A photograph of a middle-aged man with dark, wavy hair, smiling broadly. He is wearing a dark suit jacket over a light blue and white striped dress shirt. The background is a plain, light blue color.

If you would like a
custom program for
your organization
contact:

Helen@SpeakerManagementLLC.com

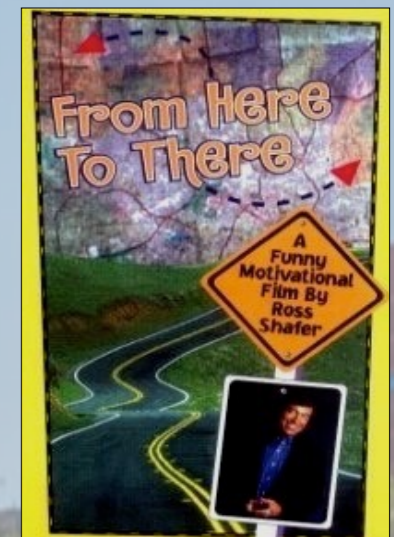
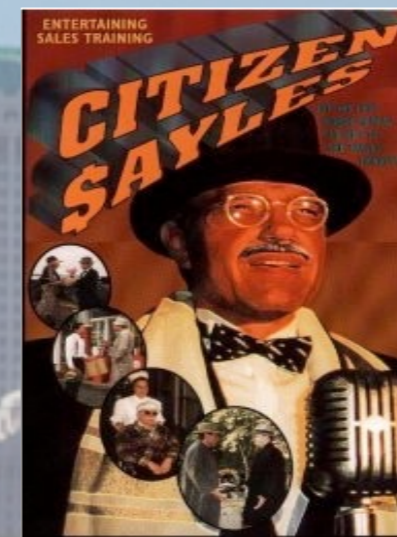
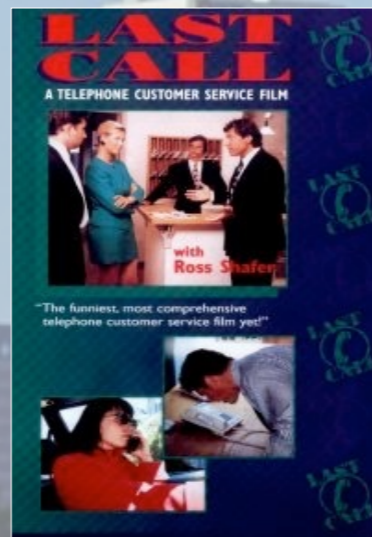
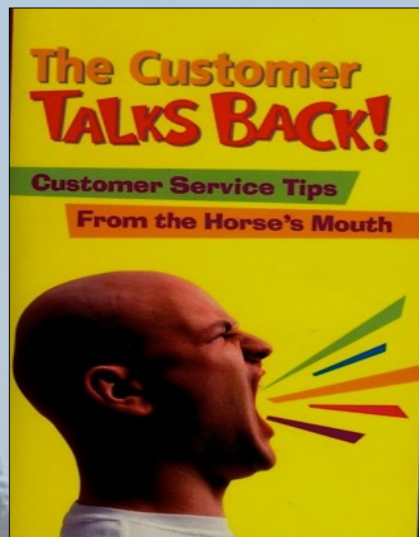
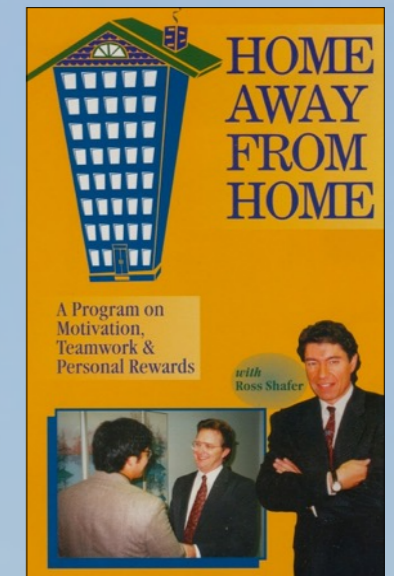
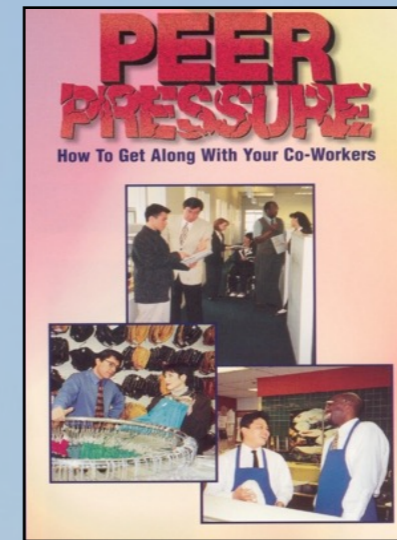
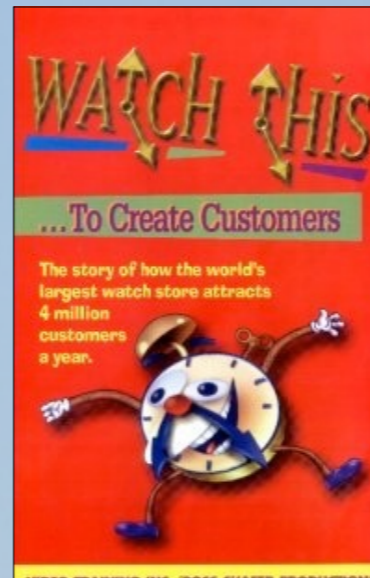
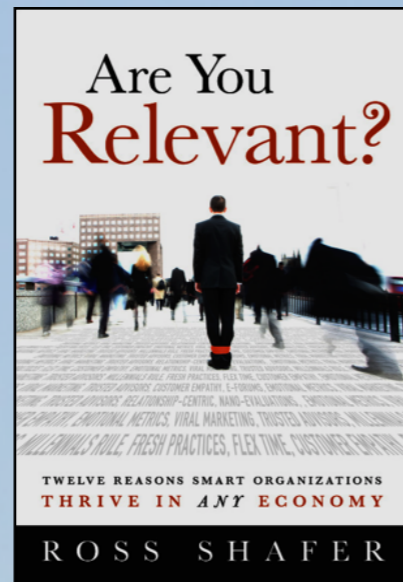
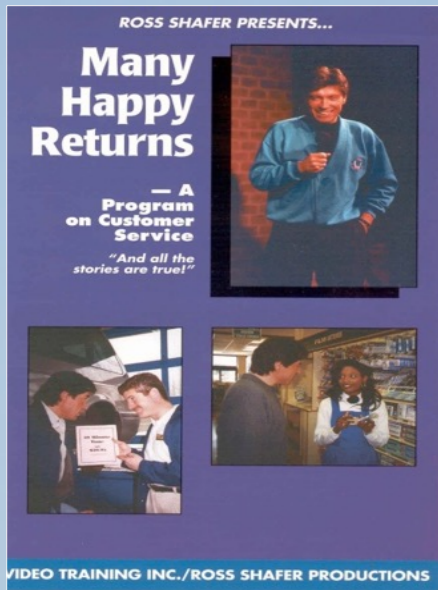
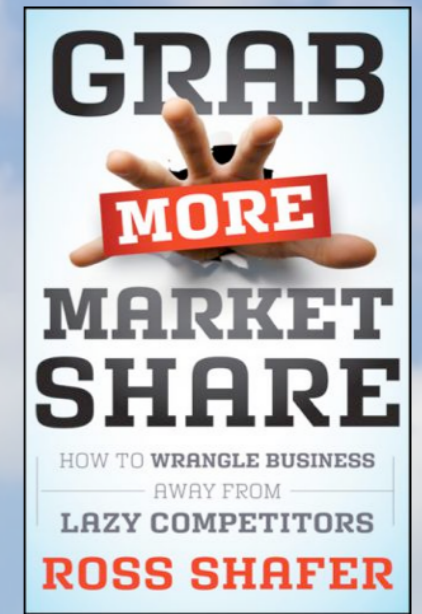
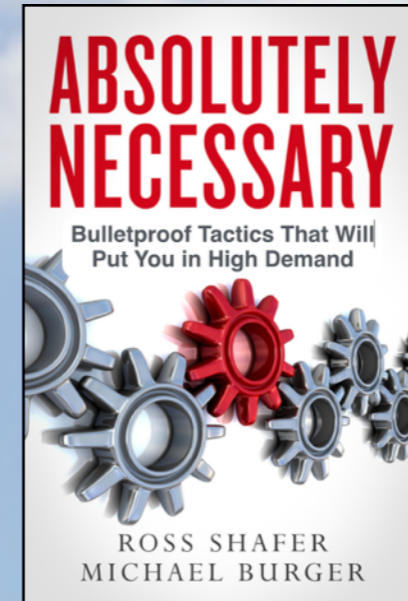
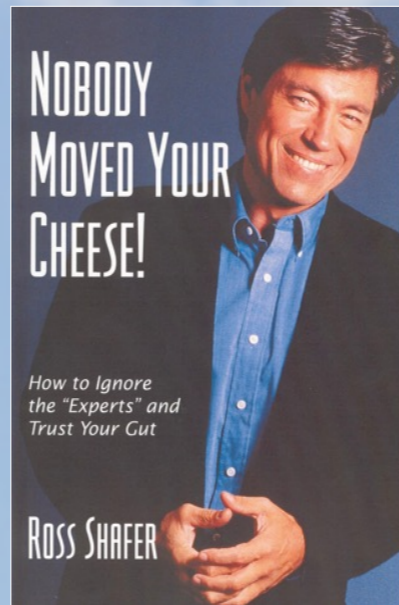
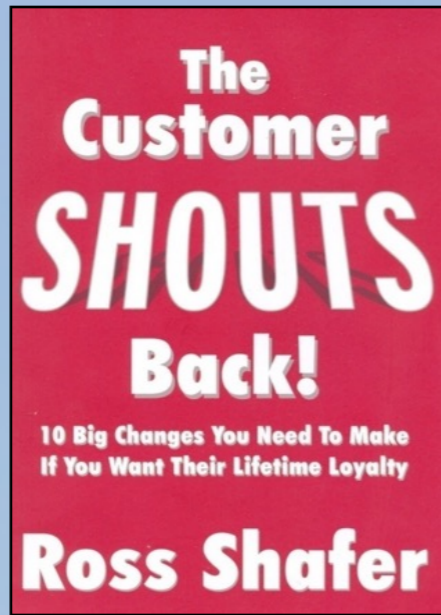
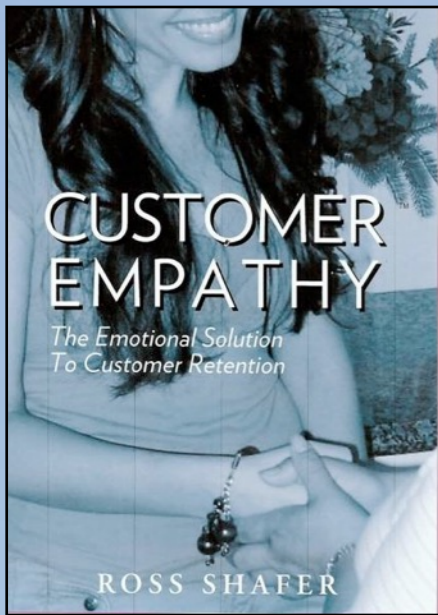
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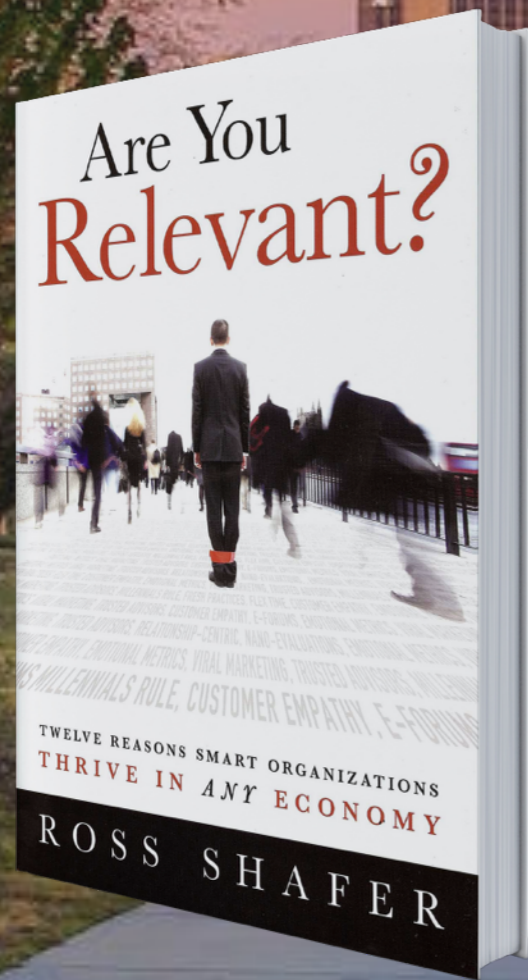
ROSSSHAFFER
CONSULTANTS, INC.



When Did Customer Service Become Customer Urgency?

Ross Shafer





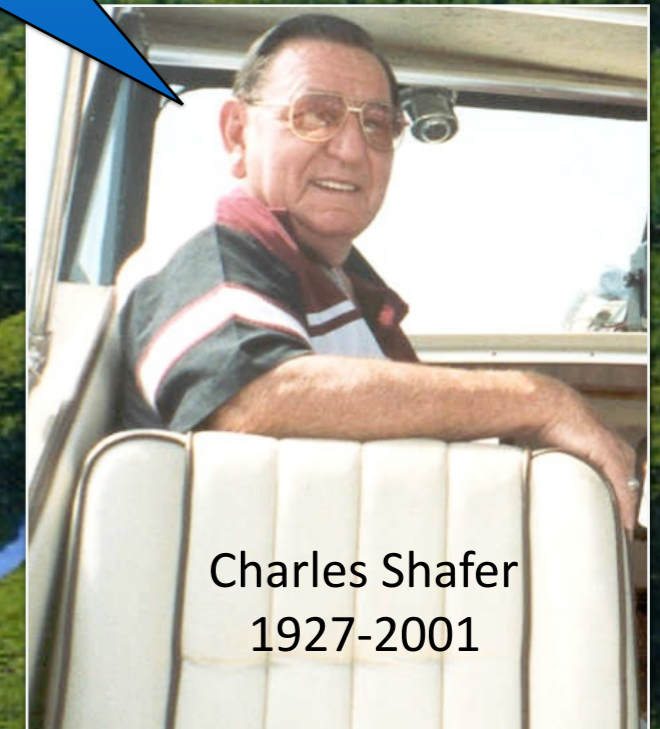
*“Don’t wait for me
to tell you
how to be successful.”*



Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)



Charles Shafer
1927-2001



“You can build anything with a blueprint”



Maiden flight - May 1971



“Fear is the enemy of success.”

Chuck Shafer



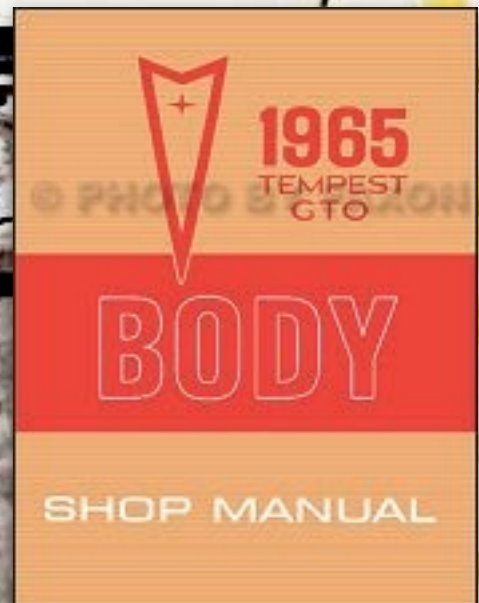
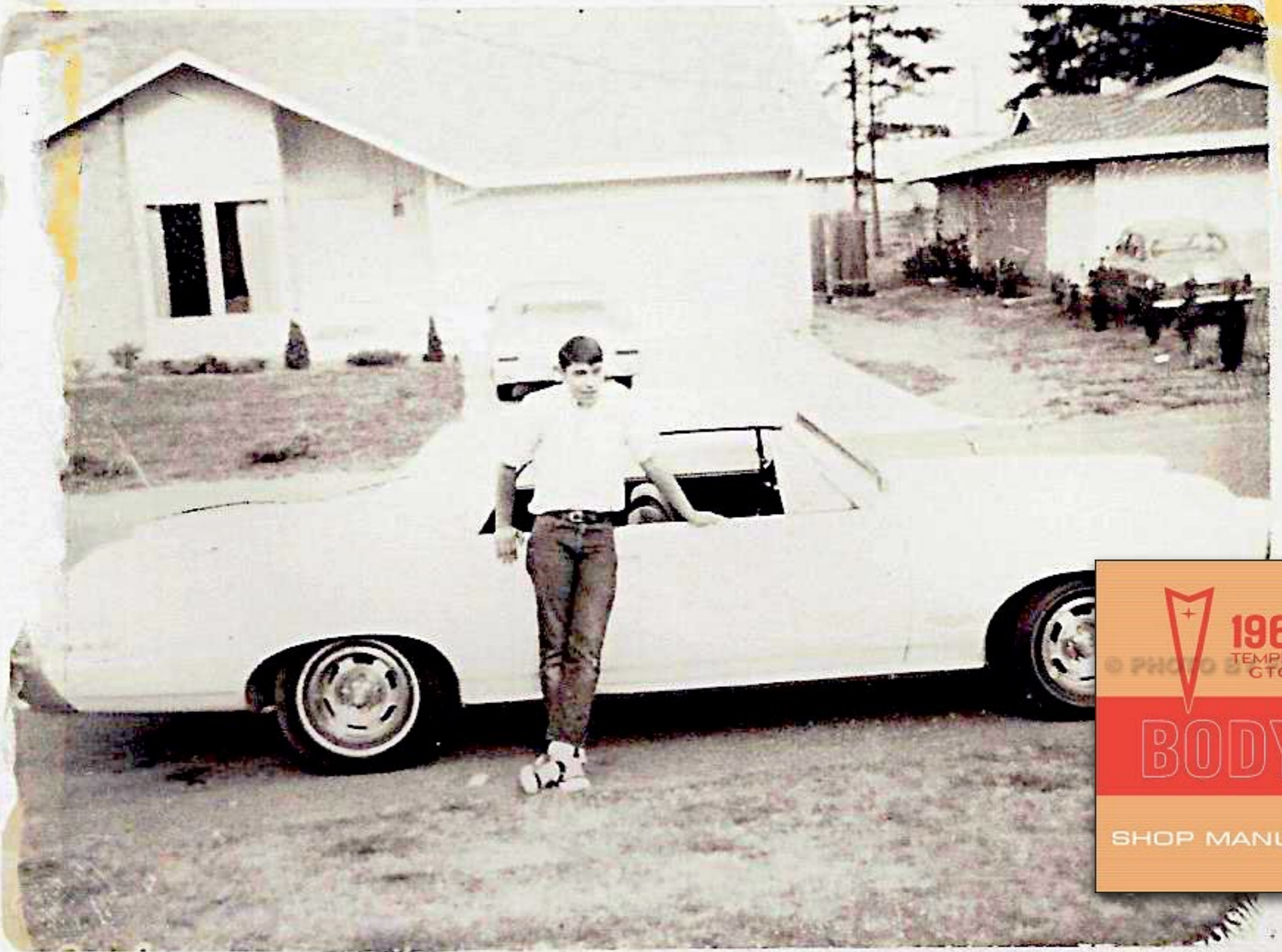
1961 Karmann Ghia

bought \$25.....sold \$450

age 14



1965 Pontiac GTO Convertible



Bought \$530....Sold \$1,900

Ferrari 308 GTS bought for \$9,800



Sold for \$38,500

age 17





SOLD \$360,750



Bought \$176,000





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

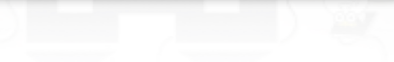
Advancing Beginners

The Beginners Guide Volume 1



Sam + Enrico

age 21



Restaurants/Food Service



Retail Clothing



Photography & Product Marketing



Building Industry



Manufacturing

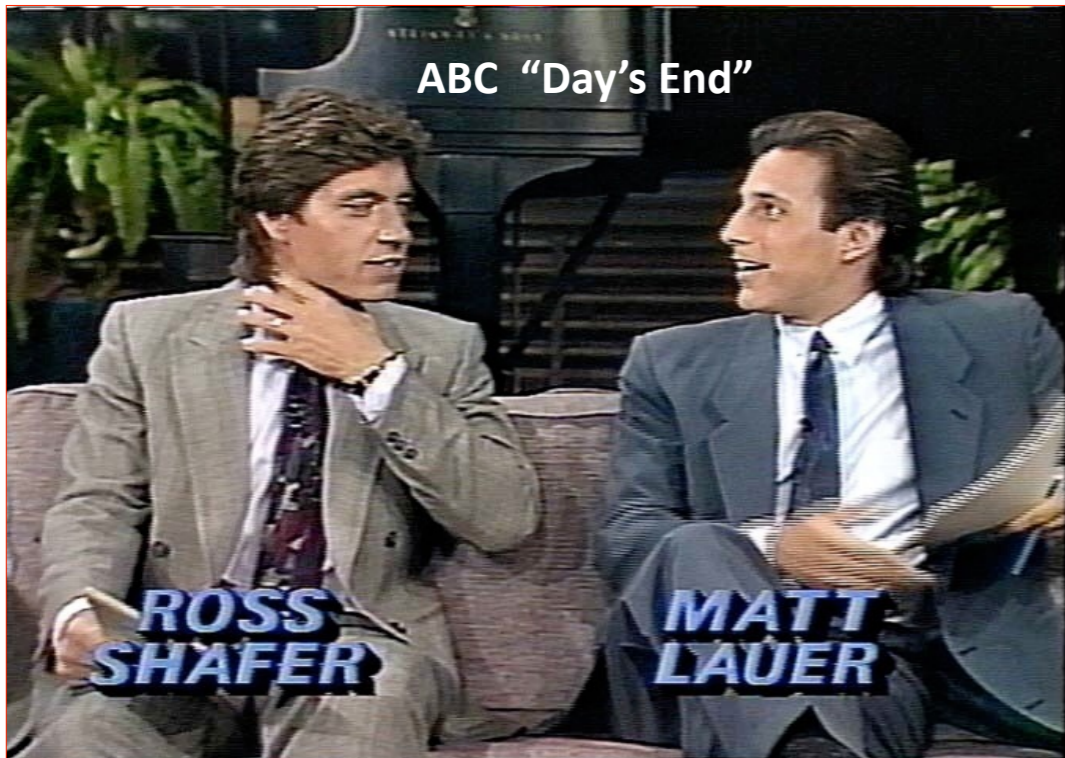
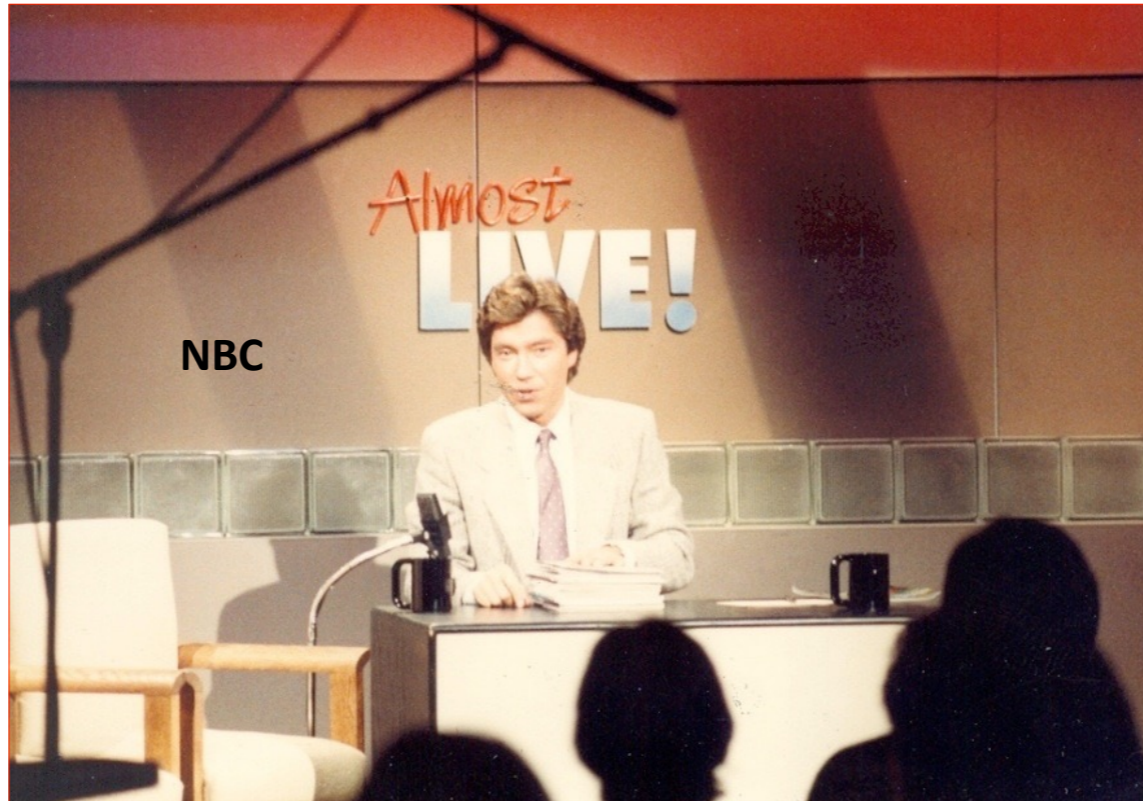
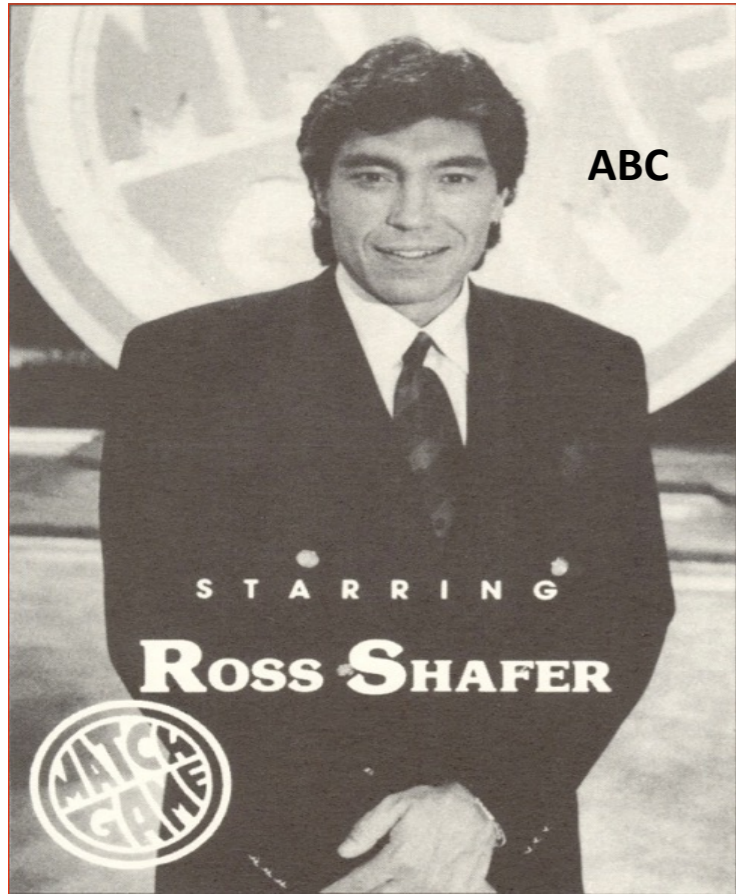


TV & Film Production



THE ICE CREAM SHOP





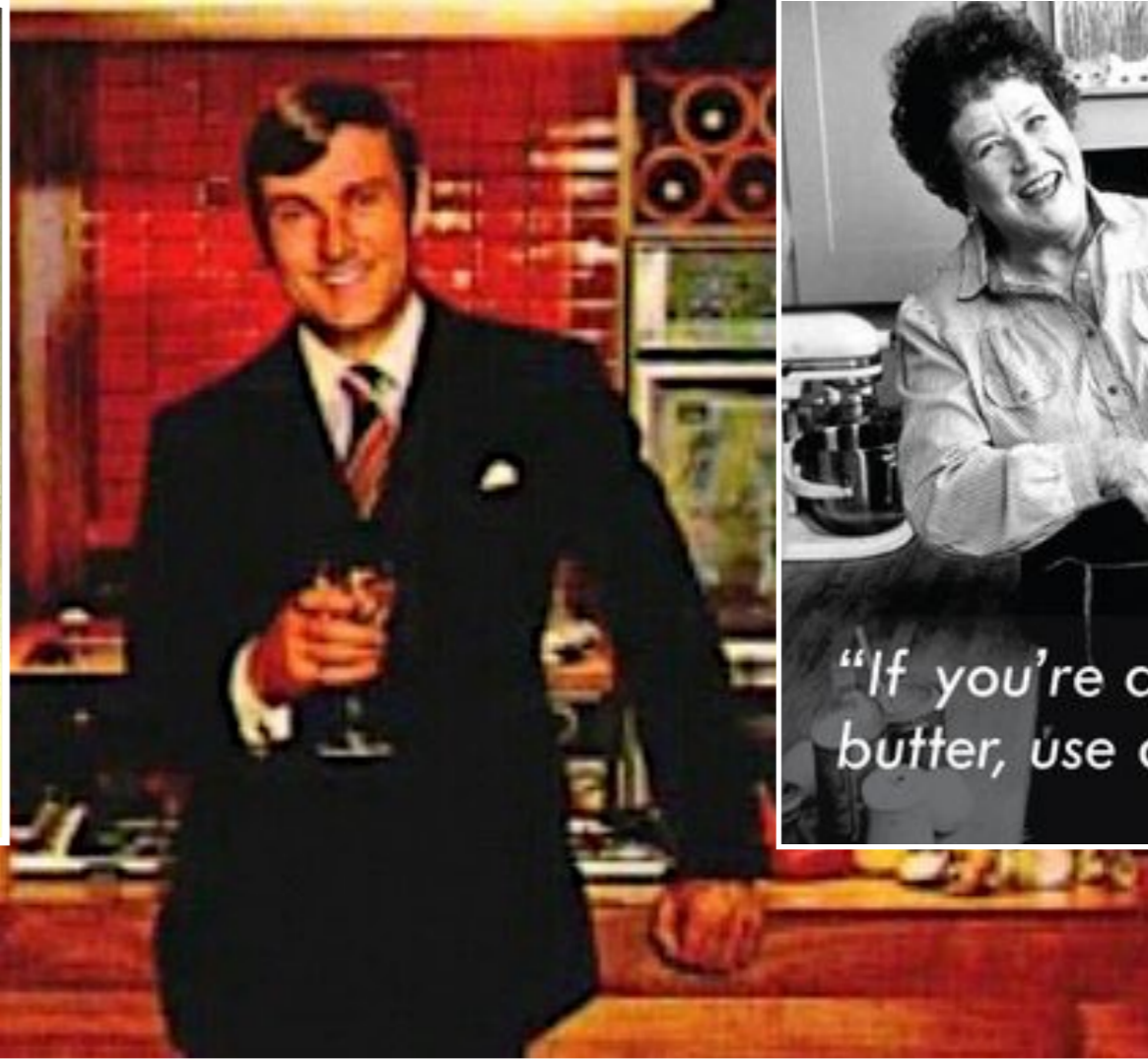
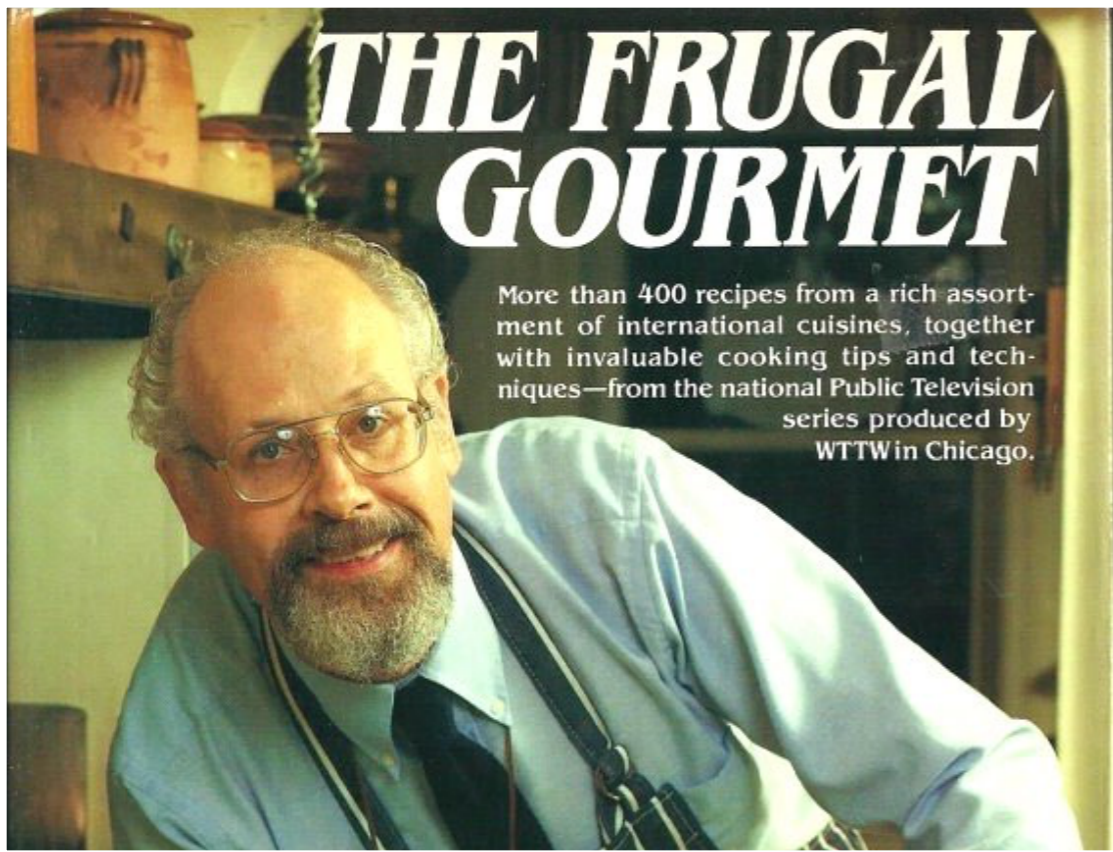
A city skyline at dusk with a park in the foreground. The skyline features several tall buildings, some with lights on. The park has a paved path, a small stream with rocks, and trees. The text is overlaid on the image.

Startups Rely on Customer Data & Trending

The Galloping Gourmet

THE FRUGAL GOURMET

More than 400 recipes from a rich assortment of international cuisines, together with invaluable cooking tips and techniques—from the national Public Television series produced by WTTW in Chicago.



"If you're afraid of butter, use cream."

-Julia Child

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

A scenic view of a city skyline at dusk, with a park in the foreground featuring a stone-lined stream and a paved path. The text "Borrow Innovation from Unlikely Industries" is overlaid in large, bold, white letters with a red outline.

Borrow Innovation from Unlikely Industries

Hotel Events

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

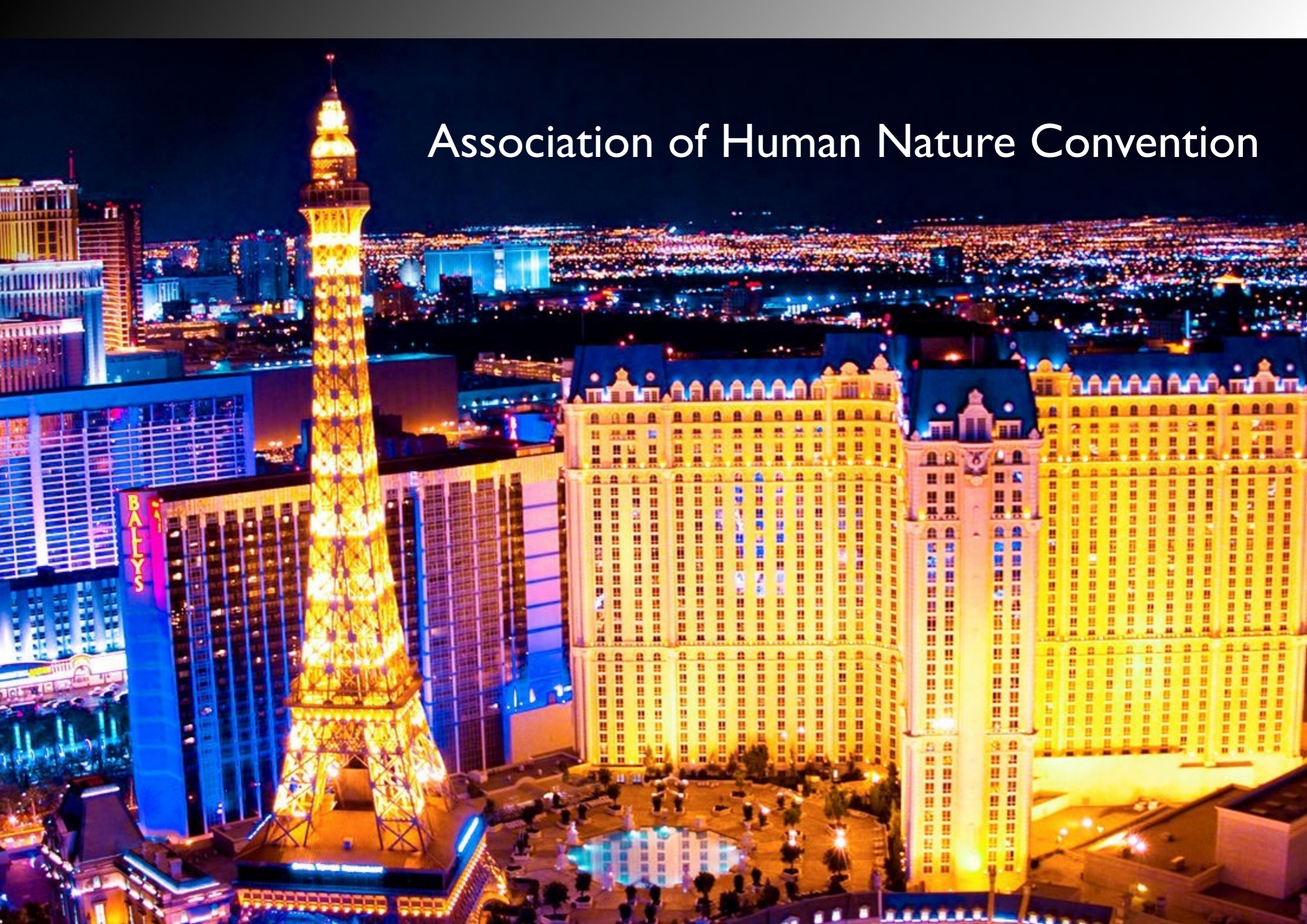
Events for April 26, 2017



GO TO THE WRONG MEETINGS

Group/Event	Room	Time
GENERAL ELECTRIC		
BREAK OUT SESSION		
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



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[Hours of Operation](#)

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[Calendar](#)

[In the Neighborhood](#)

[All Denver, CO Locations](#)

[View All Locations](#)







Laramar Apartment Homes - 55,000 units

A city skyline at dusk with a park in the foreground featuring a stream, rocks, and a path.

**Customers Demand
a Personal
Relationship**

R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**


NO MORE

CUSTOMER

FRICTION

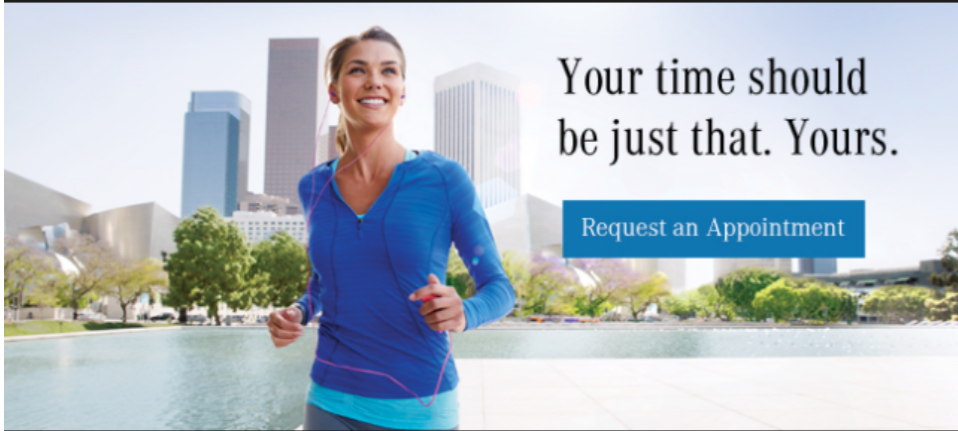


SAVE MY TIME. I WANT CONVENIENCE.



EXPRESS SERVICE
1-HOUR or LESS

Website New Vehicles Parts & Service

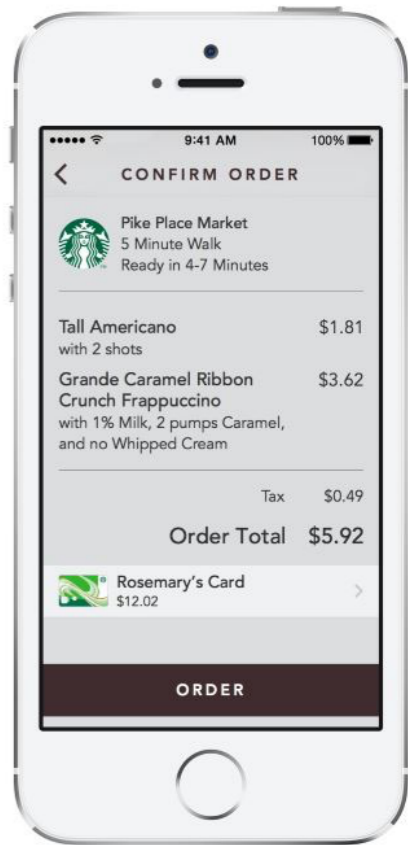
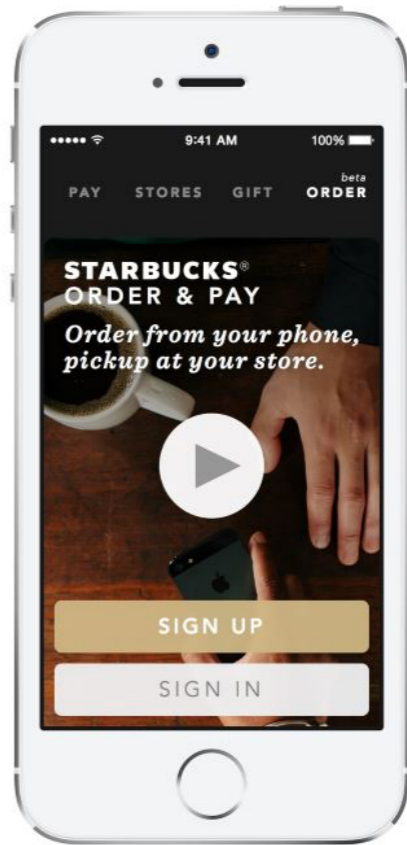


Your time should be just that. Yours.

[Request an Appointment](#)



U B E R



The image shows a blurred background of a grocery store aisle. A worker in an orange shirt is visible in the center-right. The Amazon Go logo is overlaid in the center, featuring the word "amazon" in white lowercase letters with a white arrow pointing from the 'a' to the 'z', followed by the word "go" in white lowercase letters.

amazon go

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...

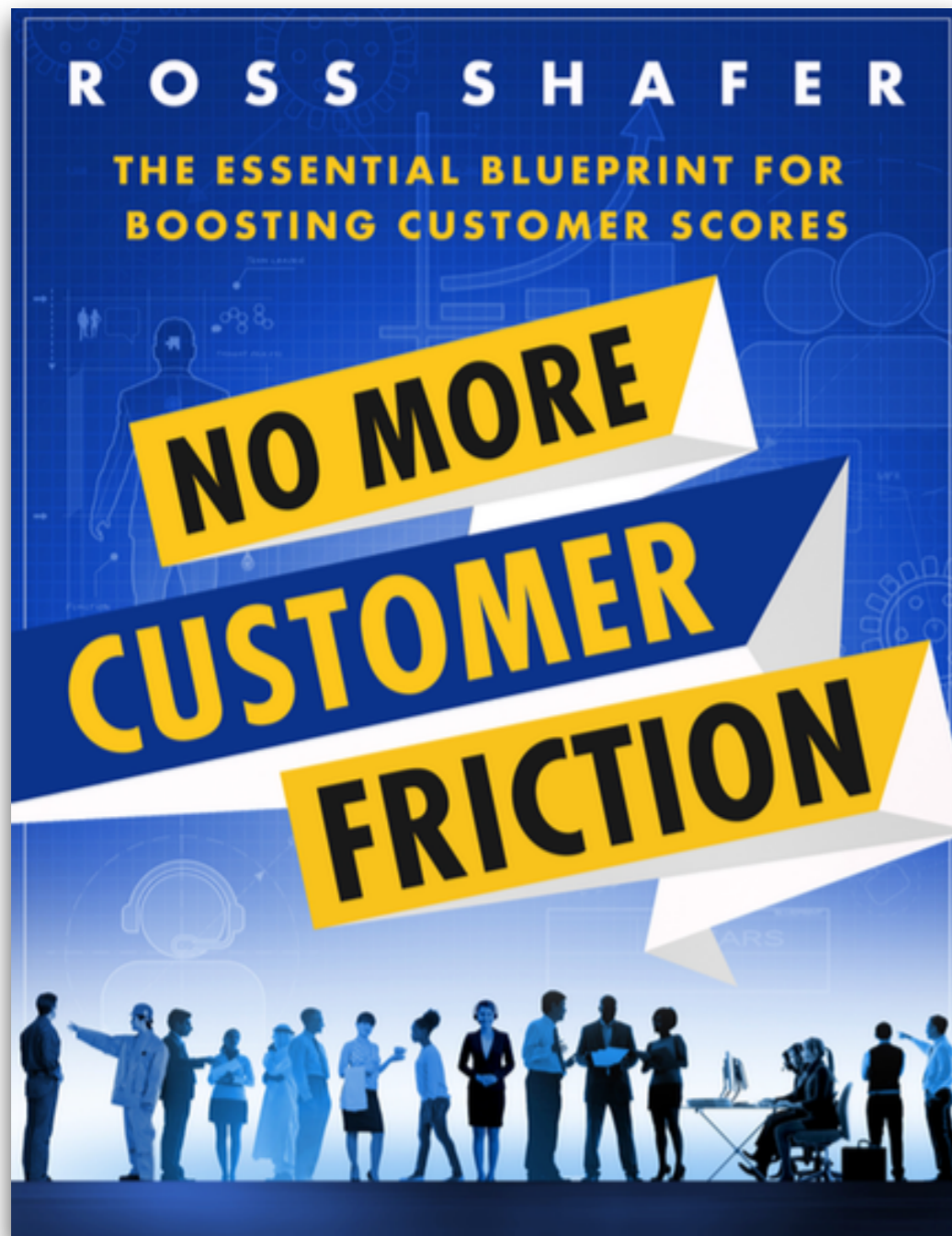




erases



source: Ross Shafer Consultants, Inc. 'wow survey' 2016



Does Eliminating Friction Work?



Lost 1,000,000mil subscribers in one-quarter.

They hired more people & improved ALL processes. Today, billing, call centers, and installation teams are reliably rock-solid. Comcast has the highest sign ups & #1 customer retention stats in their industry.

10 yrs ago, Lego was on the verge of bankruptcy. Customers complained the toys were boring; had to sell products below cost. They hired designers who LOVED the toys & thought they should be tied to movie franchises (Harry Potter, Batman, etc). In the last two years, Lego has become the largest toy company in the world.

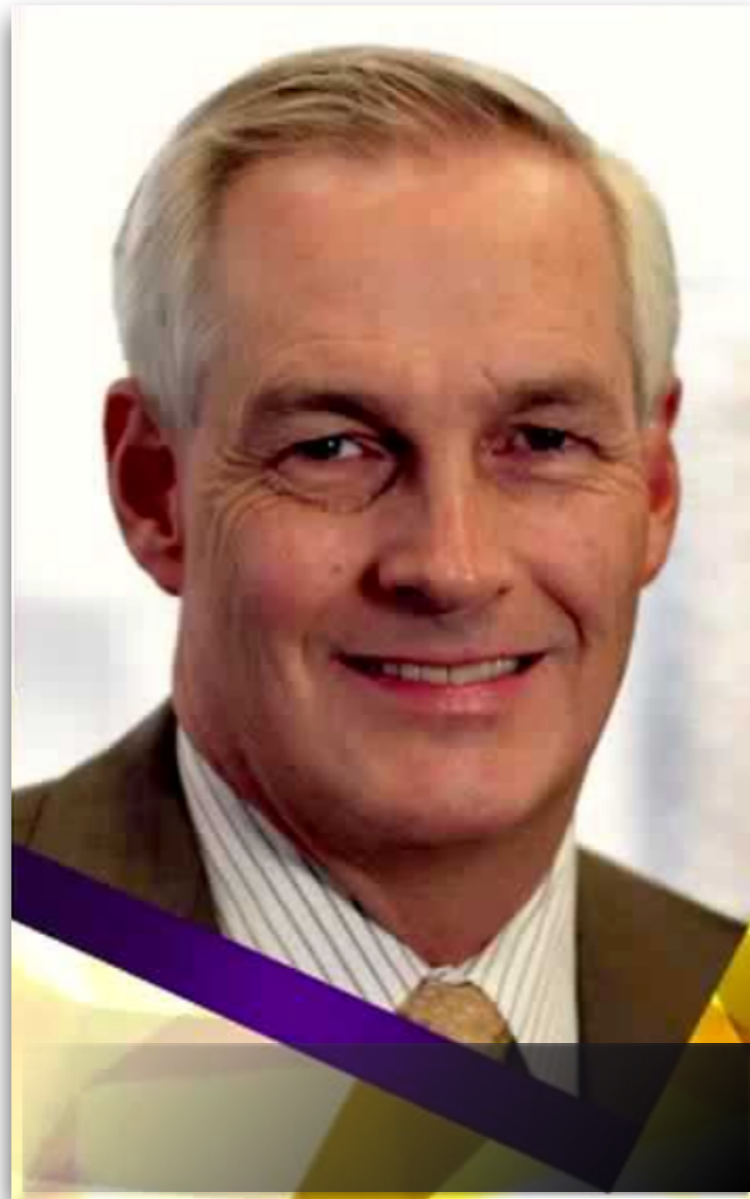
This company was *Last Place* in their industry. I coached the *No More Friction* system to Linemen, Call Centers, & Engineers - during 22 sessions in 10 cities. We attacked customer complaints and empowered on-the-spot fixes. Within 90 days, we raised their J.D. Power scores 21 Points...to become #1 in their industry.

A city skyline at dusk with a park in the foreground featuring a stream, rocks, and a path.

**Customers Demand
a Personal
Relationship**

“We have an active data base of over 5,000 clients and we think of them as our friends.

Yet, we still send in the A-TEAM and treat every pitch like it’s our very first time.”



John Magnusson
MKA Structural Engineering






Talk Show Hosts: Masters of Curiosity



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

Source: Achieve Academic Standards



**How Do You Attract,
Retain, & Sell
to Millennials?**

This is what Millennials Look Like, Today.



PROVIDE “QUICK WINS”



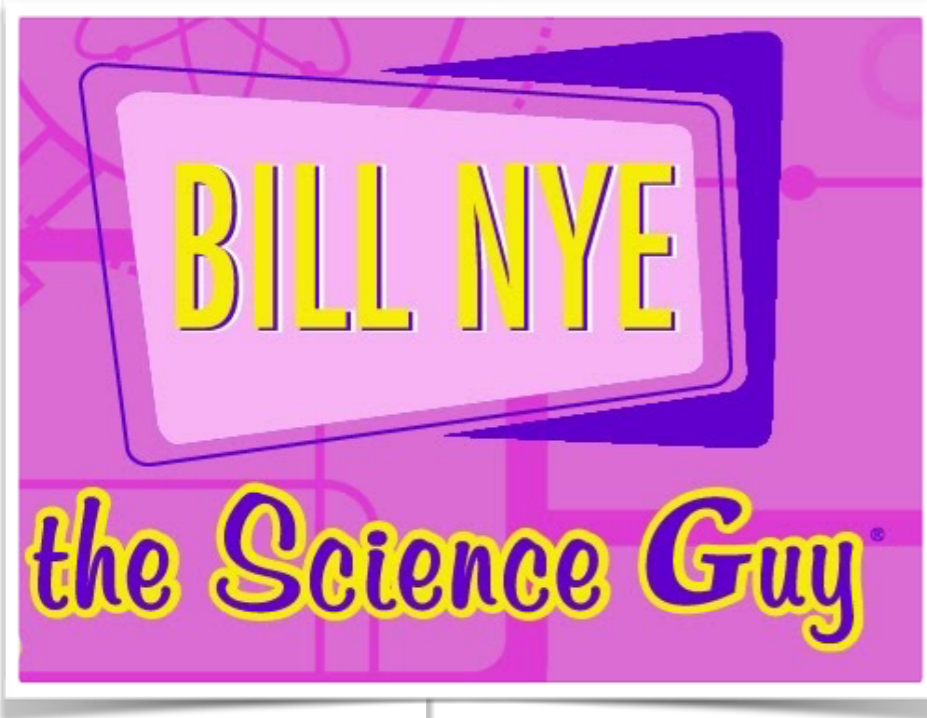
300,000 attended GamesCom

A scenic view of a city skyline at dusk, with a park in the foreground featuring a stone-lined stream and a paved path. The text "Being World-Class is an Unfair Advantage" is overlaid in large white font.

**Being World-Class
is an Unfair
Advantage**

World's Greatest Shooter





FREE RESOURCES



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

Ross Shafer View as: Yourself

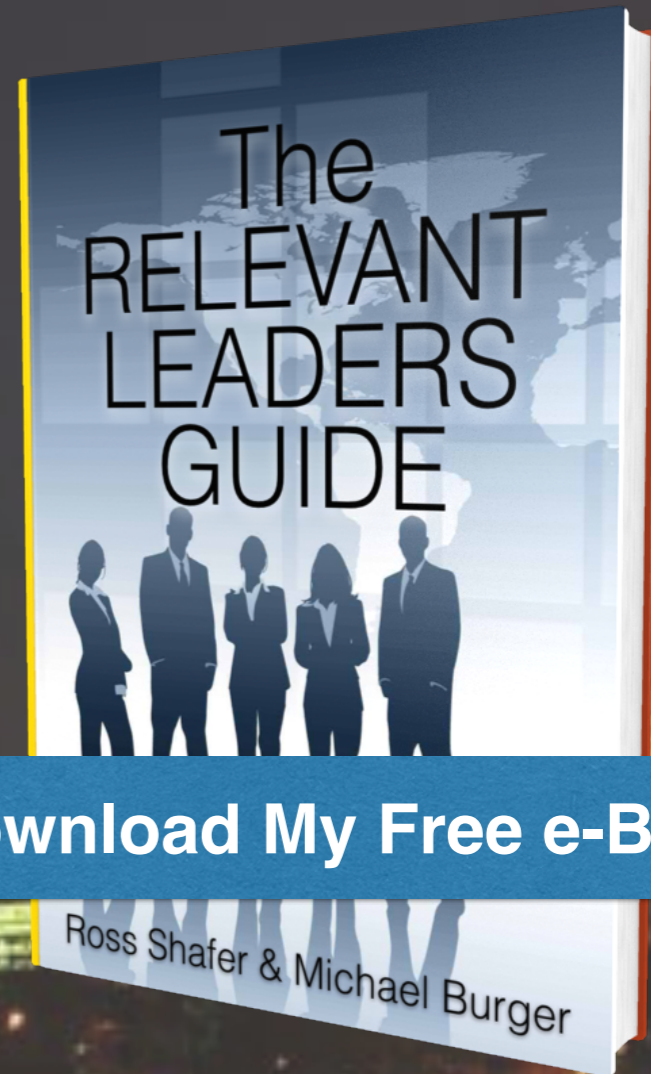
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The Relevant Leaders Club (by Ross Shafer) uses innovative case examples to help both young and highly experienced leaders find relevant business solutions for motivating your workforce, creating leadership...

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by Ross Shafer
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- HOW GREAT LEADERS MAKE BETTER DECISIONS**
- Financial Advisors Beat Speaker | Ross...**
- ...ice financial planners ...ate your practice." Yo...**

[Leadership Video Blog](#)



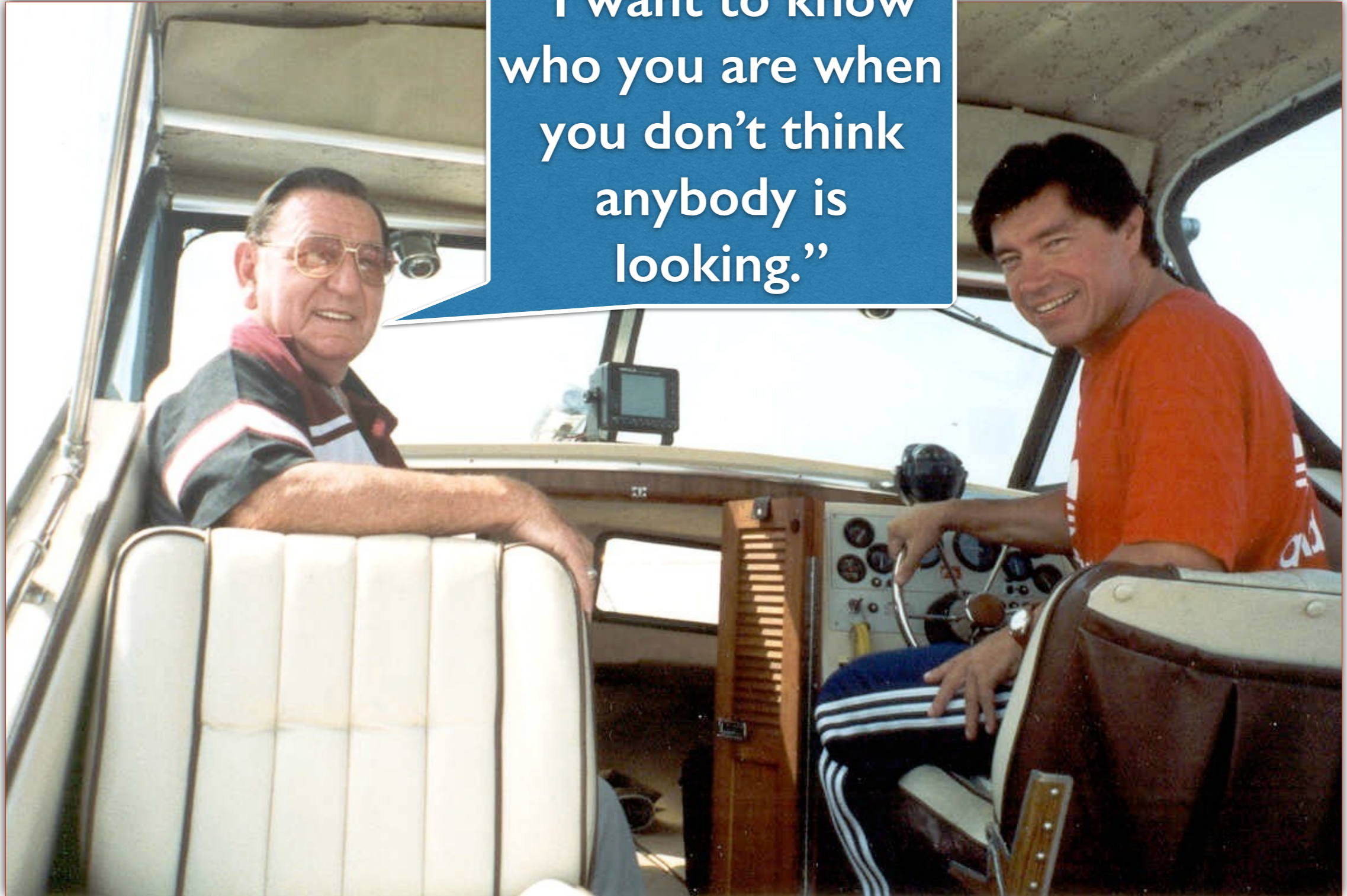
[Download My Free e-Book](#)

www.RossShafer.com



**Be Authentic
& Transparent**

“I want to know
who you are when
you don't think
anybody is
looking.”




Chuck Shafer 1927-2001



Daddy/Daughter date
10th birthday!

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

Ongoing Encouragement

A photograph of a middle-aged man with dark, wavy hair, smiling broadly. He is wearing a dark blue suit jacket over a light blue and white striped dress shirt. The background is a plain, light blue color.

If you would like a
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your organization
contact:

Helen@SpeakerManagementLLC.com

1-910-256-3495

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