

“POW vs. WOW” **& How to Make** **More Money**

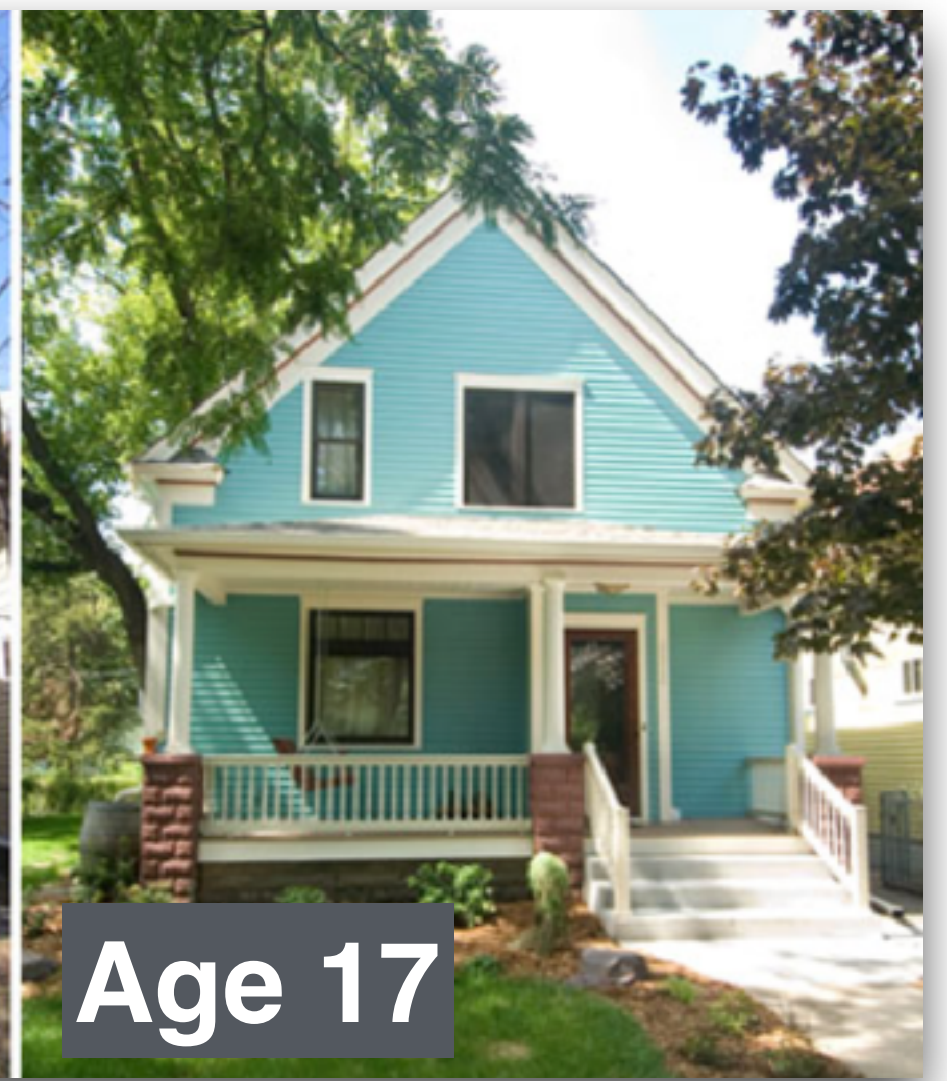
by Ross Shafer



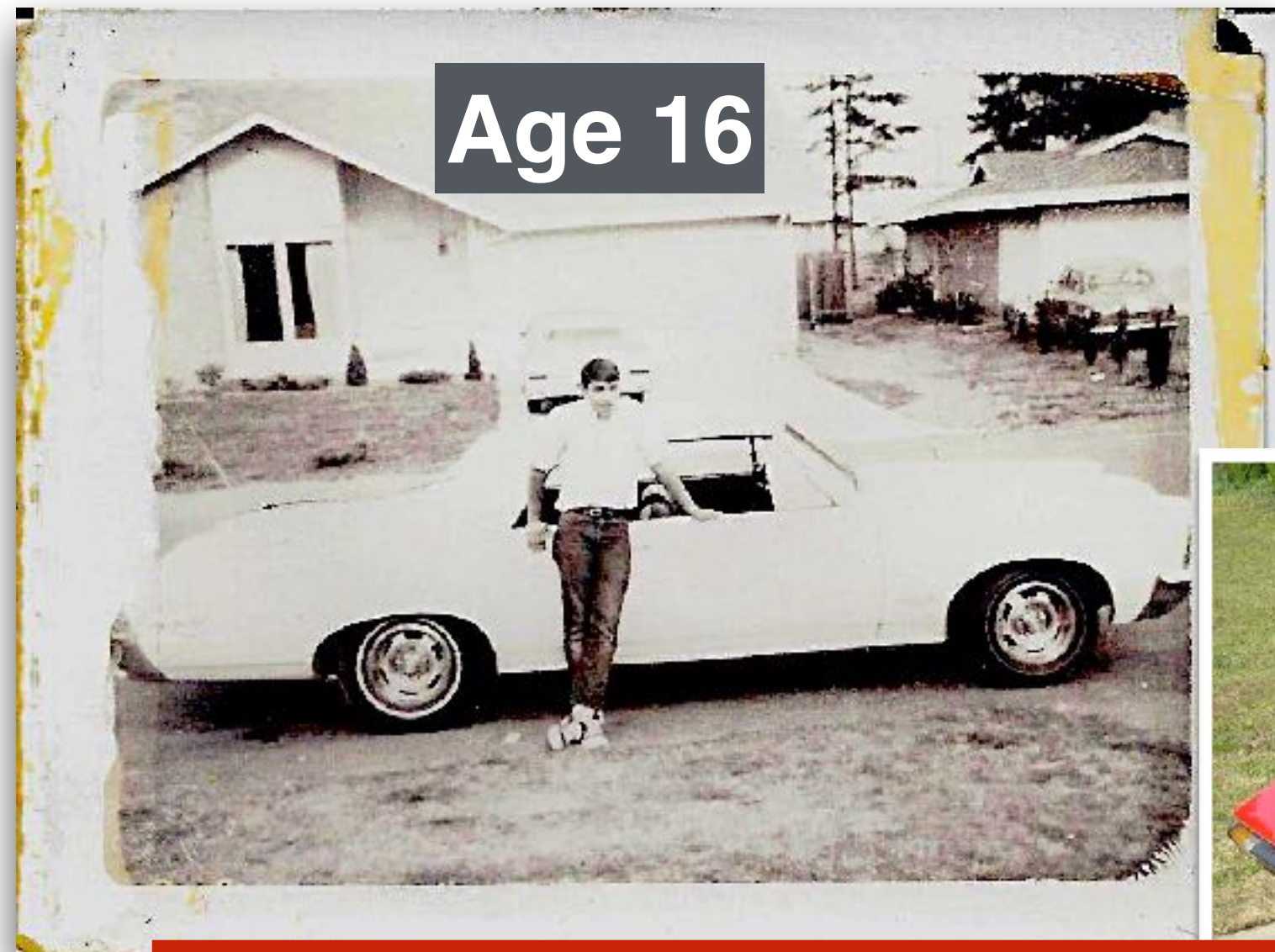
Age 13



Age 14



Age 17



Age 16



Age 29



Flipping Homes



Age 19

Flipping Vehicles

Restaurants/Food Service



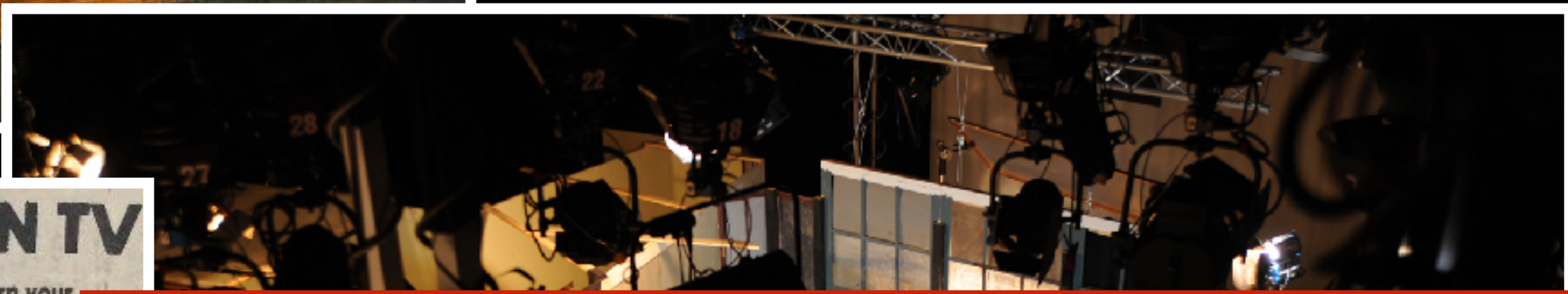
Retail Clothing



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

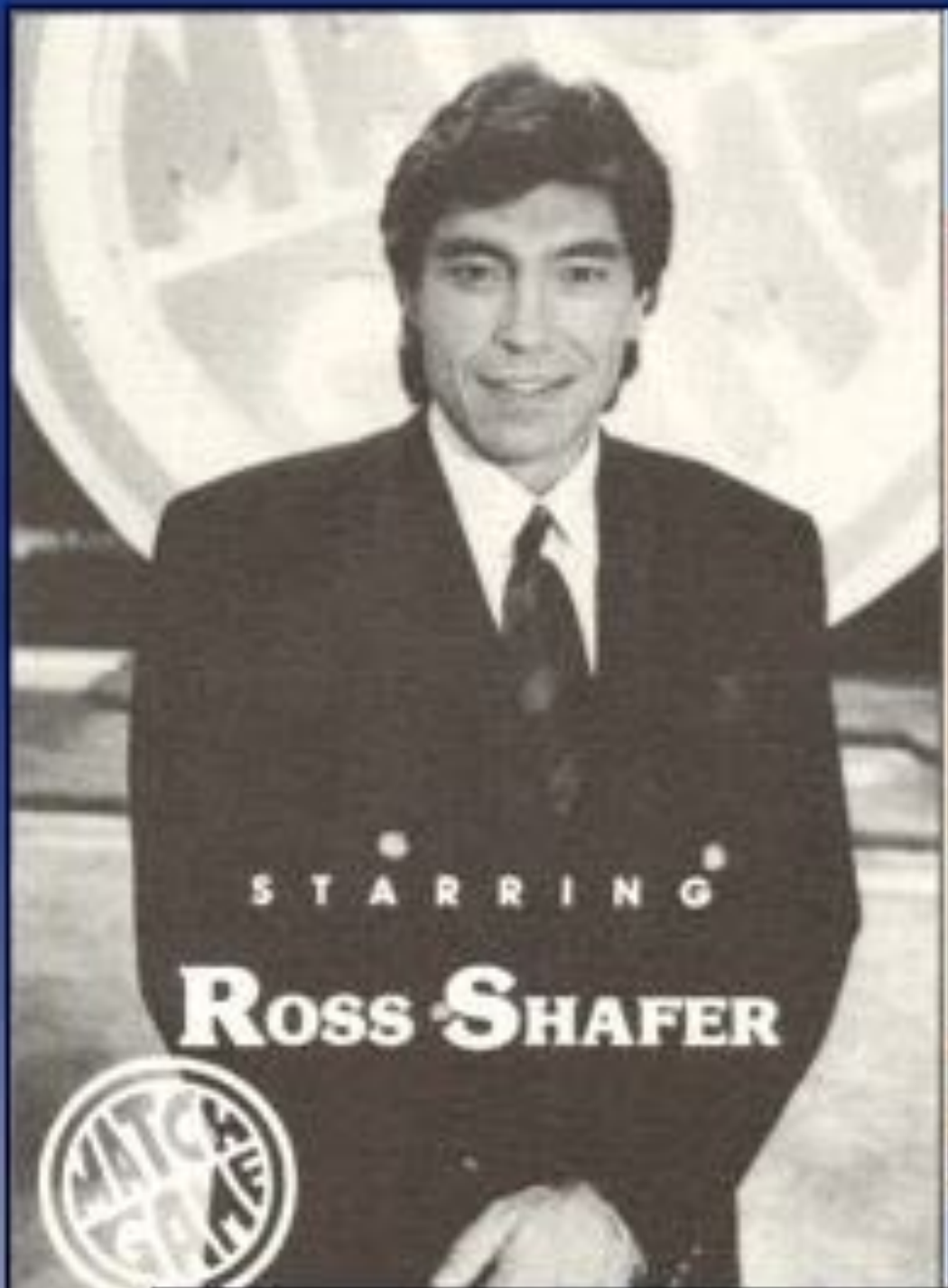
119 Hi Ho Shopping Center
Puyallup, Wash. 98371

STUDIO in Puyallup

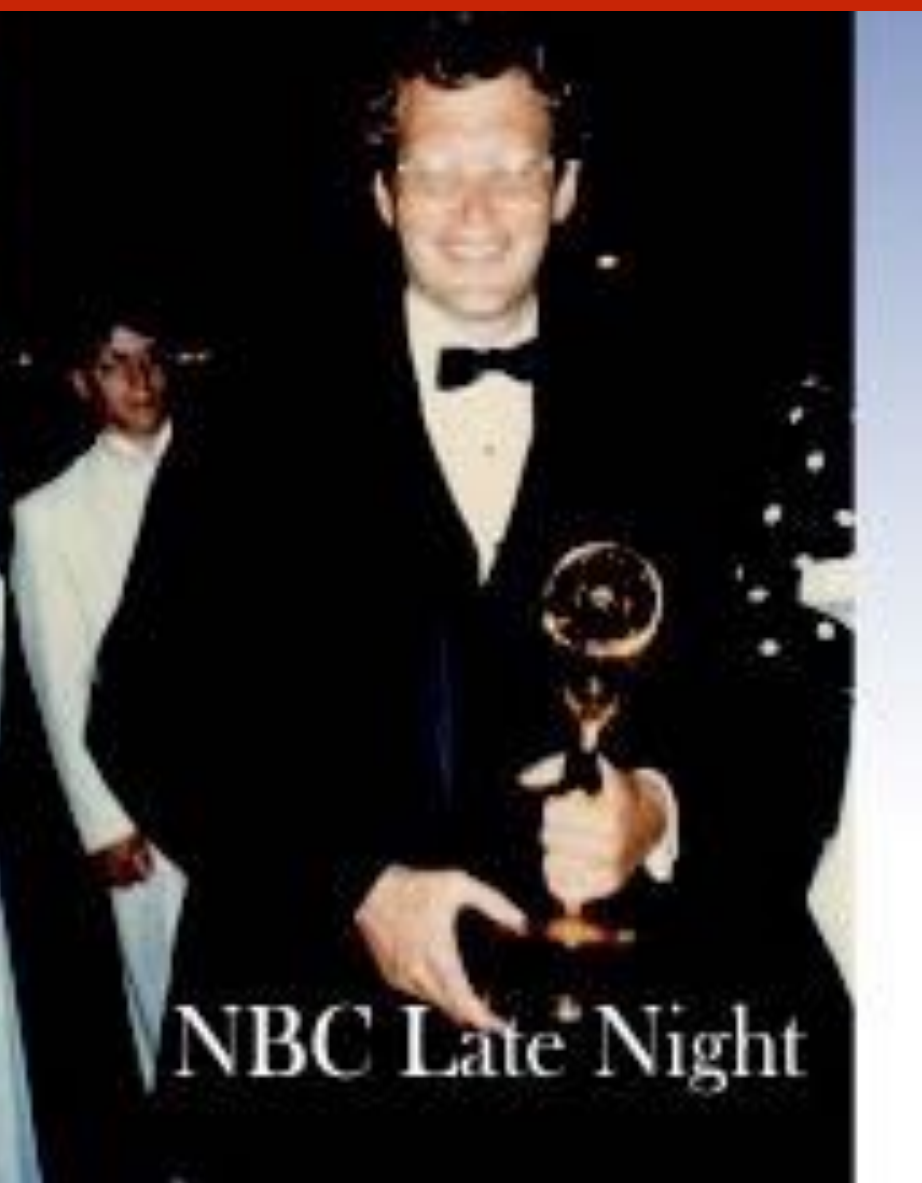



TV & Film Production

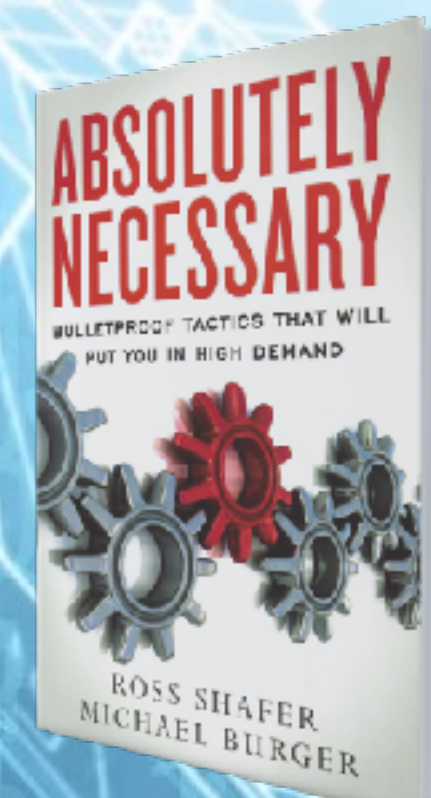
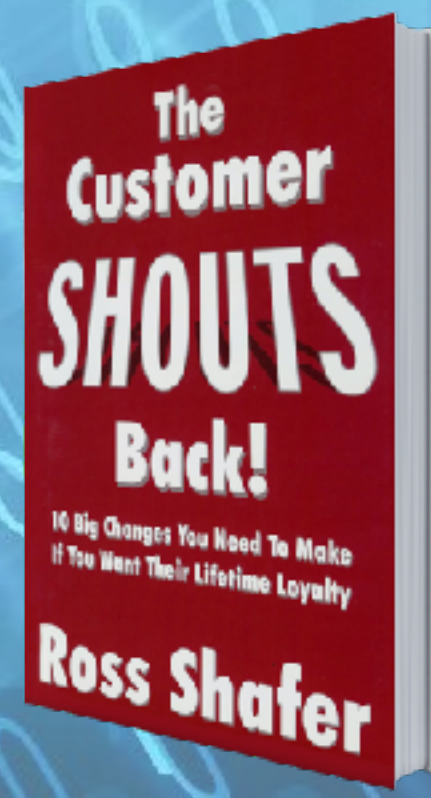
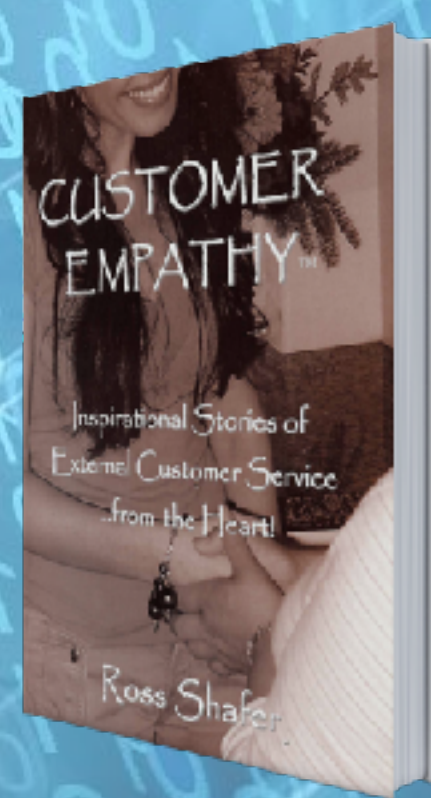
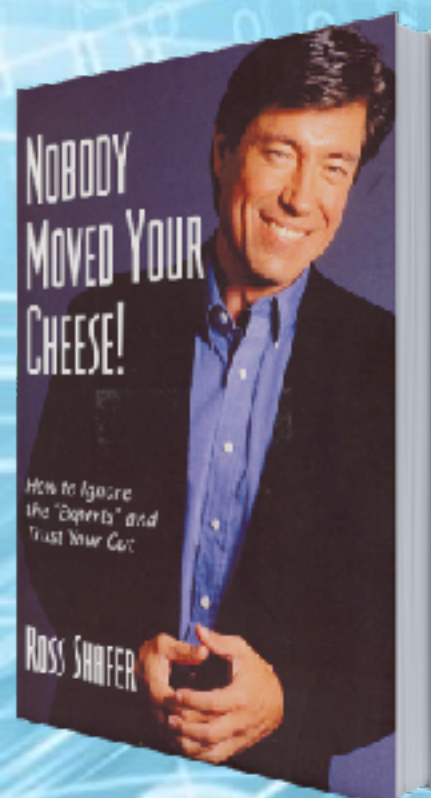




Talk & Game Host



What I'm Not...





15-yr old
Ross Shafer

Blackfoot Nation

Chemeketa Reservation

(Salem, Oregon)

Puyallup Reservation

(Puyallup, Washington)

Charles Shafer
1927-2001



**Follow
the
Tracks
of the
Herd**

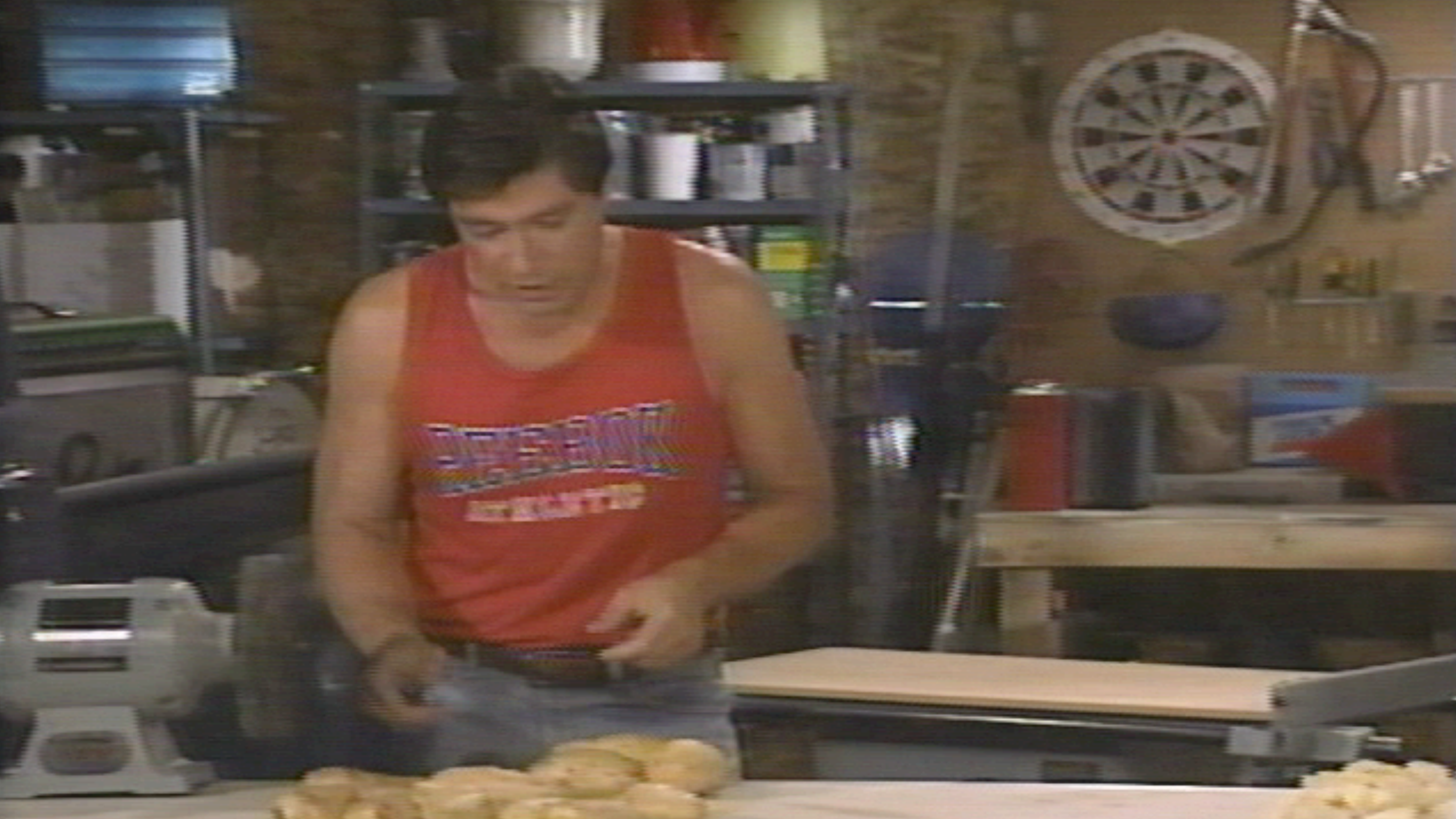
COOK-LIKE- A-STUD

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

Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

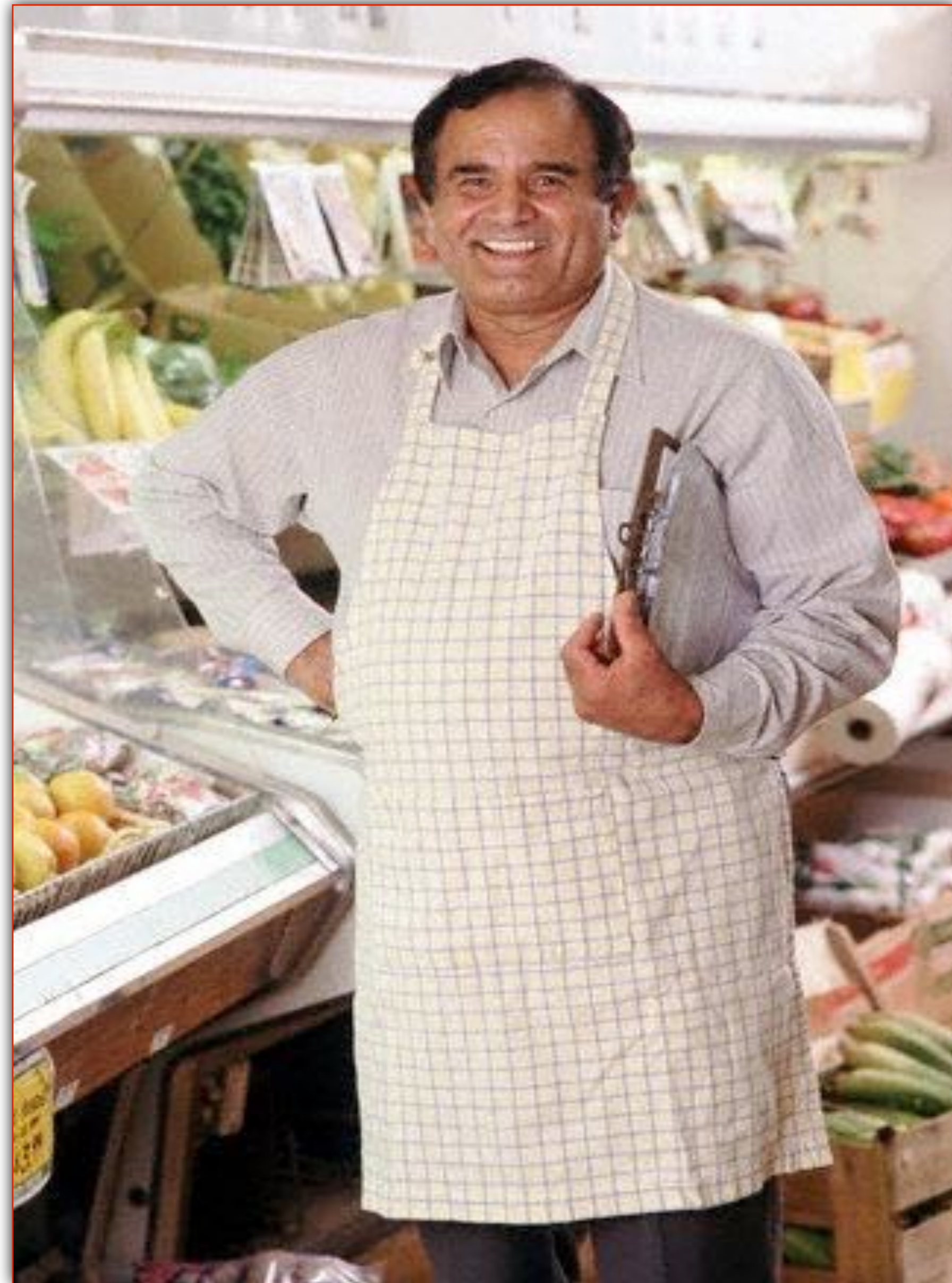
Ross Shafer





John Hixon Hixon's Market Sweetwater, TX.

(\$250k gross)



The background features a complex technical drawing in white lines on a light blue background. The drawing includes various mechanical components, 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. The overall composition suggests a focus on engineering, technology, and innovation.

**How Can You
Stay Innovative?**

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](#)

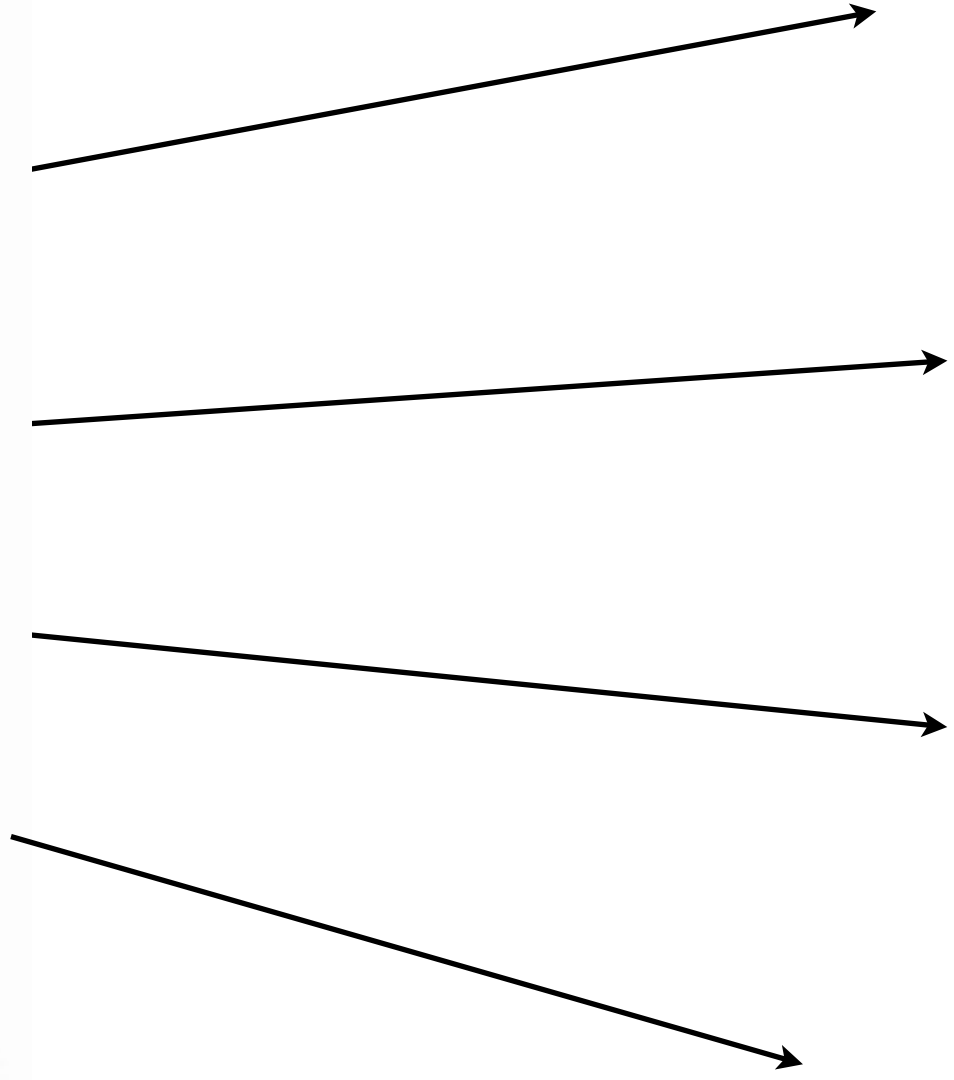
[View All Locations](#)





The “Empty Bag” Issue







LARAMAR

55,000 UNITS





Why Are Customers More Demanding Now?

THE
amazon

The Amazon logo, a thick orange curved arrow pointing from the letter 'a' to the letter 'z', is positioned below the word 'amazon'.

‘EFFECT’

Comcast
xfinity

amazon

hulu

NETFLIX

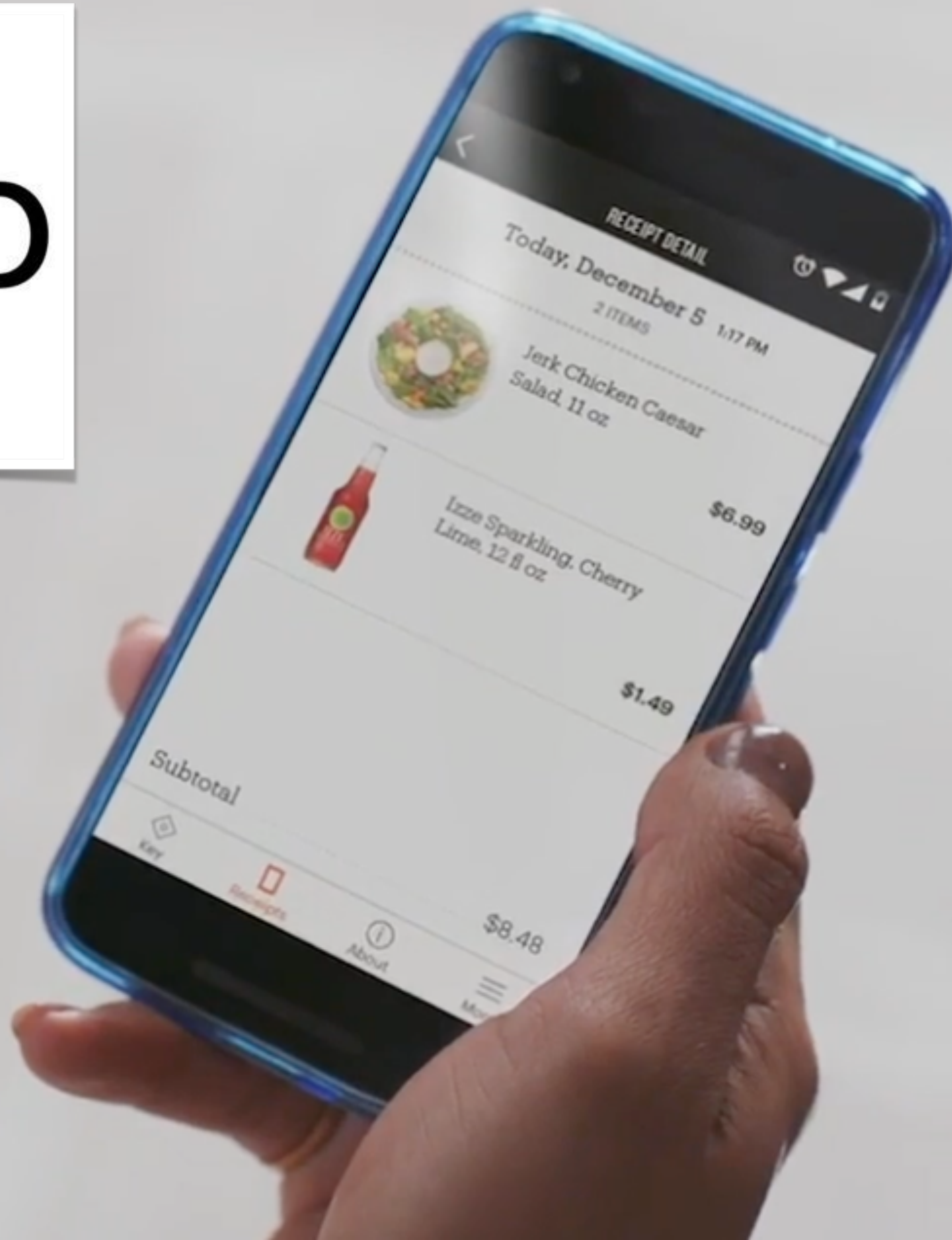
Google





amazon go

3,000 cashier-less stores





MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

Humalogy



+



Shocking News!

**DON'T
Obsess
About...**



CSAT (Customer SATisfaction)



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

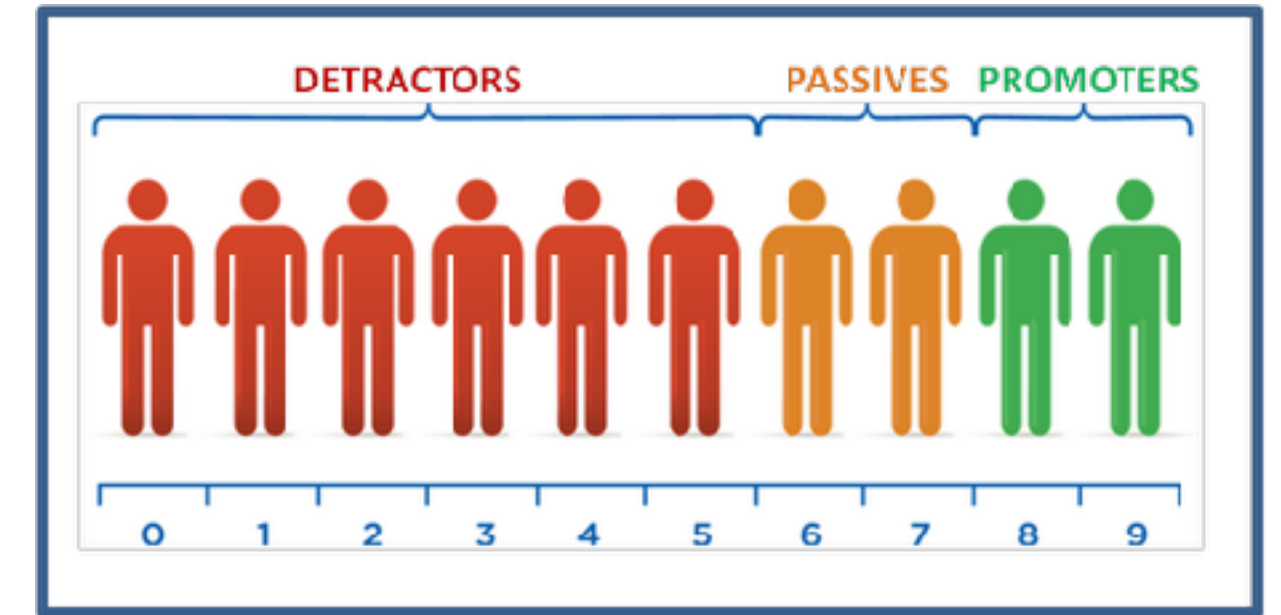
The bigger risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)



“Service organizations create loyal customers primarily by reducing customer effort; **NOT by delighting them in service interactions.**”

NPS (Net Promoter Scores)



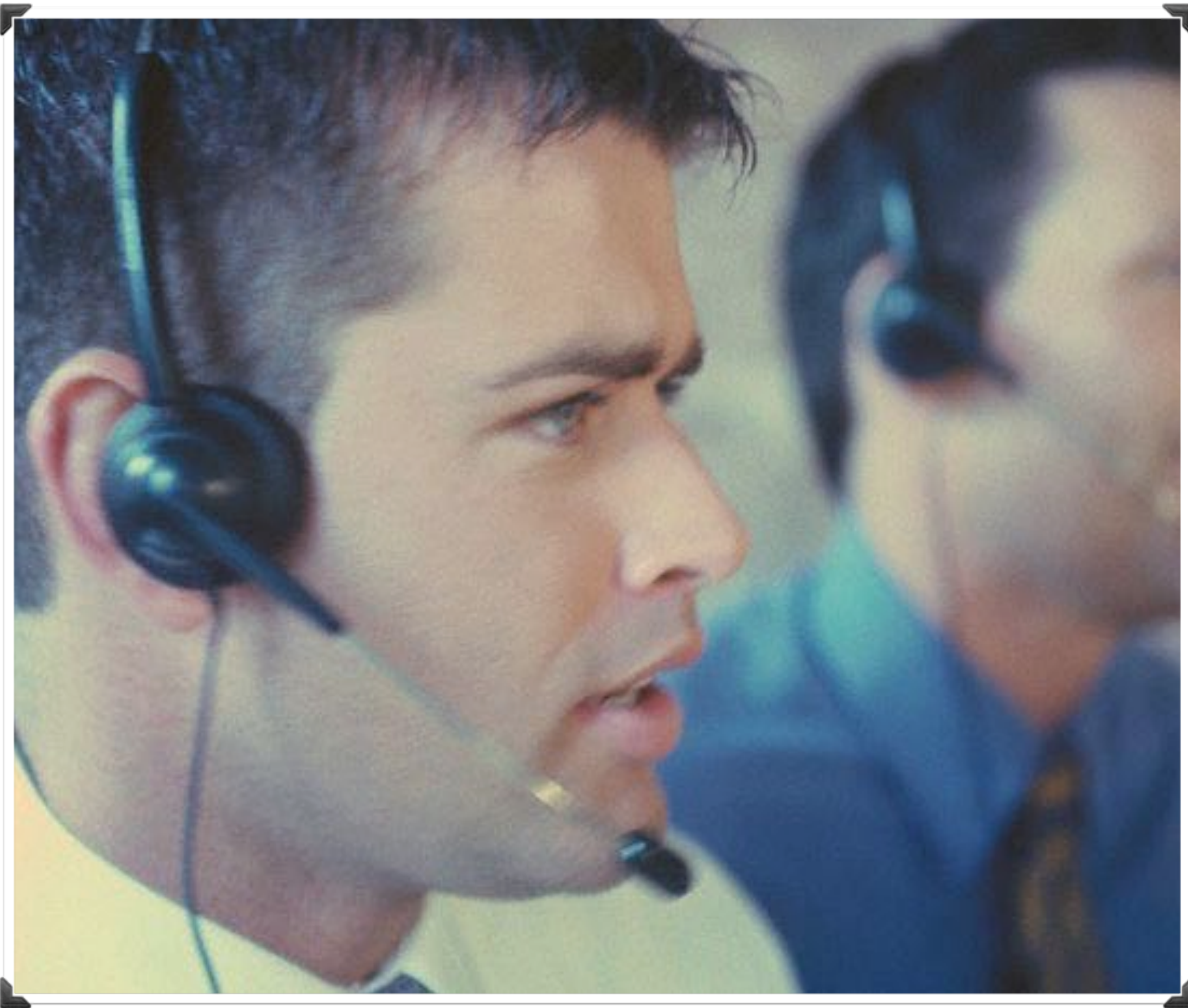
“...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”

INSTEAD...

Eliminate the



Moments



**“Thanks for calling.
My name is Jason.
How can I
provide you with
outstanding
customer care?”**



GE Capital

“To improve our customer service some departments will be closed for training.”

A close-up photograph of an elderly couple smiling warmly. The woman on the left has short, wavy grey hair and is wearing a blue collared shirt. The man on the right has short grey hair and is wearing a light blue polo shirt. They are both smiling broadly, showing their teeth. The man's hand is resting on the woman's shoulder. The background is a soft-focus green landscape, likely a park or garden, with sunlight filtering through the trees.

**Married
More
Than 30
Years?**

Does



vs.



Work?

comcast[®]
xfinity[™]



**Scores UP 21 points
in 90 days**

Westar Energy®





**How do You Retain
Customers &
Team Members?**

The logo for Five9, featuring the word "Five9" in a dark blue, sans-serif font. The "9" is stylized with a blue cloud-like shape above it. A small "TM" trademark symbol is located to the right of the "9".

Five9™



Fastest Response Time

1. Listen Harder "I understand"

2. **FULLY SUPPORT EACH OTHER**

3. Urgent Follow Up



Customer Retention

126%

Employee Retention

131%

The background features a complex, light blue-toned collage of technical drawings, including architectural floor plans, mechanical cross-sections, and various geometric diagrams. Overlaid on these drawings is a pattern of binary code (0s and 1s) in a slightly darker shade of blue, creating a digital and engineering aesthetic.

CURIOUS PEOPLE
Have Deeper
Relationships



Be Personally & Professionally CURIOUS





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





The background is a light blue gradient with a complex technical drawing or blueprint overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Interspersed throughout the drawing are strings of binary code (0s and 1s) in a lighter blue color, some of which are slightly blurred or faded, giving a sense of depth and digital connectivity.

How Can You Coach Better Communication Skills?

*“This week, YOU will be
our 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 (Cool inventions)

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

<http://www.gartner.com/newsroom/id/2603623> (Technology trends)

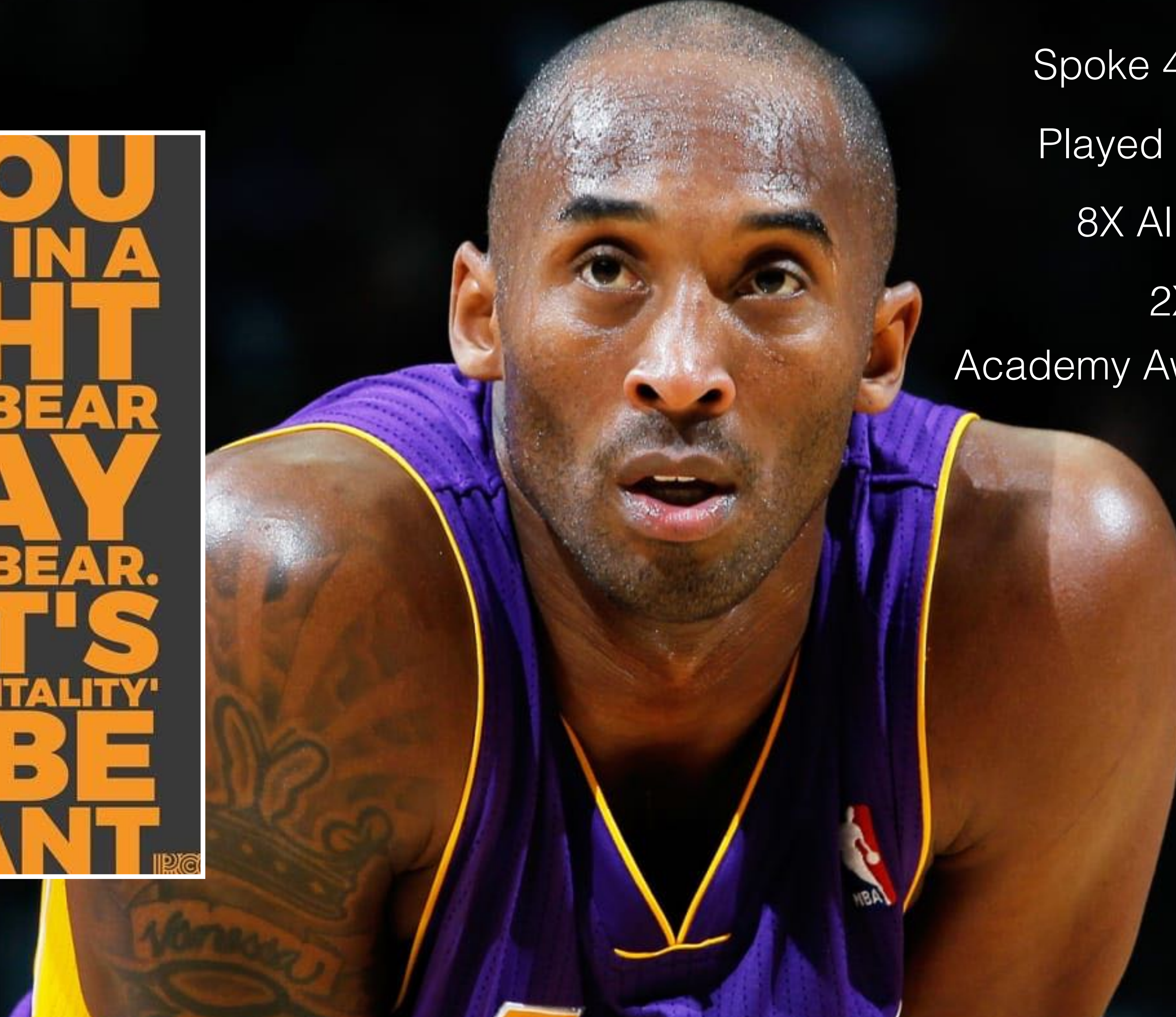
<http://www.infoq.com/research/software-trends-2014> (Software trends)

<http://www.businesswire.com/news/home/20140101005013/en/Forrester-Top-Global-eCommerce-Predictions-2014#.U-GCYIYQ7wI>
(Business Wire & Forrester Research)

The background is a light blue gradient with a complex technical drawing or blueprint overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. Interspersed throughout the drawing are strings of binary code (0s and 1s) in a lighter blue color, suggesting a digital or technological theme.

**World Class
Expertise will be
Your Unfair
Advantage**

**IF YOU
SEE ME IN A
FIGHT
WITH A BEAR
PRAY
FOR THE BEAR.
THAT'S
'MAMBA MENTALITY'
-KOBE
BRYANT**



Spoke 4 languages

Played 20 seasons

8X All NBA Team

2X NBA MVP

Academy Award Winner


World's Greatest Shooter



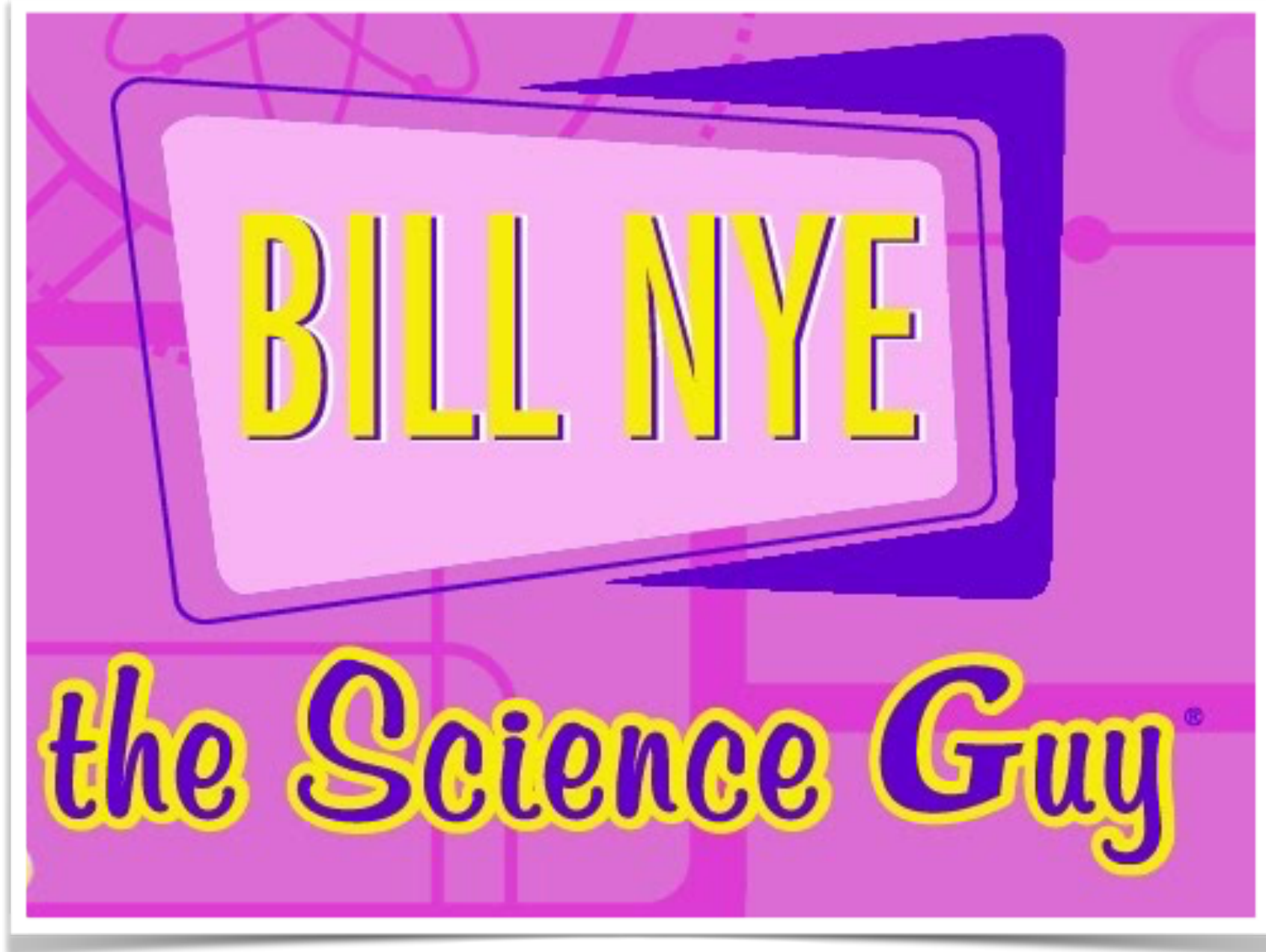
1,127 Free Throws in a Row





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 Superstars Quickly





GIVING BACK: FREE RESOURCES

You



The image shows a screenshot of the YouTube channel for Ross Shafer. At the top, there is a profile picture of Ross Shafer, a smiling man with dark hair, and his name 'ROSS SHAFER' in large red letters. Below his name is the tagline 'Funniest Expert on CHANGE'. A button says 'Visit Ross Shafer's Website'. The channel name 'Ross Shafer' is visible, along with a 'Subscribe' button. Below the channel name are navigation tabs: Home, Videos, Playlists, Channels, Discussion, and About. A section titled 'Relevant Leaders Club' is visible, with a 'Download All' button. Below this are several video thumbnails with titles and view counts:

- Why is the Lifespan of a Company only 15 Years?** | Leadership Speaker | Ross Shafer
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
- Should You Change Your "Leadership" Persona?** | Leadership speaker | Ross Shafer
- How Can Leaders Make Better Decisions?** | Leadership Speaker | Ross Shafer
- How Can Small Office Financial Advisors Beat The Big Guys?** | Leadership Speaker | Ross...



Download (2) Free e-Books

www.RossShafer.com



**Encourage
Team Members
Like a Video
Game**



The image features a complex technical drawing background in shades of blue and white. The drawing includes various mechanical components, cross-sections, and circular patterns, overlaid with a grid of binary code (0s and 1s). The word "END" is prominently displayed in the center in a large, bold, dark blue font.

END