

These are discussion slide notes.

The bullet points, the images and the videos won't mean much to you (in this form) because I have stories, examples, and case studies associated with them. I realize there was a concern that the "slide count of "72" might have made it seem as if you had already seen the slide deck. "72" is merely the number of slides I calculate for a 60 minute presentation. The words and lens are different for every client.

Let's have a call and I'll explain.

The background is a light blue gradient with a complex pattern of white technical drawings, including mechanical parts, gears, and circuitry. Overlaid on this are various instances of binary code (0s and 1s) in different colors and orientations, creating a digital and technical atmosphere.

What are Your CUSTOMER's EXPECTATIONS in 2020?

by Ross Shafer

CURRENT:
Knowing
Skinny
Jeans are
Popular



RELEVANT:

Knowing

They're

NOT for

YOU



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

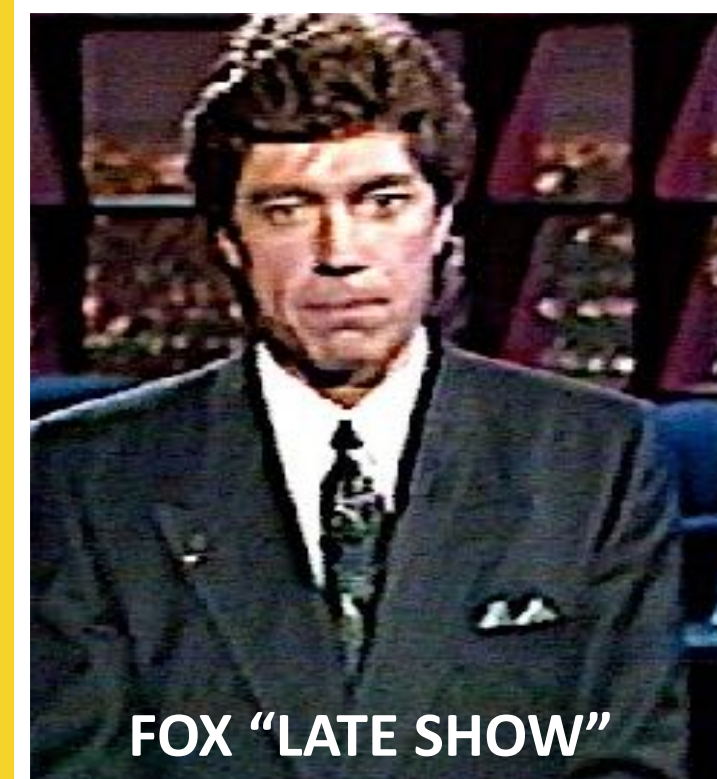
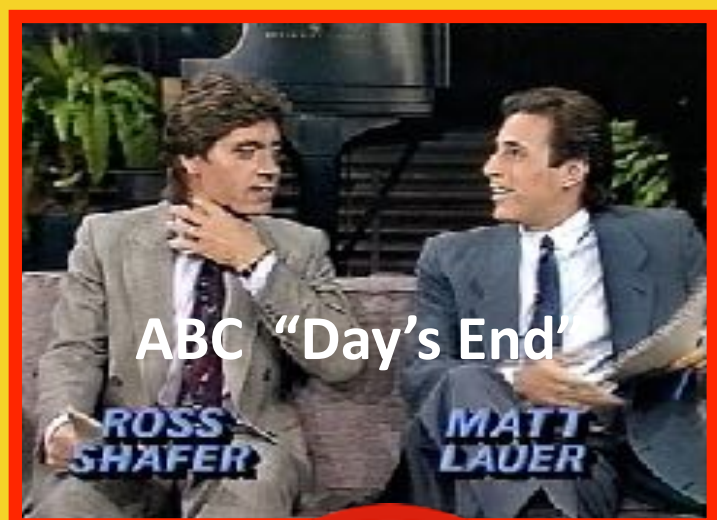
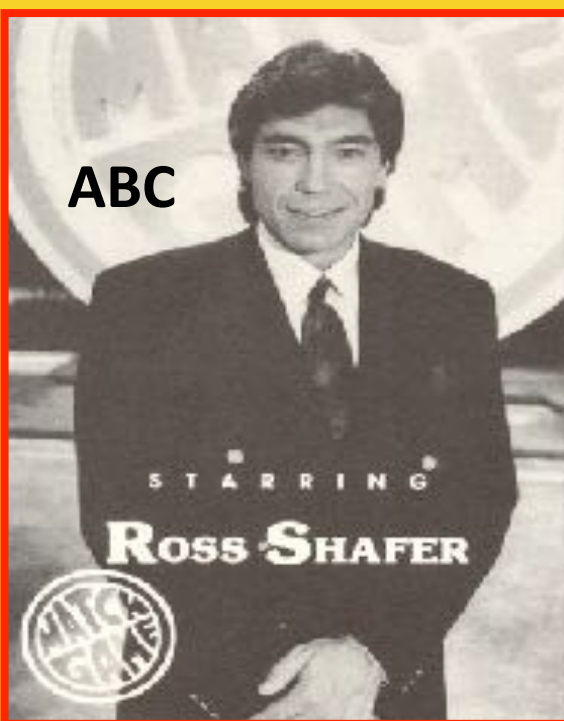
At the Northwash largest market of Great TV Screen Systems is offering direct to you for your home, the same Projection TV usually seen commercially. Come see and compare during this sale.

AS LOW AS **\$997**

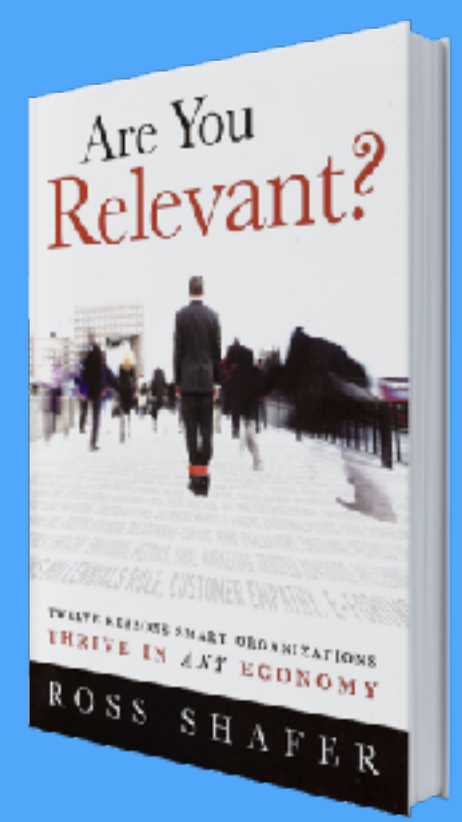
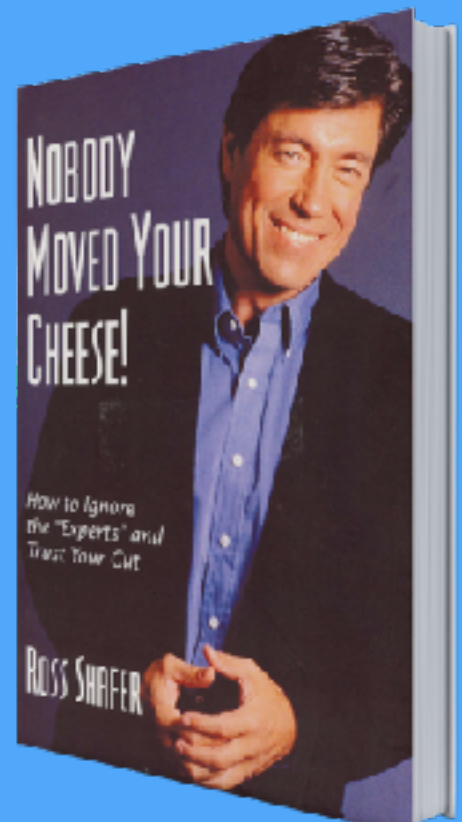
SOUNDS O.K.!

fration COLLECT 300 Center Puyallup Puyallup, Wash. 98371

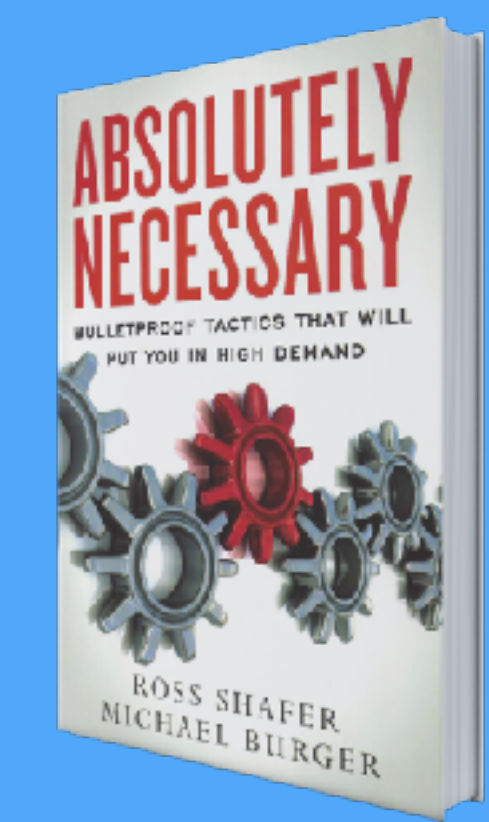
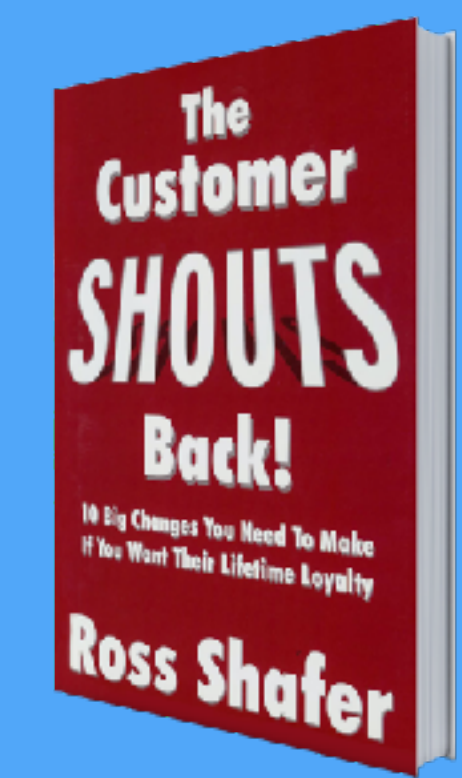
Manufacturing

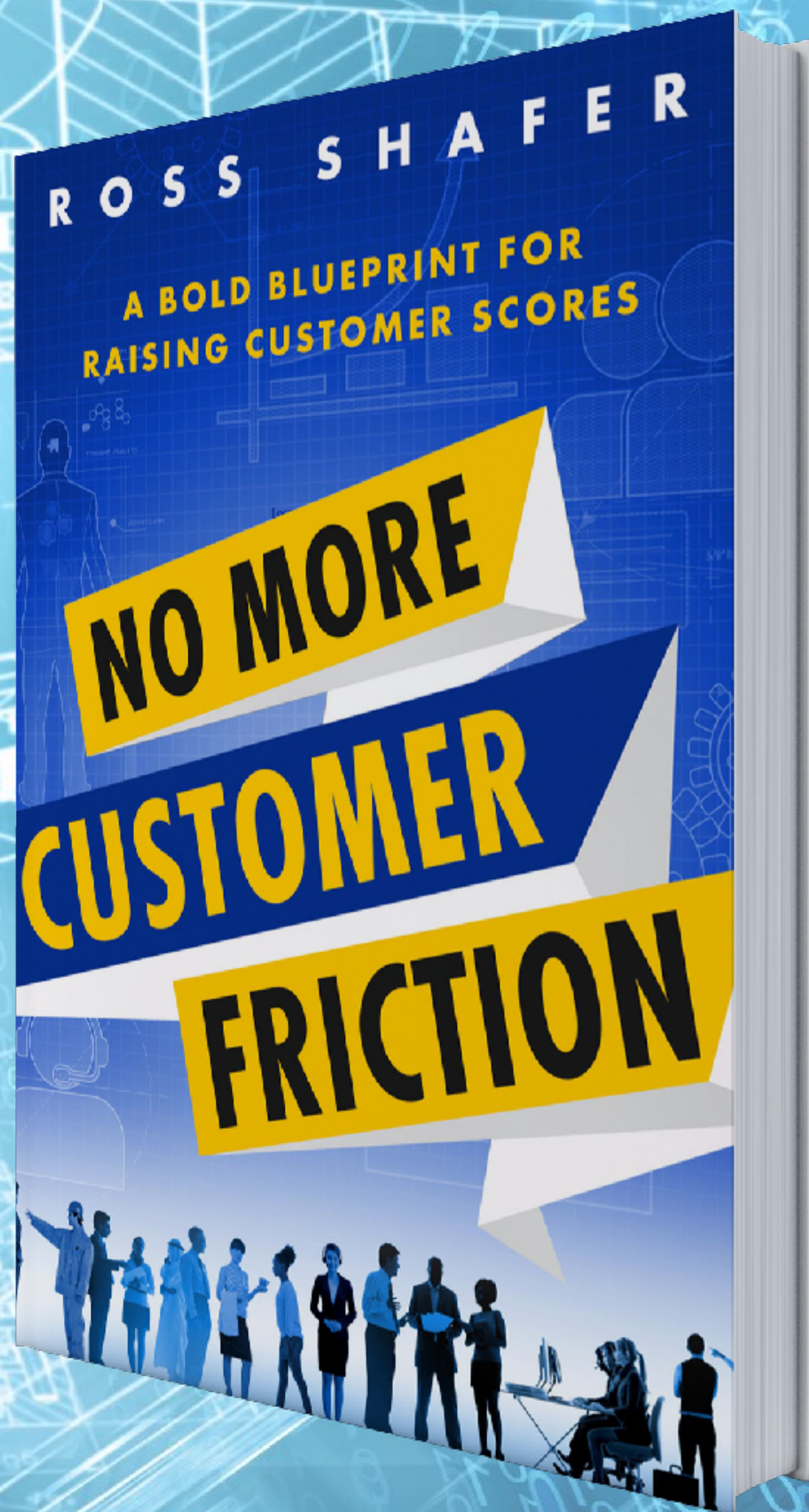


2



3





**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





360 ★

Review order (1)

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

10 min

Coff. 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](#)



The background is a light blue technical drawing or blueprint. It features various mechanical parts, gears, and lines. Overlaid on this are several vertical columns of binary code (0s and 1s) in a lighter blue color. The text is centered in a bold, dark blue font.

**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](#)

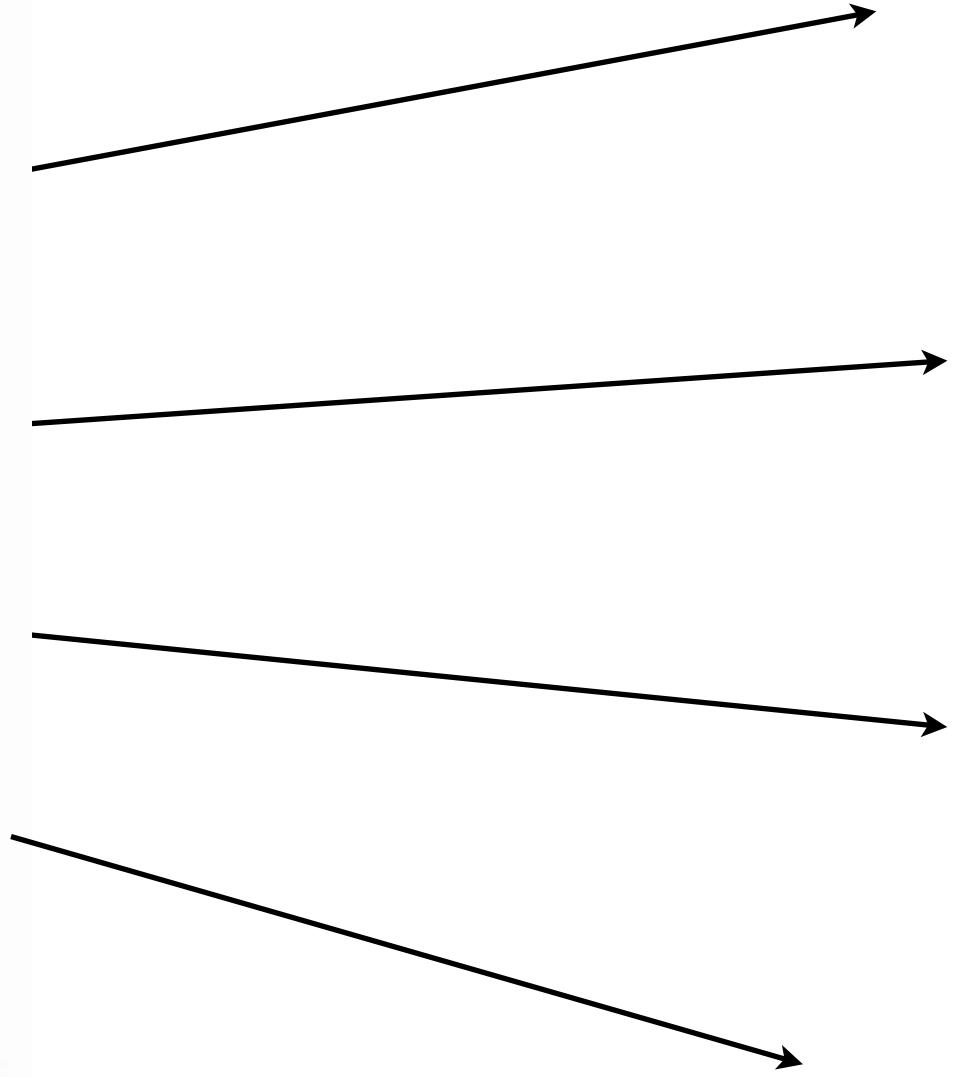
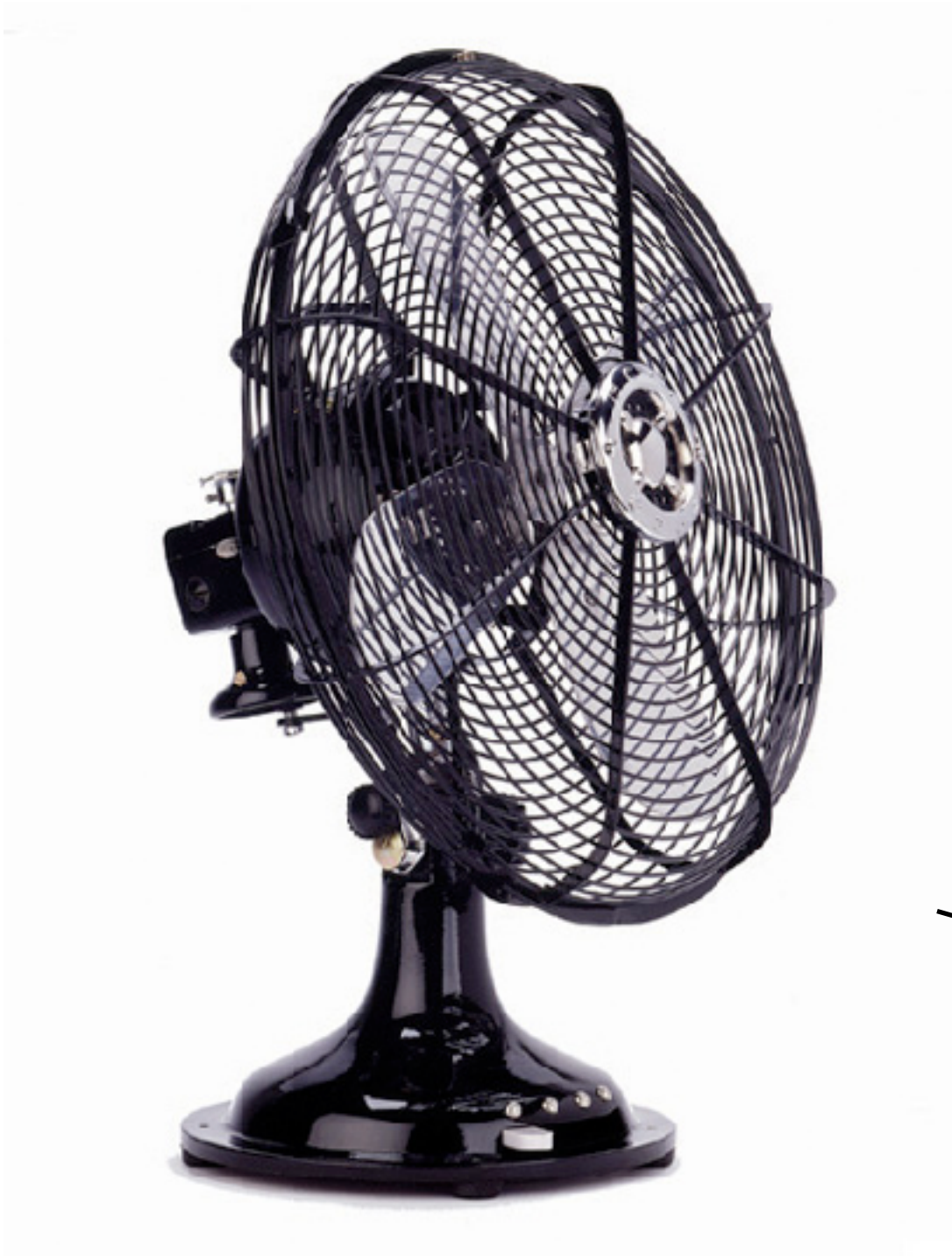
[All Denver, CO Locations](#)

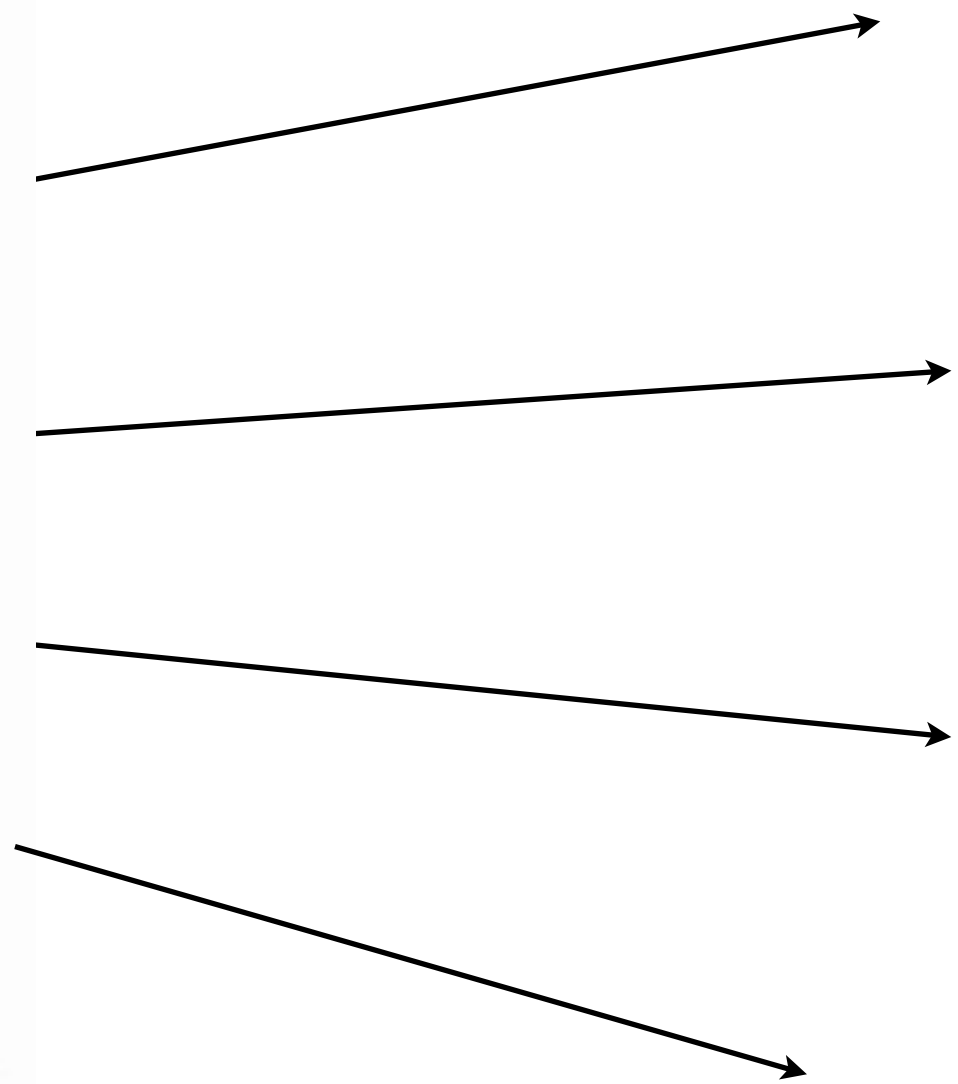
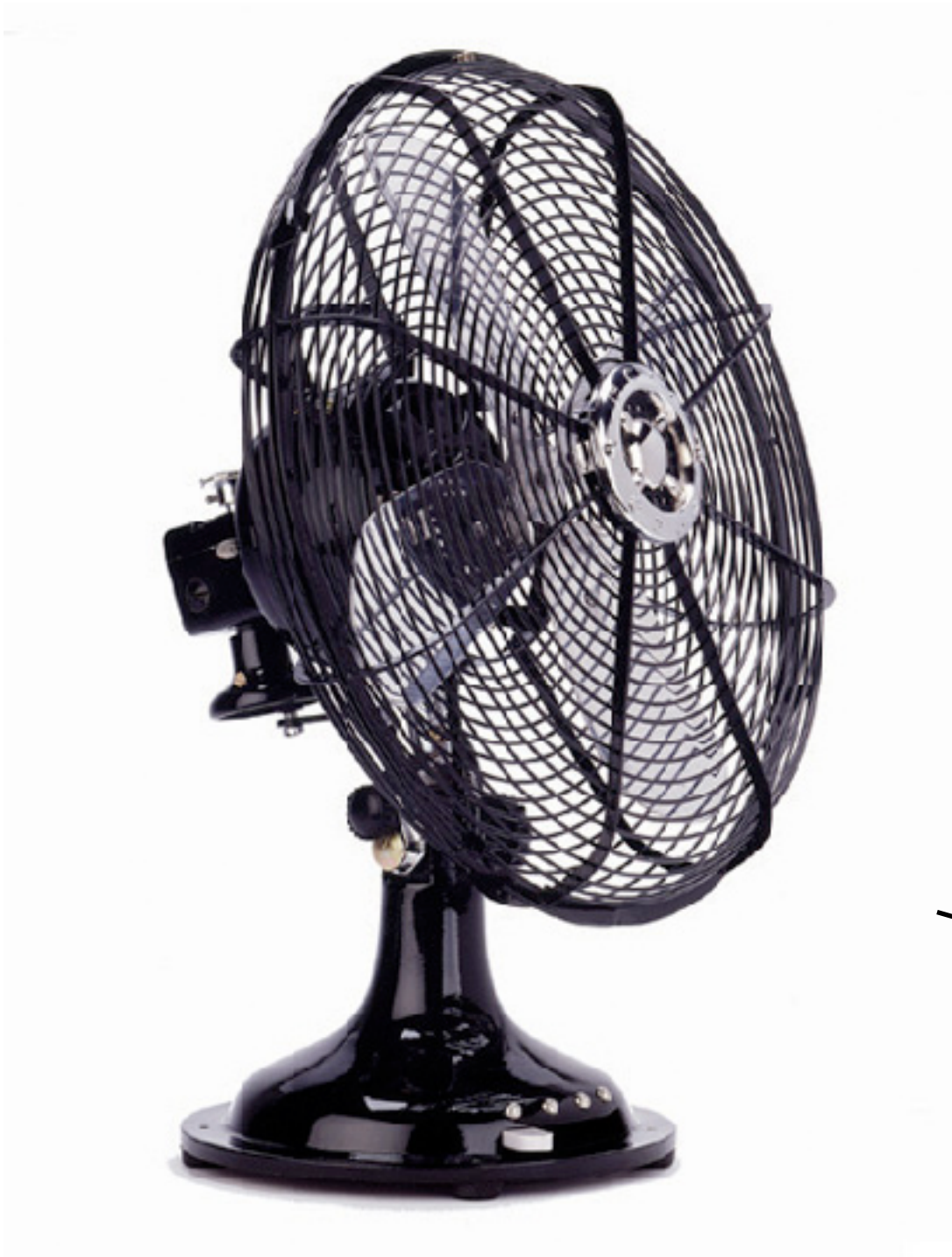
[View All Locations](#)

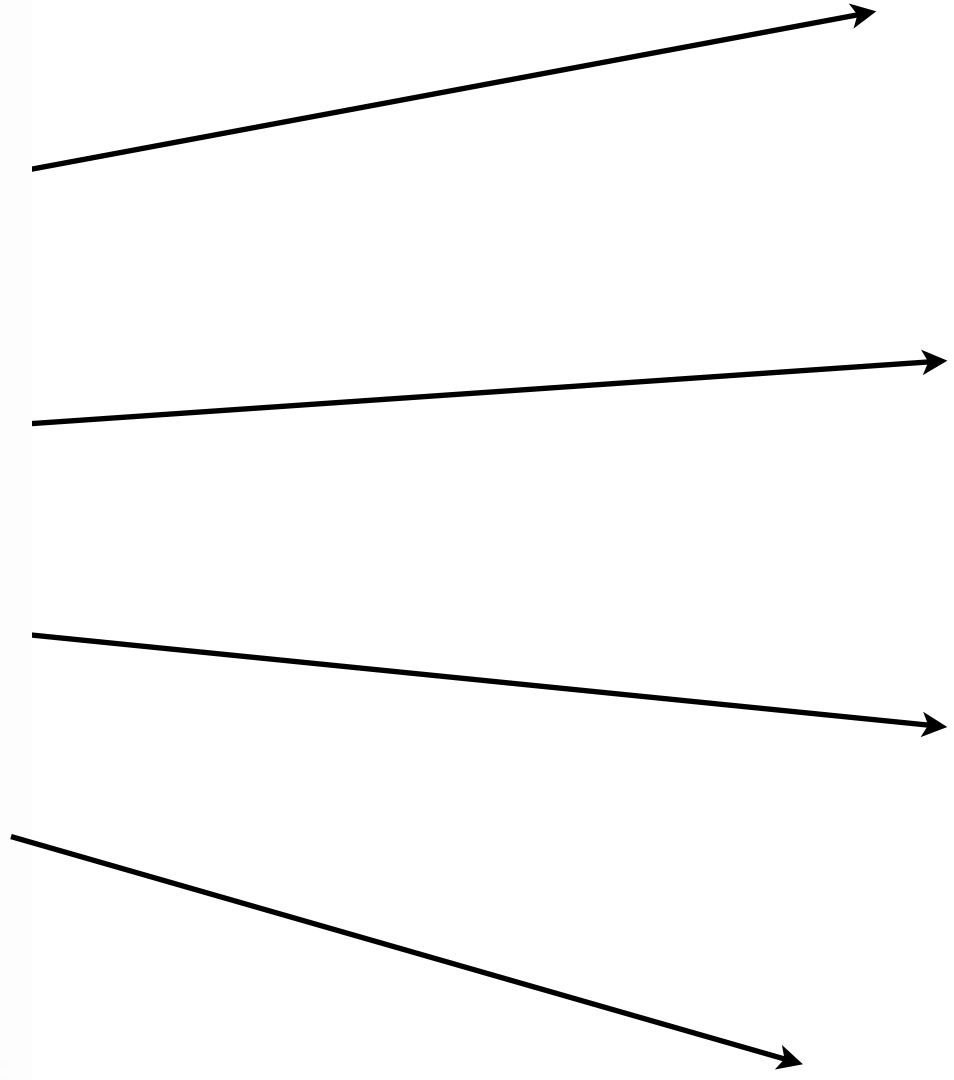


The “Empty Bag” Issue











LARAMAR

55,000 UNITS





amazon.com.

Dogit Silent Dog Whistle by Dogit

\$3.74 Add-on Item

Add it to a qualifying order within **17 hours** to get it by
Tuesday, Oct 15

More Buying Choices

\$3.74 new (6 offers)

\$4.99 used (1 offer)



Why Are Customers More Demanding Now?

THE
amazon

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

‘EFFECT’

Comcast
xfinity

amazon

hulu

NETFLIX

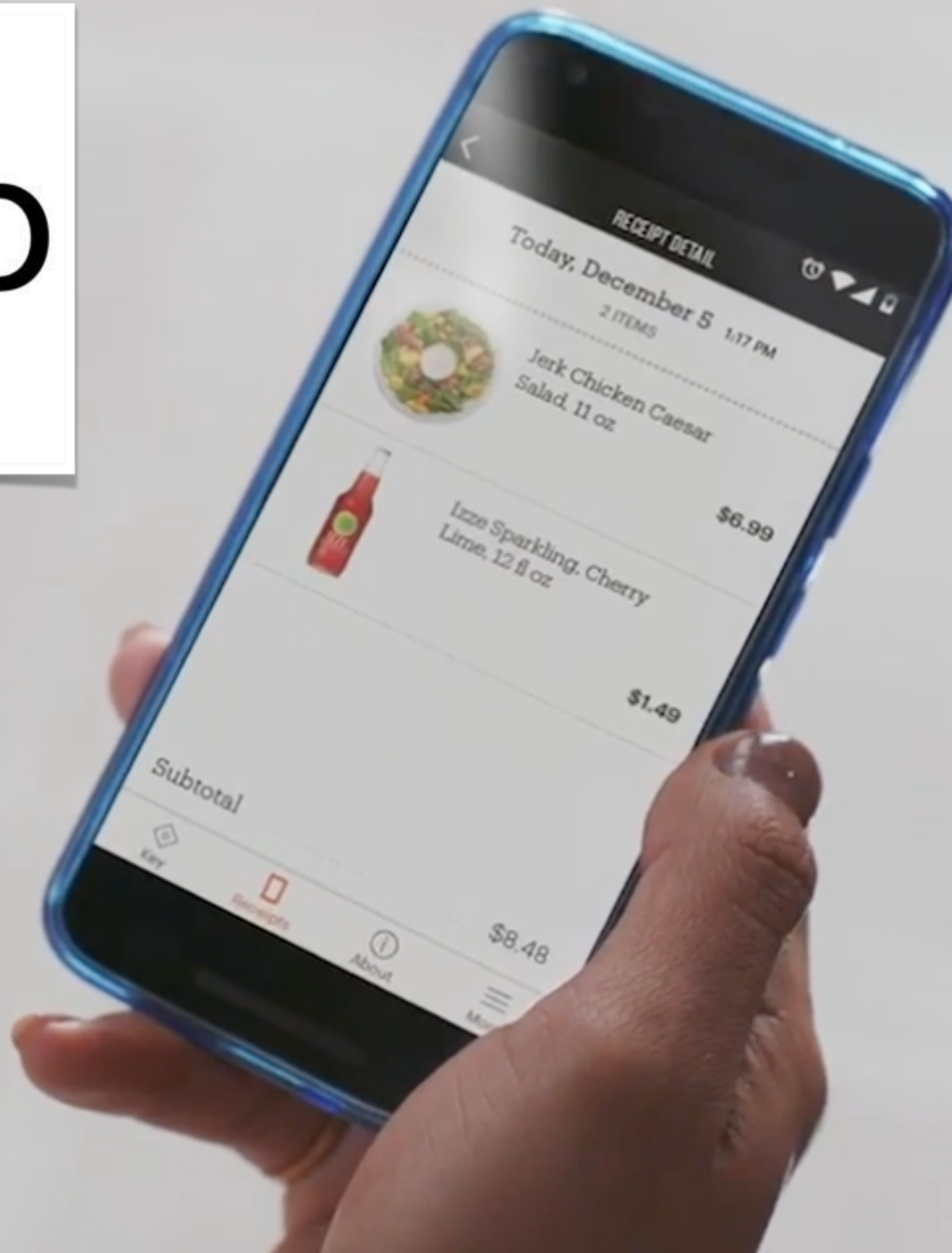
Google





amazon go

3,000 cashier-less stores



A man with short brown hair and a beard, wearing a light blue and white checkered shirt and a purple tie, is looking down in a grocery store aisle. The background is filled with shelves of various products, including bottles and boxes. A woman with dark hair, wearing a white shirt and a red bag, is visible in the background, slightly out of focus. The text "VIDEO CLIP" is overlaid on the man's face.

VIDEO CLIP

MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



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

VIDEO CLIP

Humalogy



+



Customers First!

(DON'T
Obsess
About...)



CSAT (Customer SATisfaction)



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

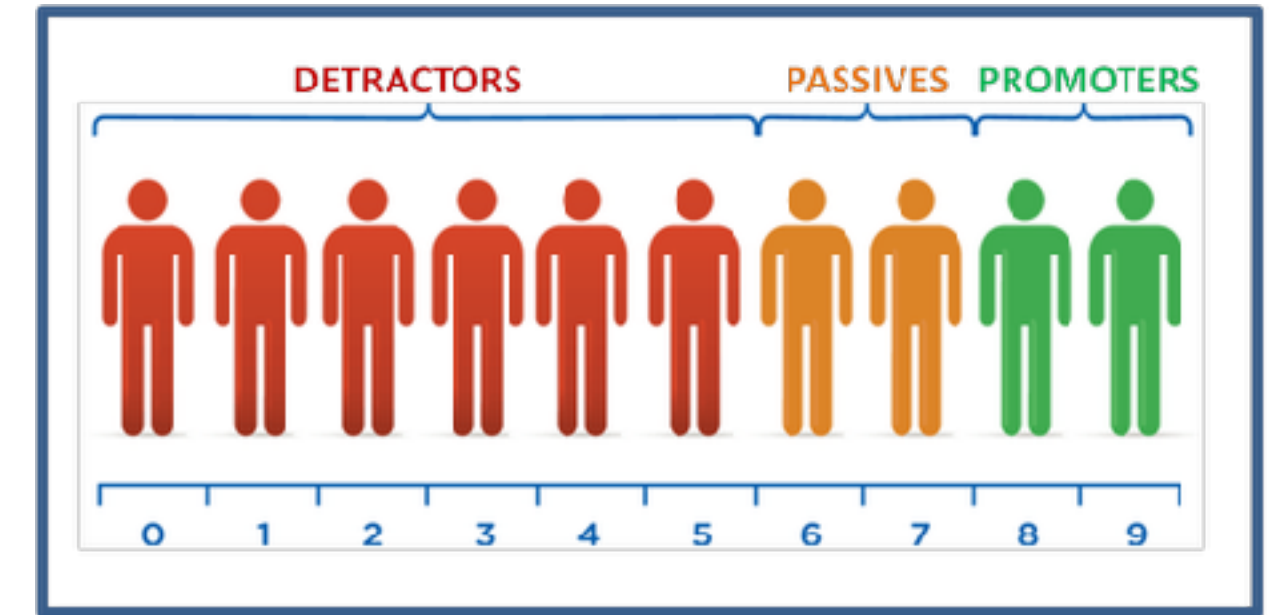
The bigger risk to loyalty is when you fail or disappoint them.”

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)



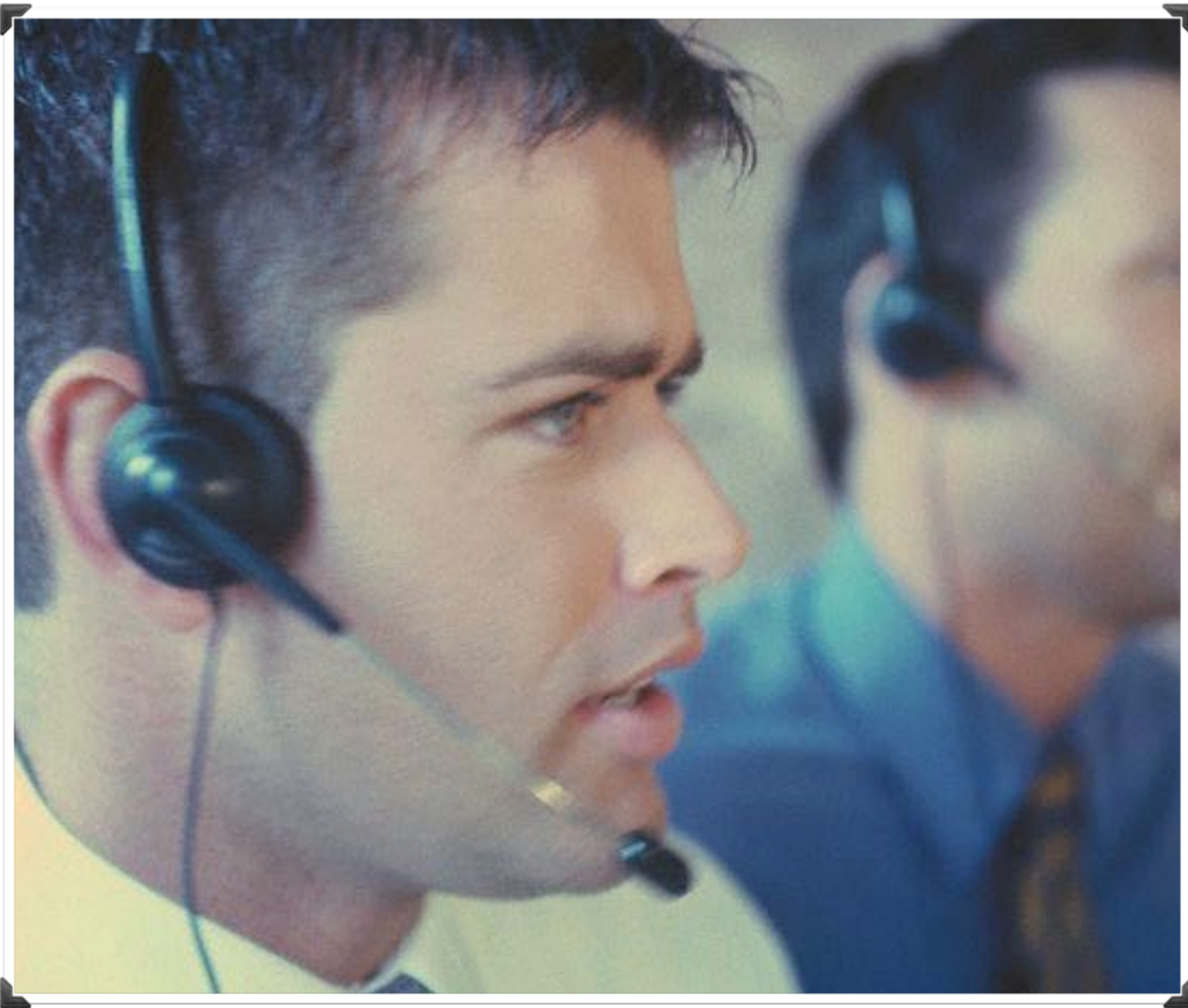
“...scores of (6 and below) give us a vivid snapshot of our failings. **We learn far more from customer complaints than we do from their compliments.**”

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.”





TOYOTA

OF PUYALLUP



customer first.



Freshly baked Otis-Spunkmeyer cookies.

Does



vs.

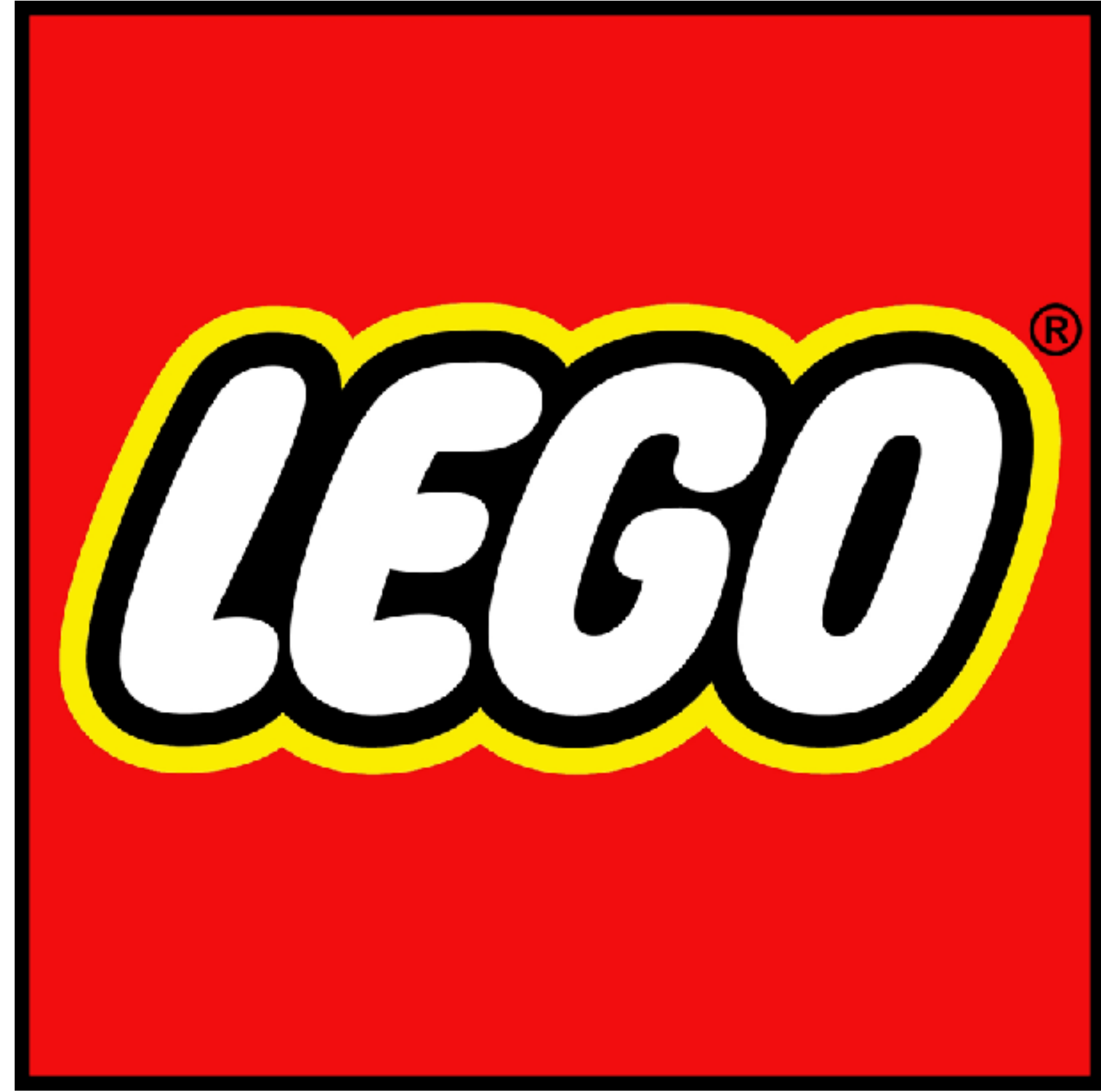


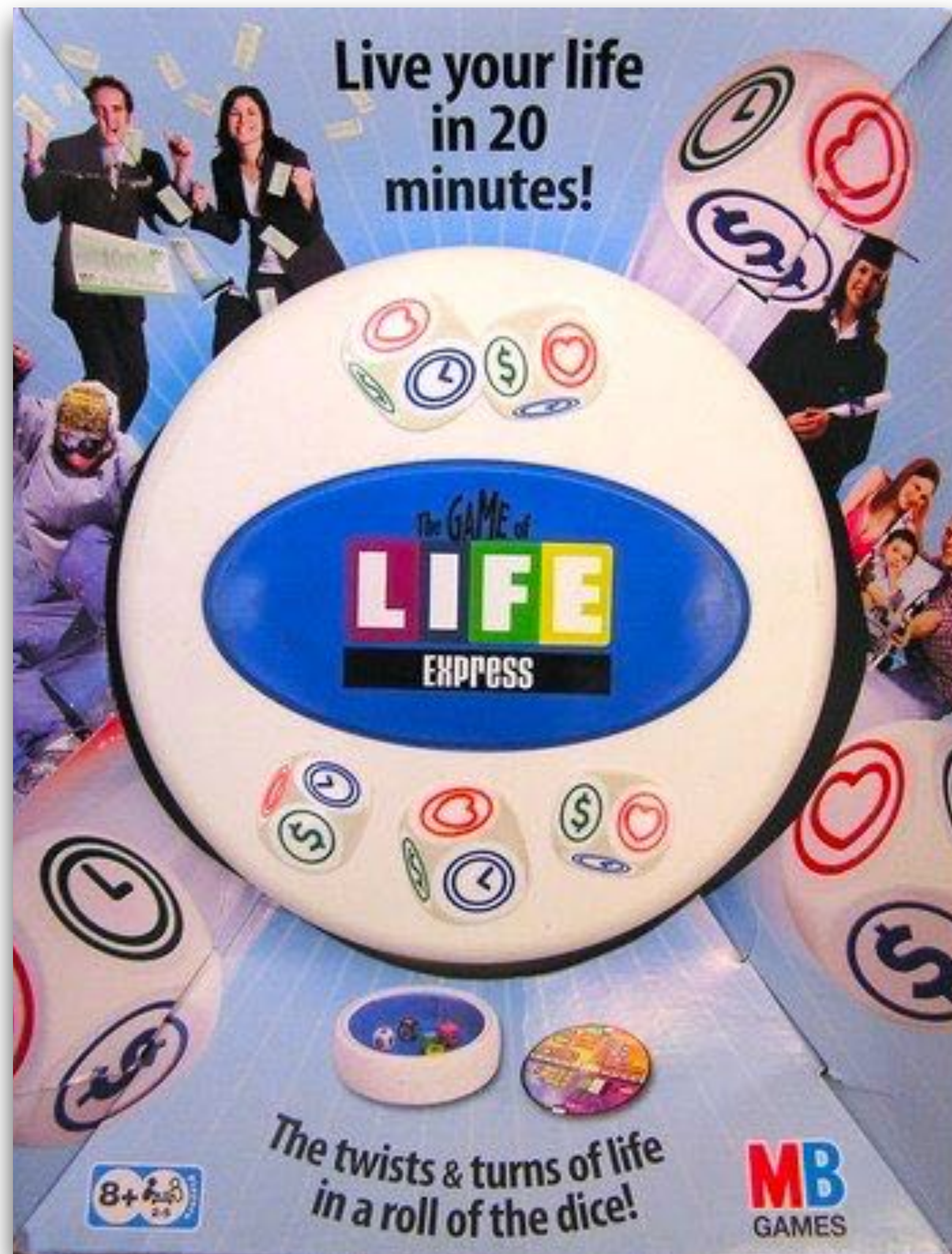
Work?

comcast[®]
xfinity[™]

10 yrs ago, near bankruptcy, customers said,
“The toys take long to build.”







Play the “Express” versions in 20 minutes!






**Scores UP 21 points
in 90 days**

Westar Energy®



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 or engineering aesthetic.

**Sometimes
WE Create
the Problems**



VIDEO CLIP

How to Retain Customers & Teams?

Rehearse Better Outcomes



Tackle Issues Head On

Full Transparency

Listen Harder
"I understand"

SUPPORT EACH OTHER

Urgent Follow Up

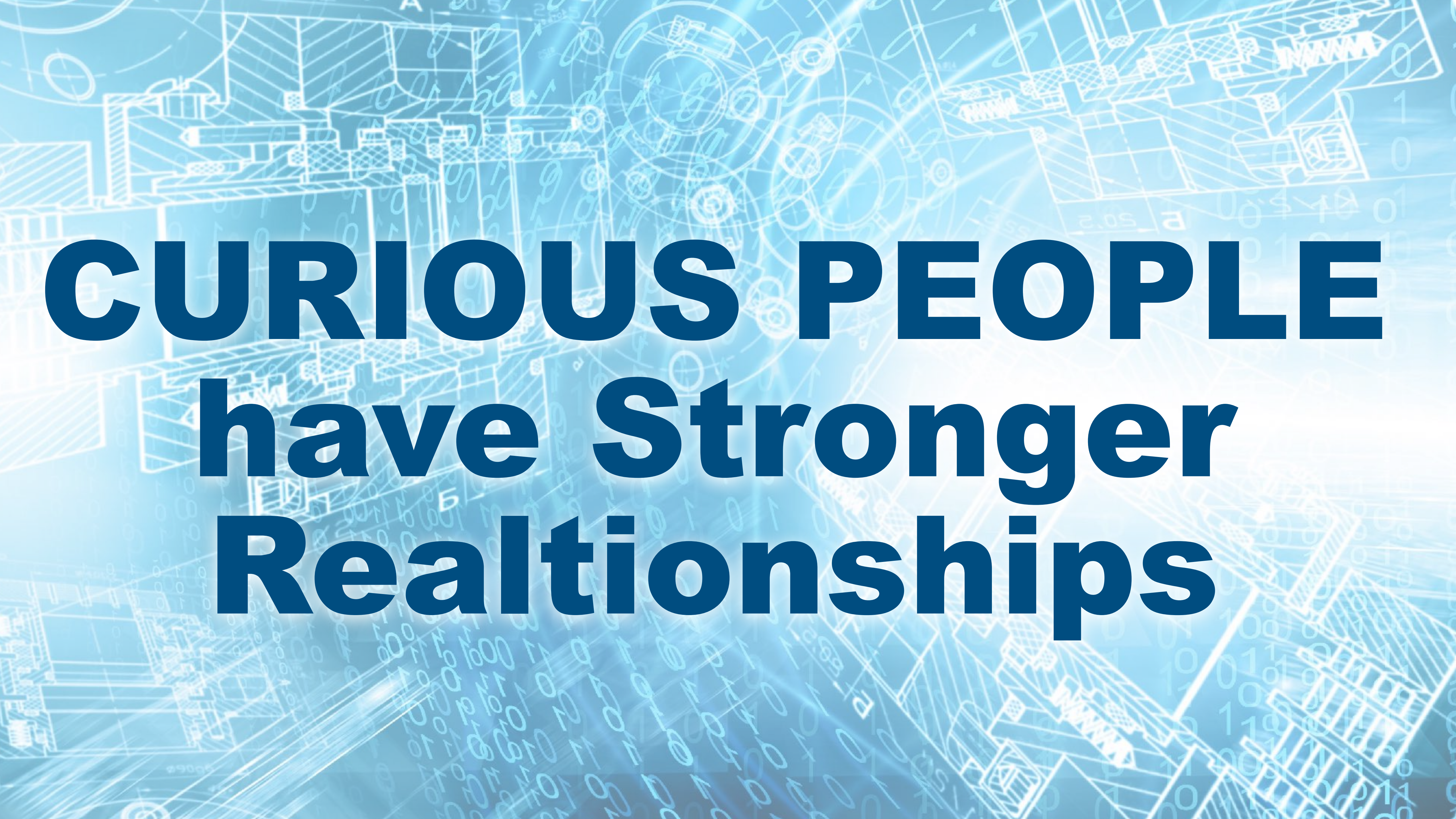


Customer Retention

126%

Employee Retention

131%

The background features a complex, light blue technical drawing or blueprint with various lines, circles, and text. Overlaid on this 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 Stronger
Relationships



Be Personally & Professionally CURIOUS



VIDEO CLIP



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





VIDEO CLIP

The background features a light blue color with a complex pattern of white technical drawings, including architectural floor plans and mechanical diagrams. Overlaid on these drawings is a semi-transparent grid of binary code (0s and 1s) in a slightly darker blue shade, creating a digital and technical atmosphere.

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)

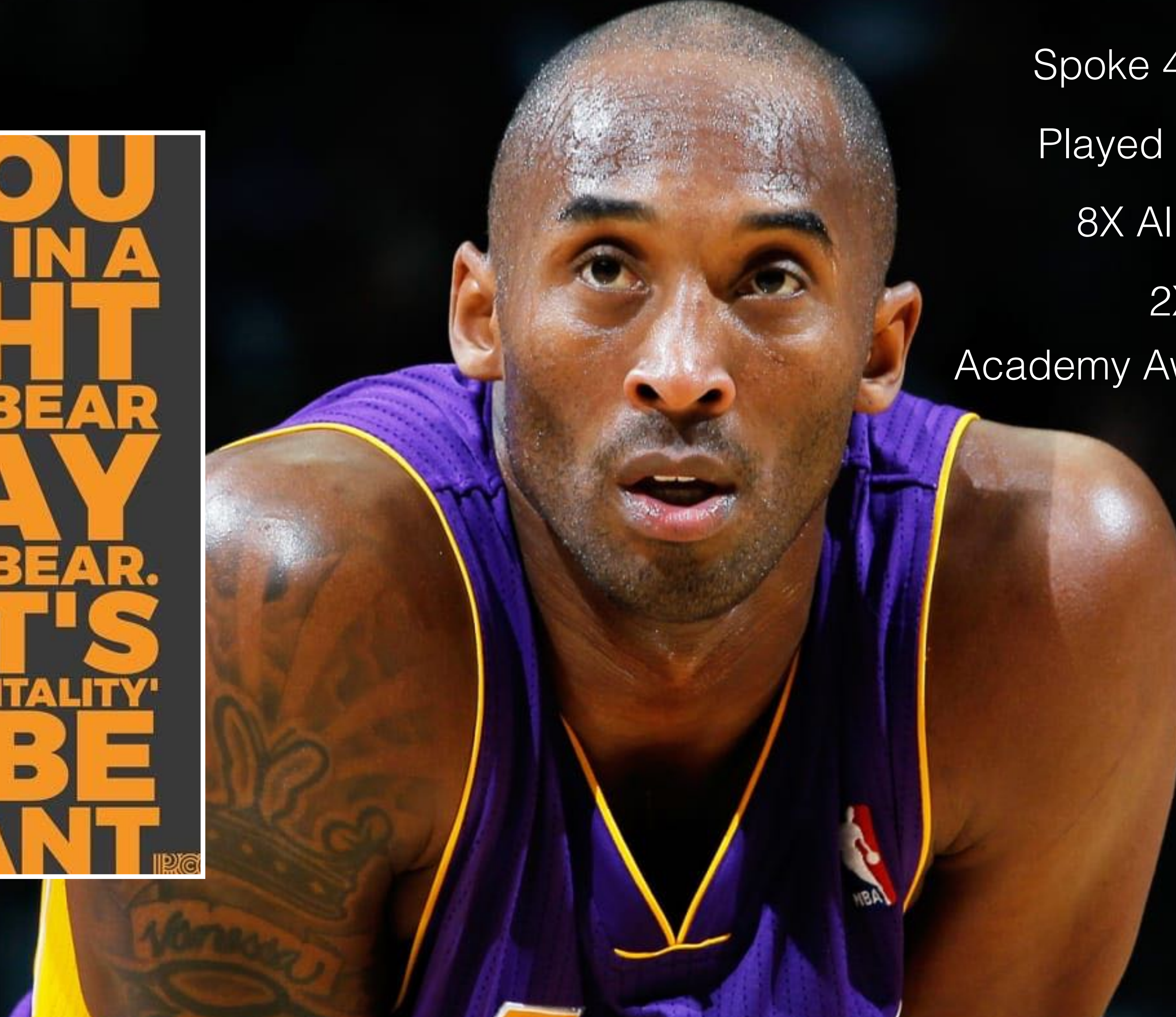
<http://www.infoq.com/research/software-trends-2014> (Software trends)

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

The background is a 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.

**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



ALL SWISHES







**The Shafer
“Blueprint”**



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

The logo features the word "Laugh" in a large, bold, black serif font with a white outline and a drop shadow. The word "FACTORY" is written in a smaller, black, sans-serif font inside a white horizontal oval that is centered under the "Laugh" text. The entire logo is set against a circular background with a red-to-yellow gradient, resembling a sun or a rising sun.

Laugh
FACTORY

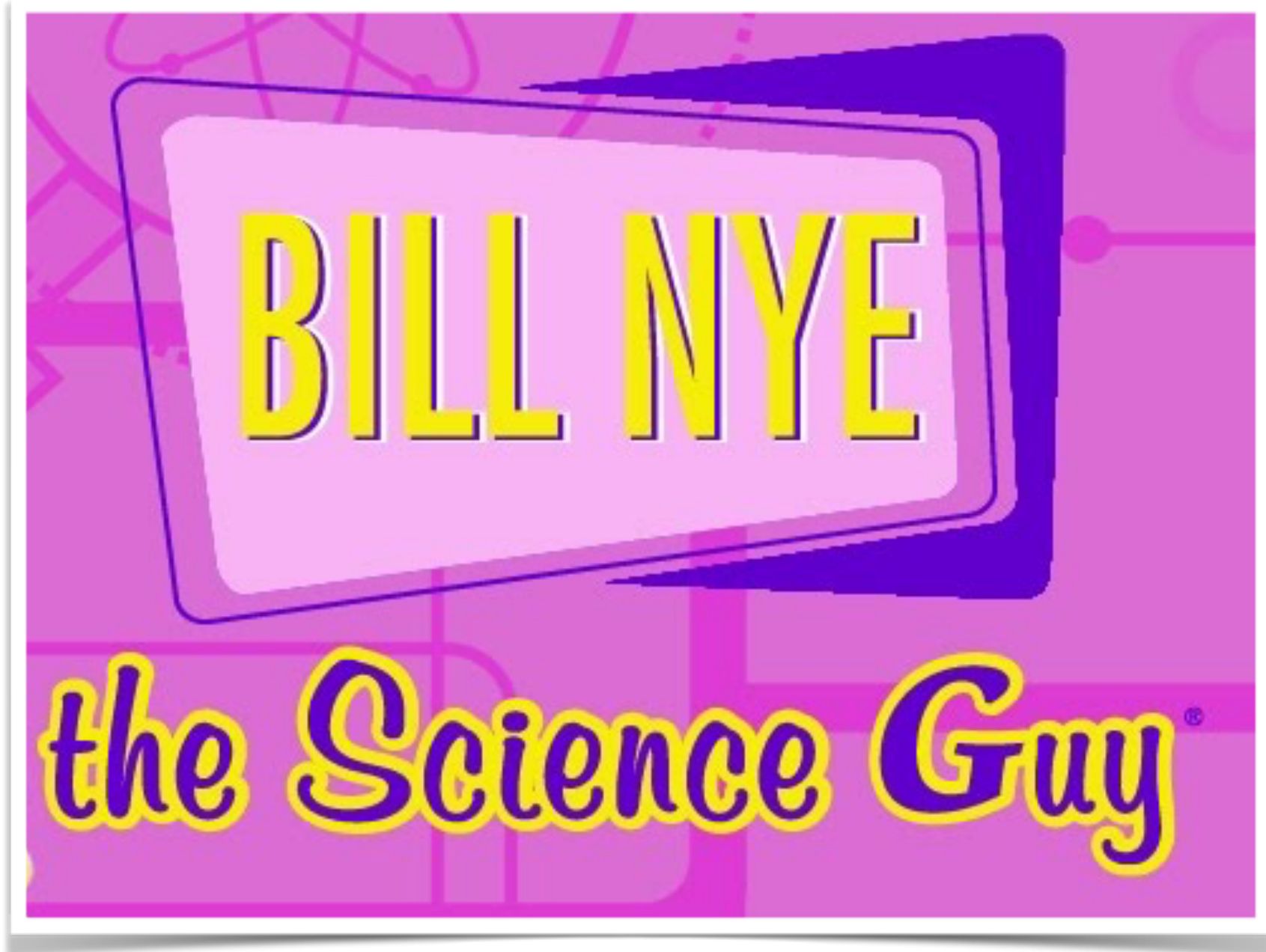
®

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 vertical columns of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

Elevate Superstars Quickly

“Not-So-Wild” Willy







VIDEO CLIP

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

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 engineering aesthetic.

**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 on this are vertical columns of binary code (0s and 1s) that create a sense of digital data flow. The word "END" is prominently displayed in the center in a large, bold, dark blue font.

END