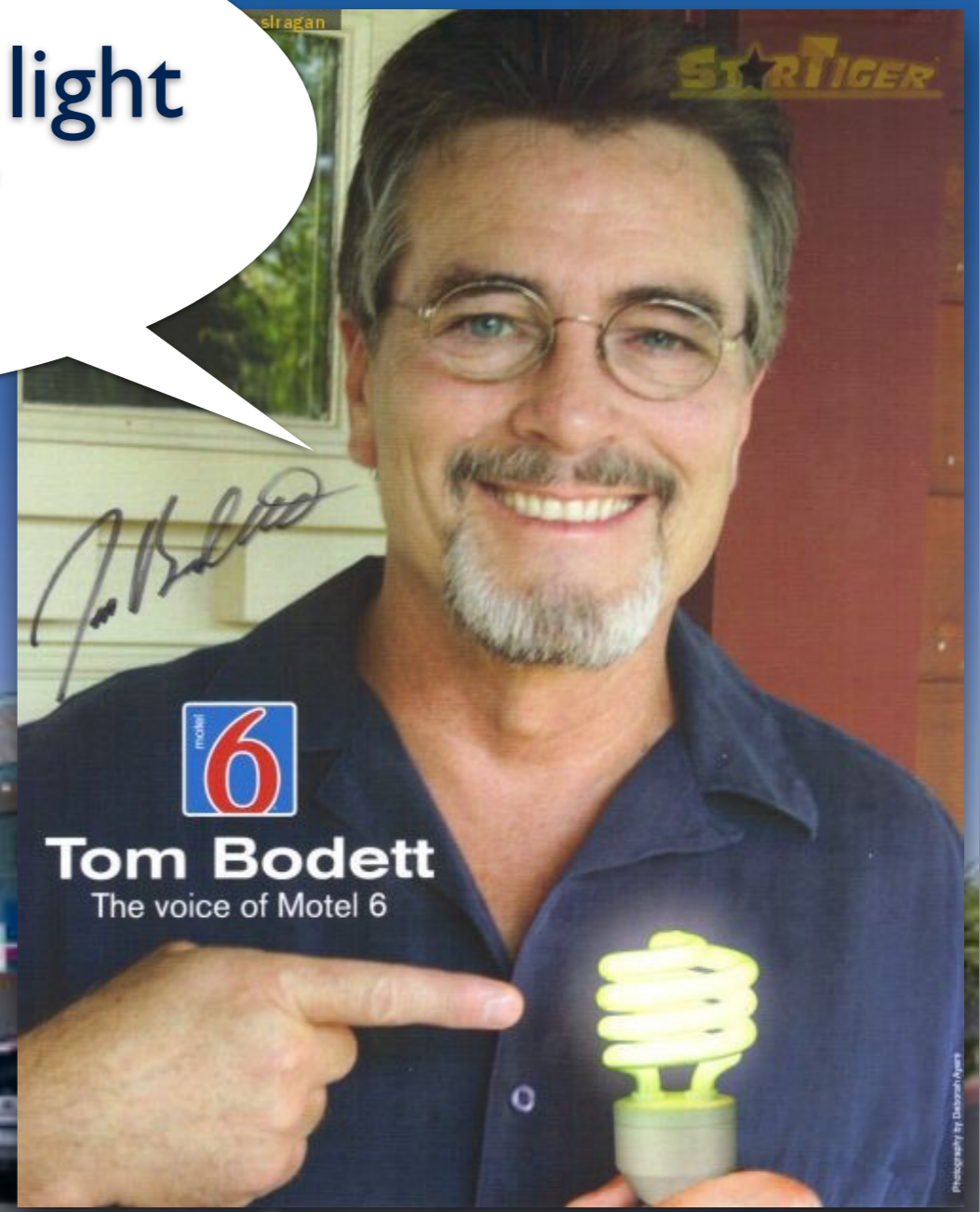


# Woofers & Tweeters





“We’ll leave the light on for you.”



**Tom Bodett**  
The voice of Motel 6

Photography by Deborah Overt

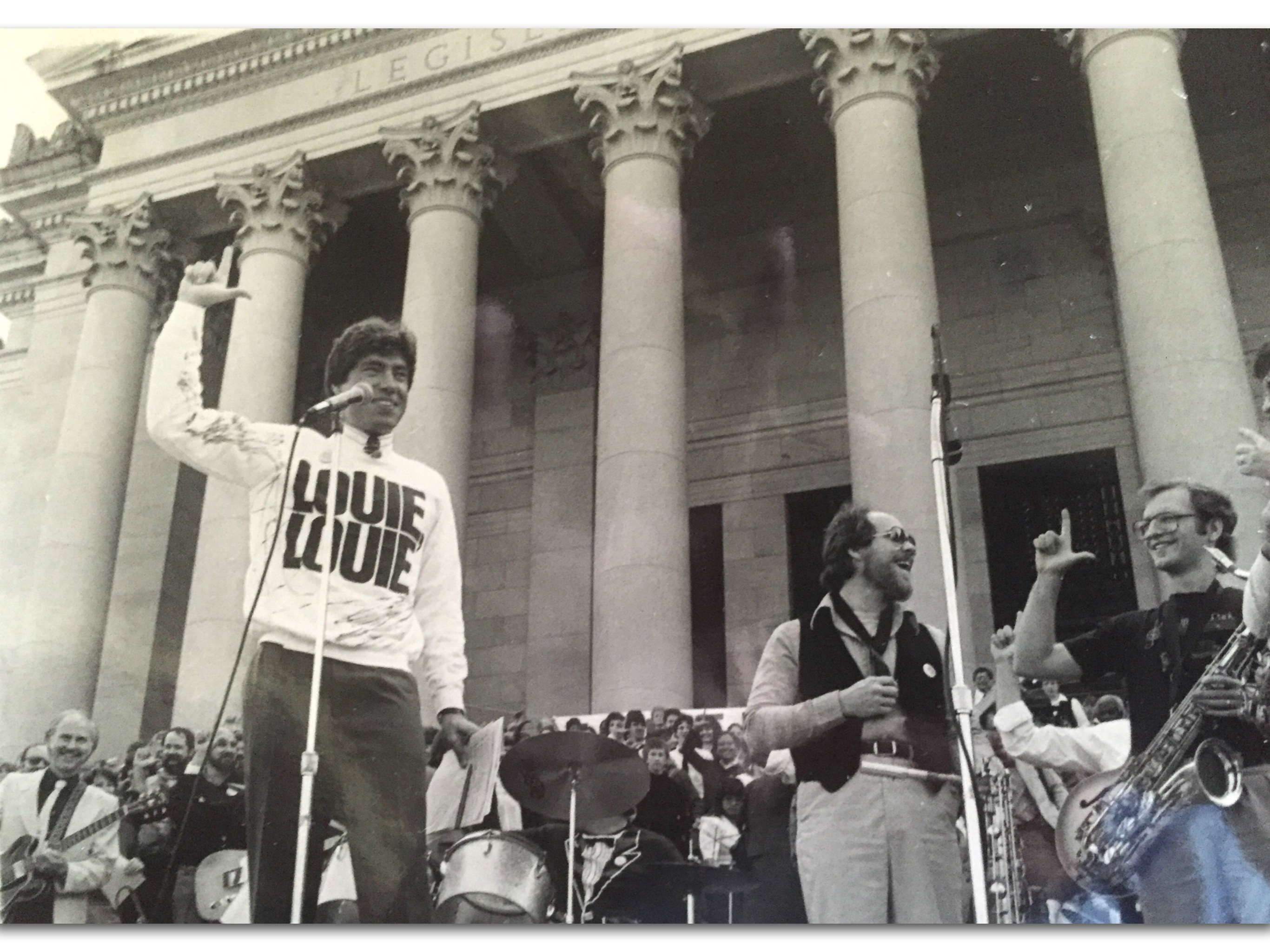




*“We’ll never leave you  
in the dark.”*

# Brand Promises Must be Organic





# Living in a Society of CHOICE





# 1960 Broadcasting







NABISCO

BAKED  
WHOLE GRAIN  
WHEAT CRACKERS

# Triscuit

## Original

Made with 100%  
Whole Grain  
0g Trans Fat  
May Help Reduce the  
Risk of Heart Disease

DIETS RICH IN WHOLE GRAIN  
FOODS AND LOW IN SATURATED  
FAT & CHOLESTEROL MAY HELP  
REDUCE THE RISK OF HEART DISEASE.

NET WT 9.5 OZ (269g)

REDUCE THE RISK OF HEART DISEASE  
BY EATING WHOLE GRAIN  
FOODS AND LOW IN SATURATED  
FAT & CHOLESTEROL

NET WT 9.5 OZ (269g)

RISK OF HEART  
DISEASE





# 141 HOTEL/CASINOS IN FLORIDA

41,871 slot machines - 1,623 table games - 856 LIVE poker tables

## Hotels located in Florida cities with casinos or gambling

[Bonita Springs hotels \(10\)](#)

[Dania Beach hotels \(11\)](#)

[Fort Lauderdale hotels \(103\)](#)

[Hallandale Beach hotels \(3\)](#)

[Key Largo hotels \(16\)](#)

[Miami Beach hotels \(182\)](#)

[Pensacola hotels \(47\)](#)

[Saint Petersburg hotels \(3\)](#)

[West Palm Beach hotels \(27\)](#)

[Cape Canaveral hotels \(4\)](#)

[Daytona Beach hotels \(43\)](#)

[Fort Myers Beach hotels \(27\)](#)

[Hollywood hotels \(42\)](#)

[Melbourne hotels \(17\)](#)

[Monticello hotels \(1\)](#)

[Pompano Beach hotels \(16\)](#)

[Sarasota hotels \(39\)](#)

[Coconut Creek hotels \(1\)](#)

[Ebro hotels \(1\)](#)

[Fort Pierce hotels \(19\)](#)

[Jacksonville hotels \(118\)](#)

[Miami hotels \(93\)](#)

[Okeechobee hotels \(8\)](#)

[Riviera Beach hotels \(2\)](#)

[Tampa hotels \(117\)](#)

# Attracting & Retaining Talented Young People



# Millennials Look Like This now...



**Is Your  
Company Sexy  
Enough?**



**Don't Mentor  
Them!**

# PROVIDE 'QUICK WINS'

A wide-angle shot of a massive gaming arena during a tournament. The arena is packed with thousands of spectators, mostly young men, filling the tiered seating areas. The stage is illuminated with vibrant blue and purple lights. Multiple large video screens are suspended from the ceiling and positioned around the stage, displaying various game-related content, including character models, game interfaces, and portraits of players. In the foreground, there are several gaming stations or booths with people standing around them. The overall atmosphere is energetic and high-tech.

300,000 attended GamesCom

# “Hiring Personality”



**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](http://www.Trendhunter.com) (Cool inventions)

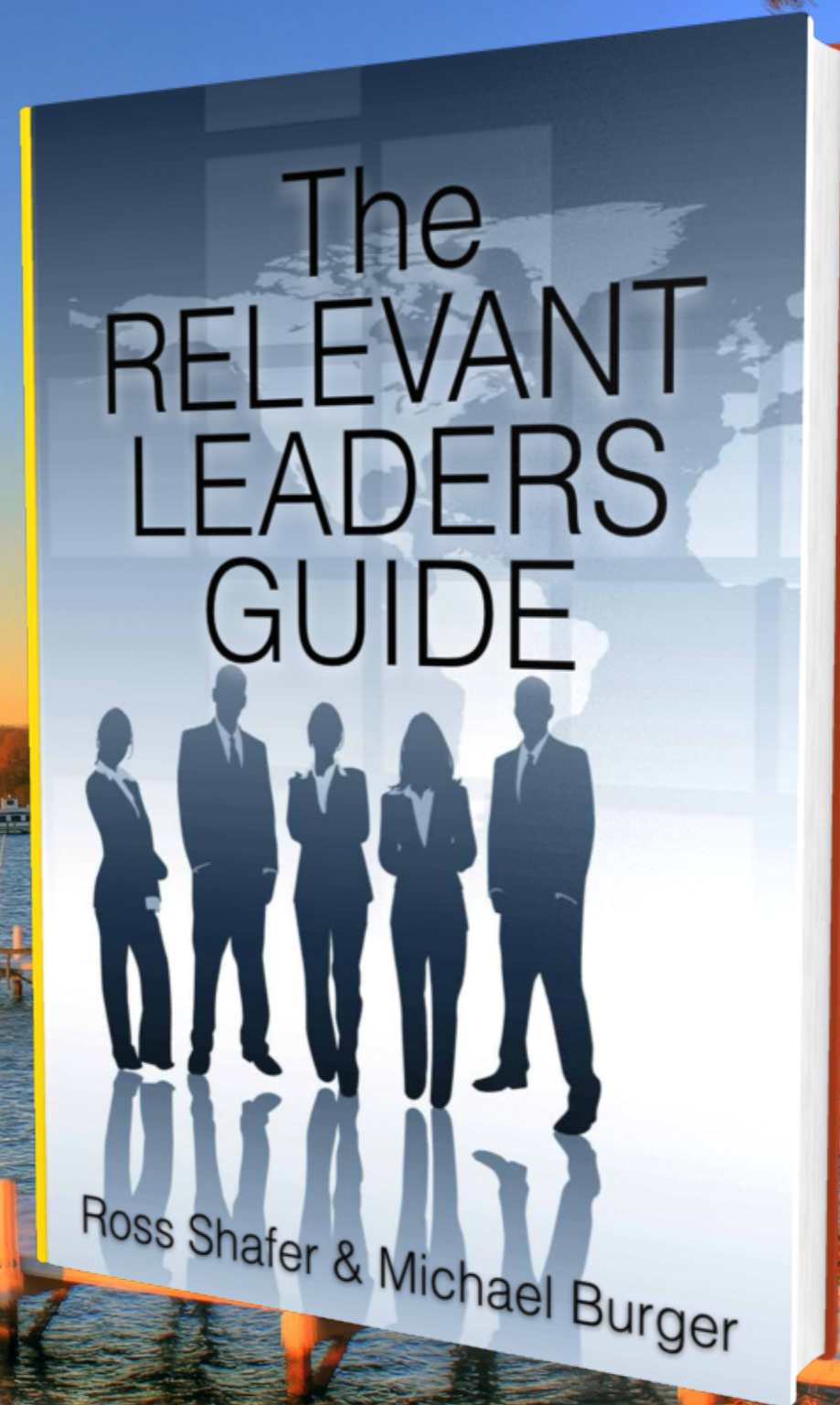
<http://dupress.com/periodical/trends/business-trends-2014/>  
(Deloitte University)

<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-GCYIYQ7wl>  
(Business Wire & Forrester Research)

# Download My FREE E-Book



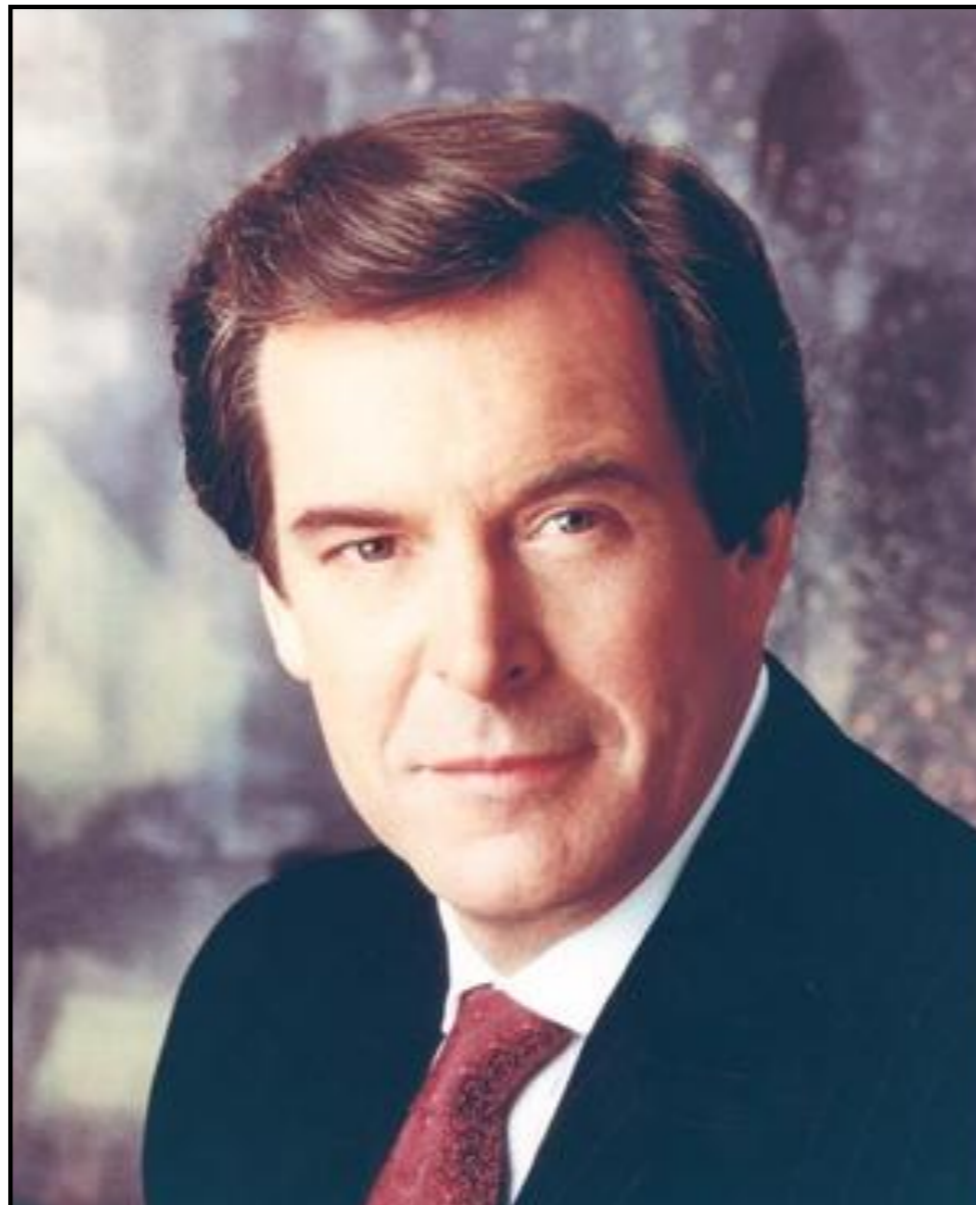
[www.rossshafer.com](http://www.rossshafer.com)

# None of Us Are Invisible



# Peter Jennings

**“The customer notices everything.”**





**Always Authentic.  
Never Contrived.**





# Questions?

Contact Ross:

[Ross@RossShafer.com](mailto:Ross@RossShafer.com)

(910) 256-3495