



Ross
Shafer

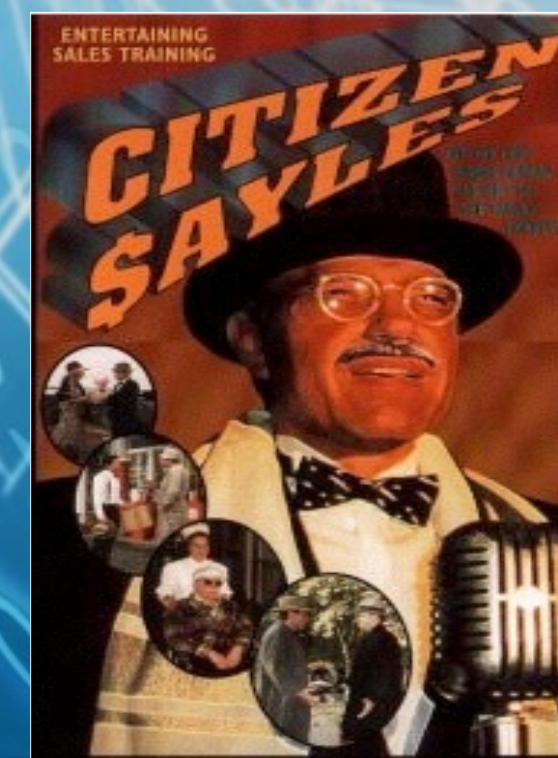
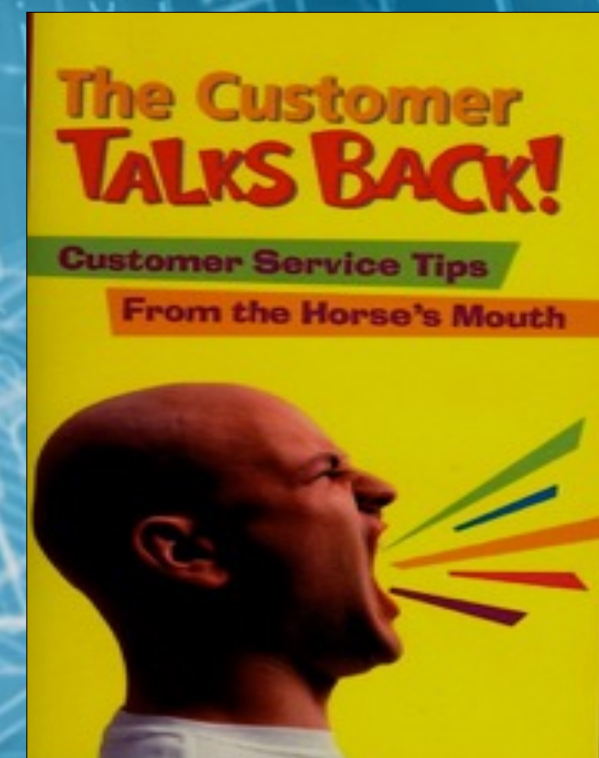
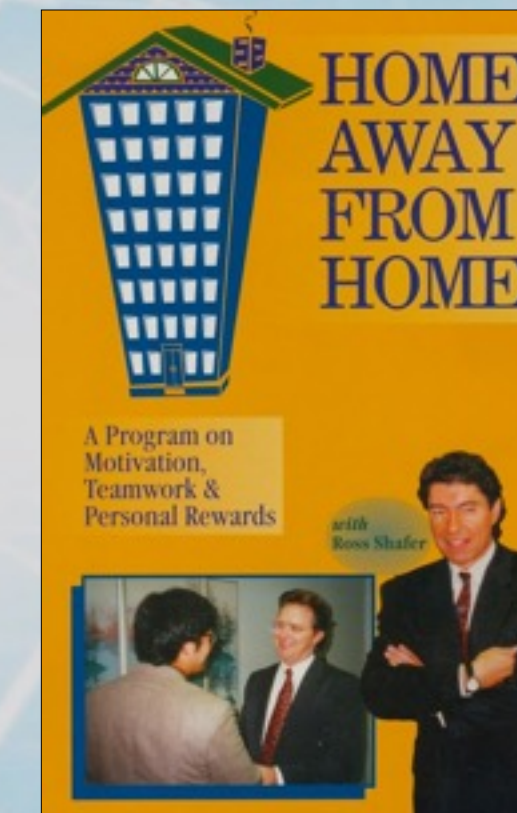
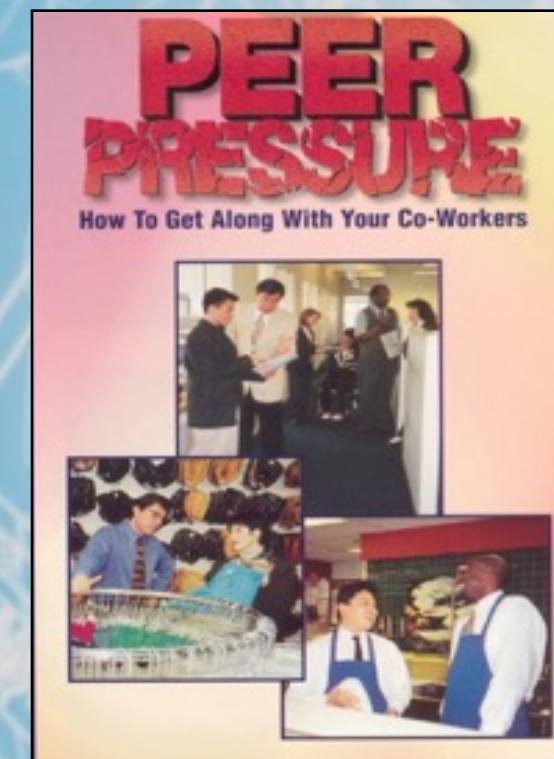
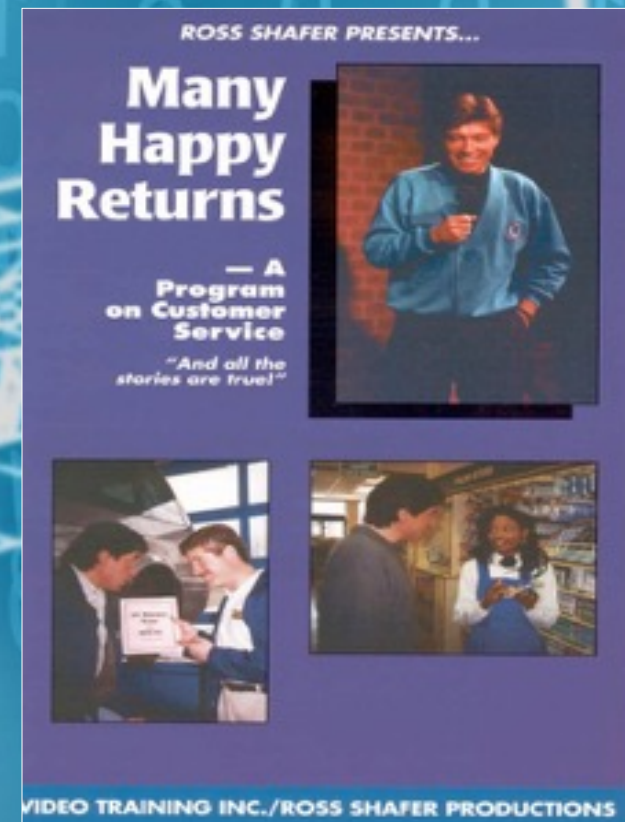
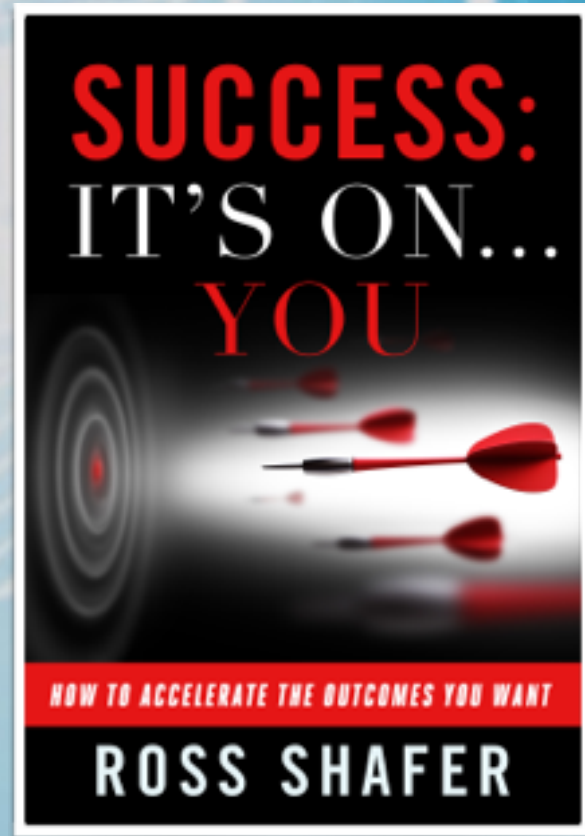
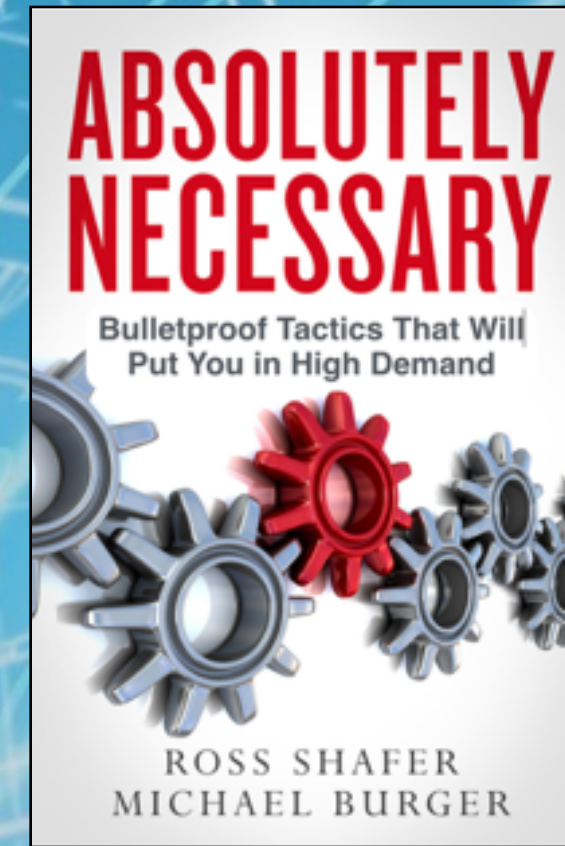
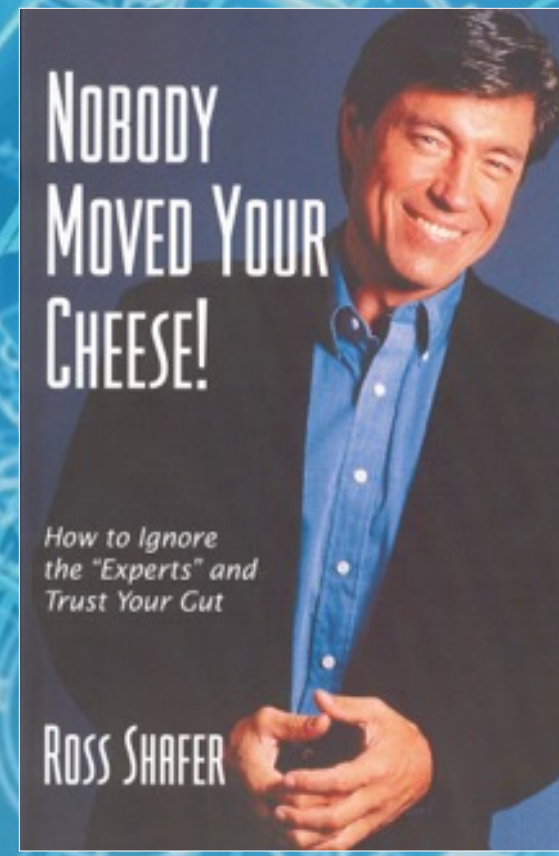
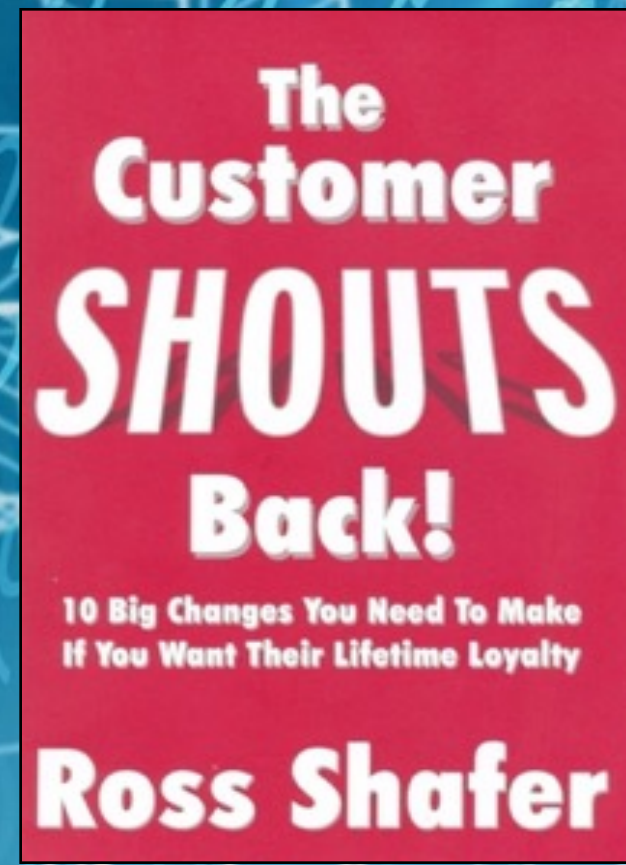
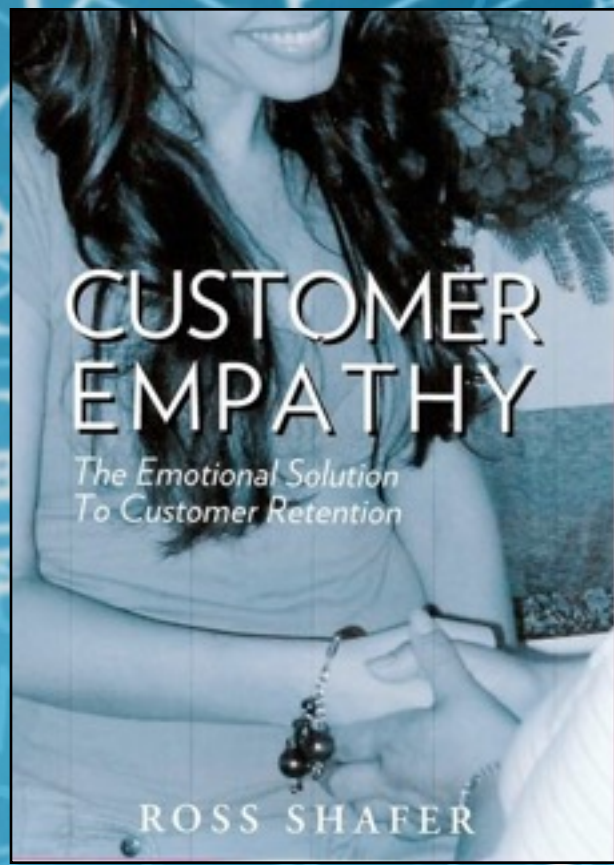
**These slide notes are for TAB
franchise owner reference
only.**

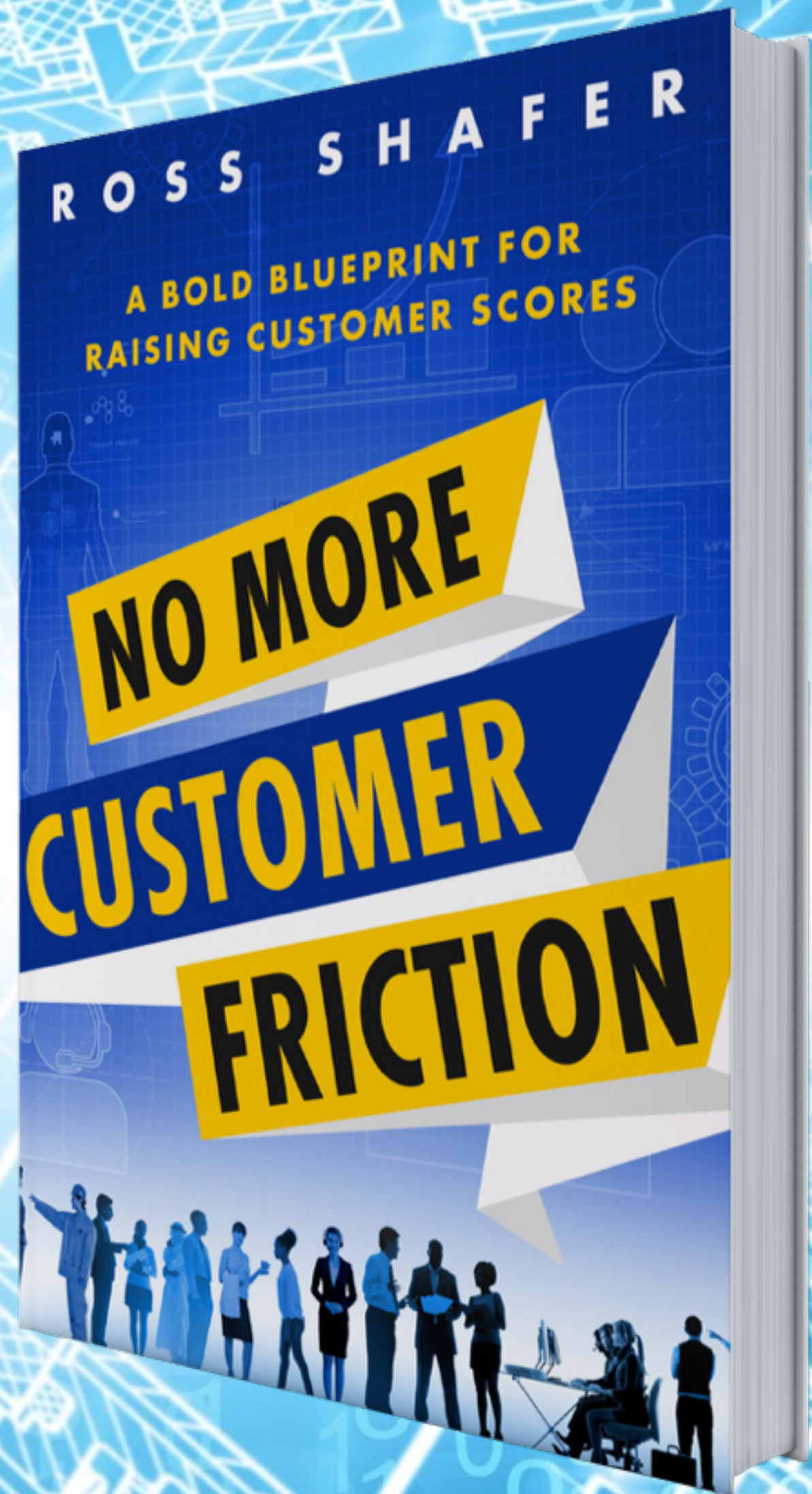
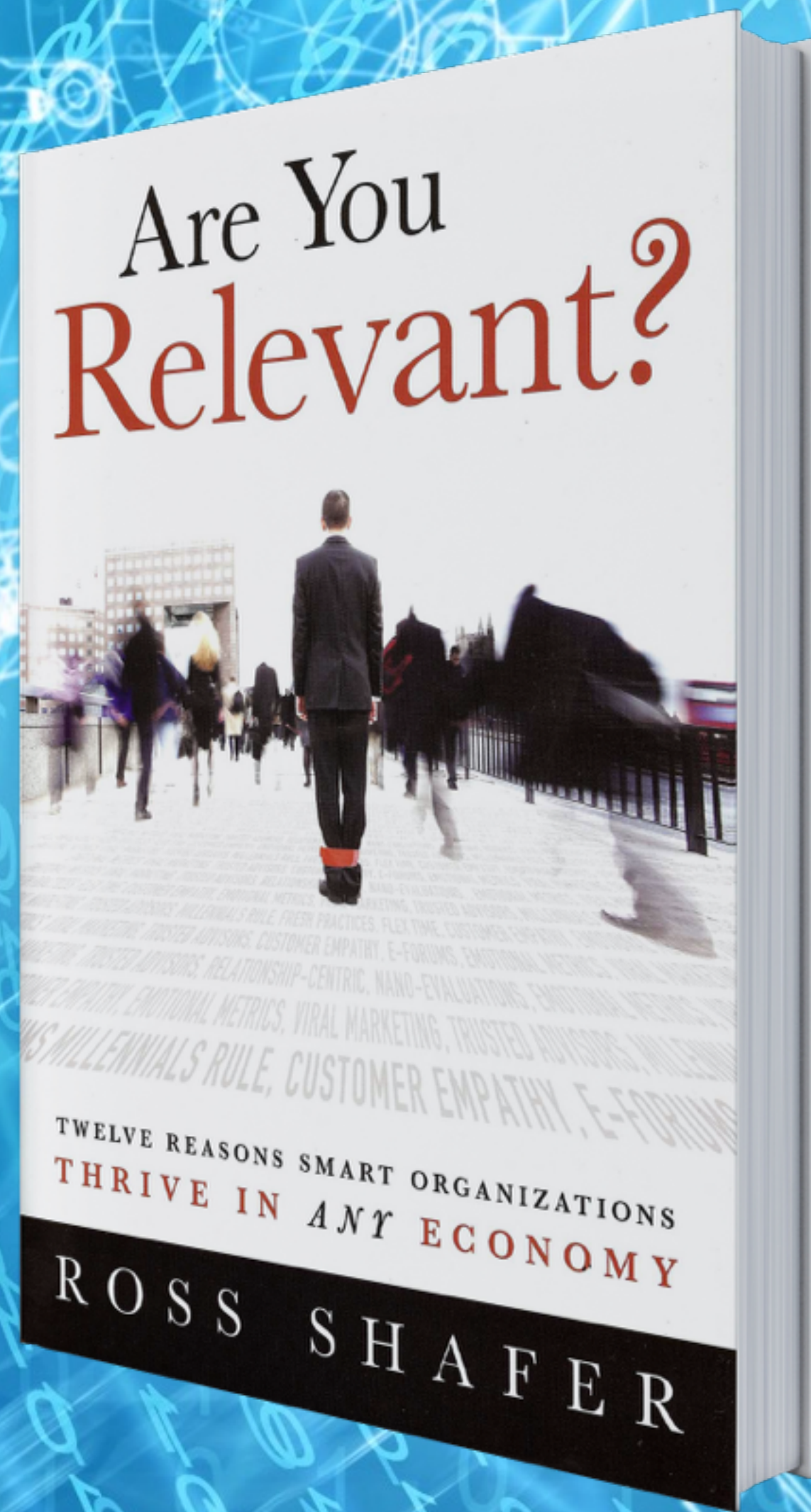
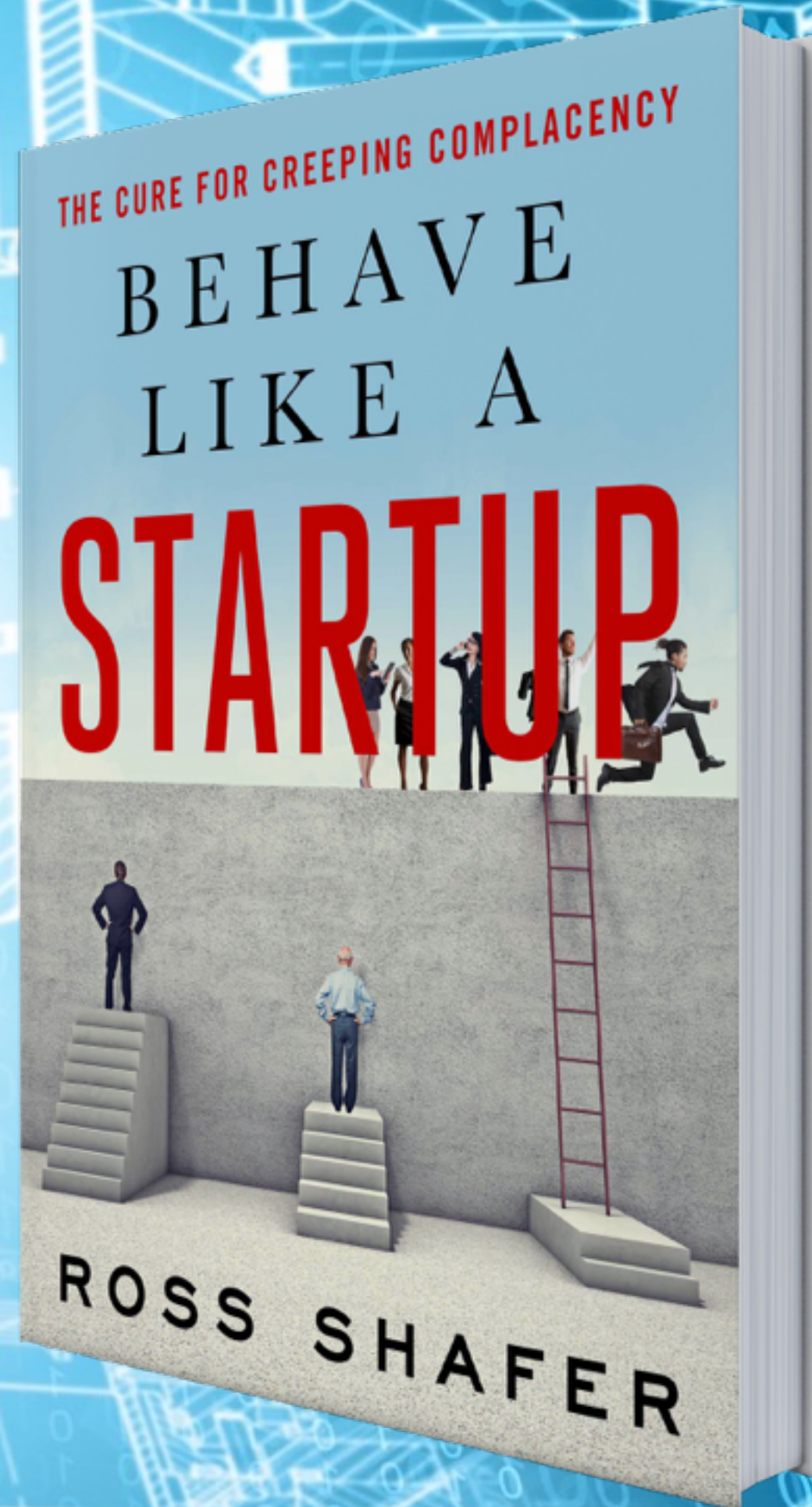
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Thank You.**


Growing Your Business

(and your members')

by Staying Relevant





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 streams of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

**I'm going to teach you
how to 'see around
corners...'**

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





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Innovate Like a Young Startup

Hotel Events

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

Events for Aug 25, 2017

GO TO THE WRONG MEETINGS



Group/Event	Room	Time
GENERAL ELECTRIC BREAK OUT SESSION		3:25 PM - 5:00 PM
RAYTHEON SIX SIGMA	Cascade 1	8:30 AM - 4:30 PM
Home Depot 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

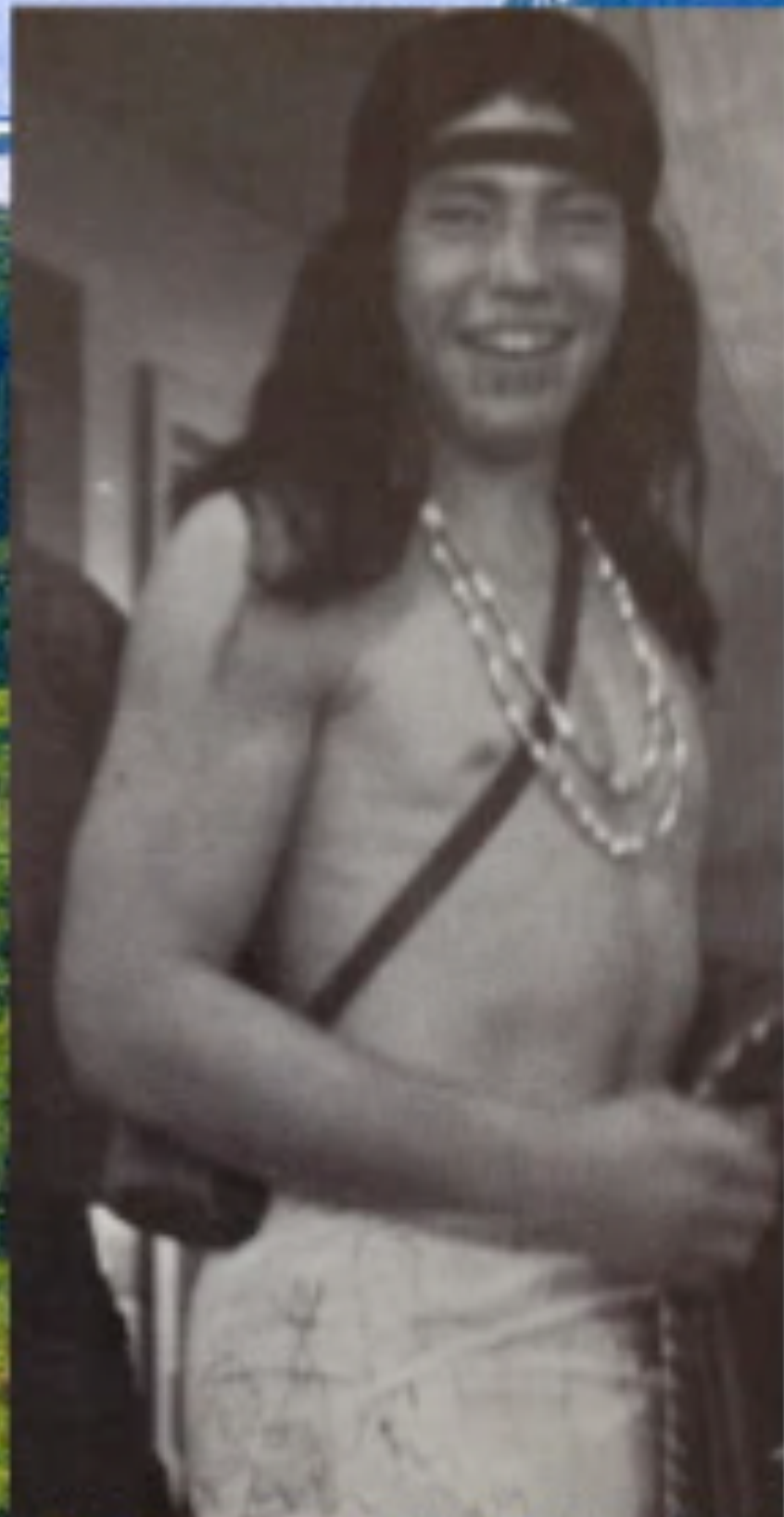






Laramar Apartment Homes - 55,000 units

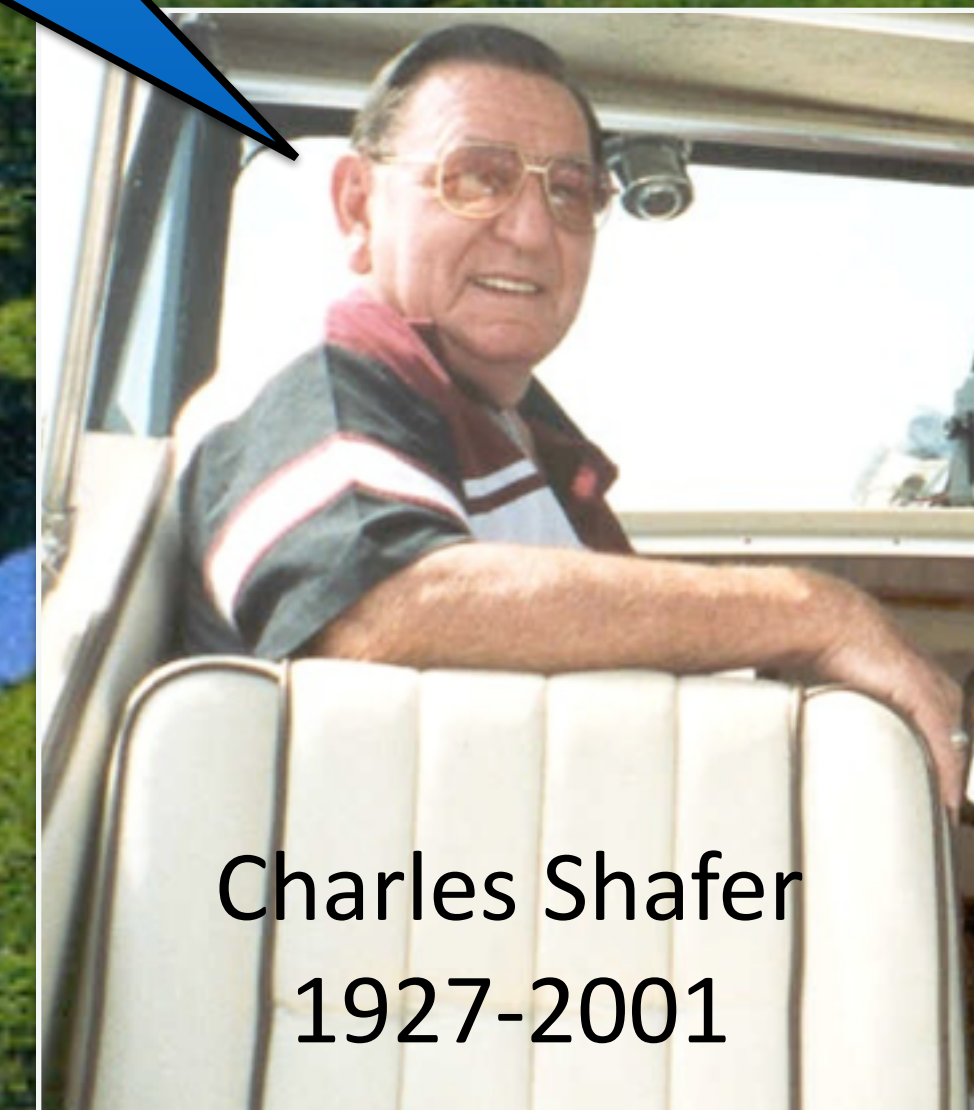
“All you need to get rich is a blueprint and a profit margin.”



Blackfoot Nation

Chemeketa Reservation land
(Salem, Oregon)

Puyallup Indian Reservation
(Puyallup, Washington)

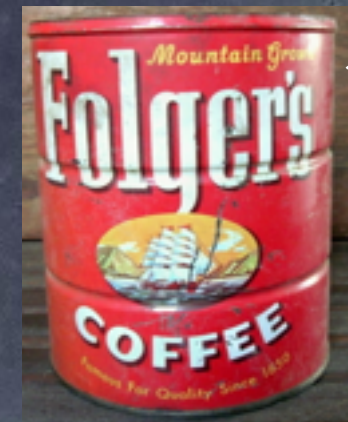
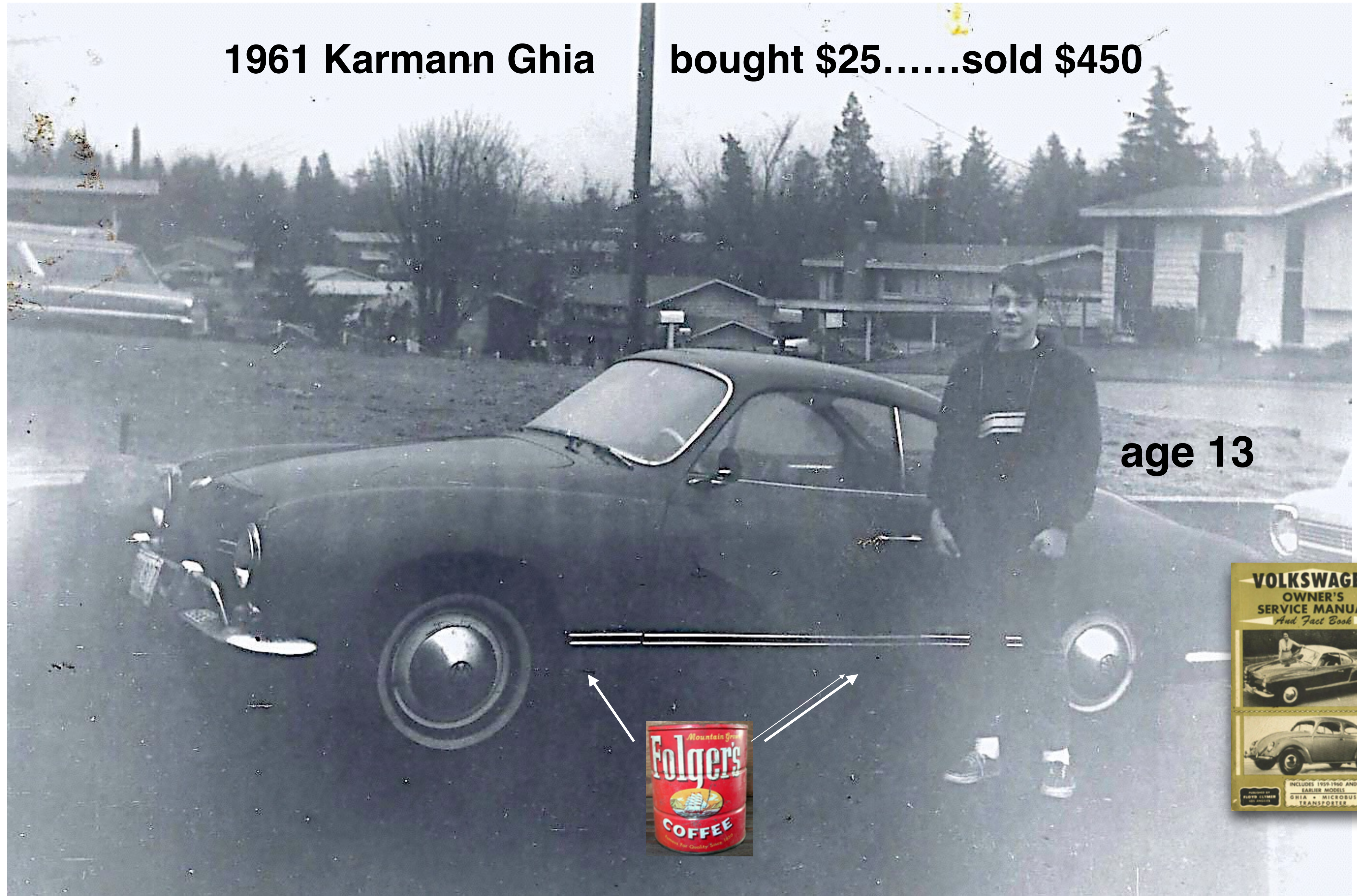


Charles Shafer
1927-2001

1961 Karmann Ghia

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

age 13



Age 17



purchased for \$4,800



sold 18 mos. later for \$17,500



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**

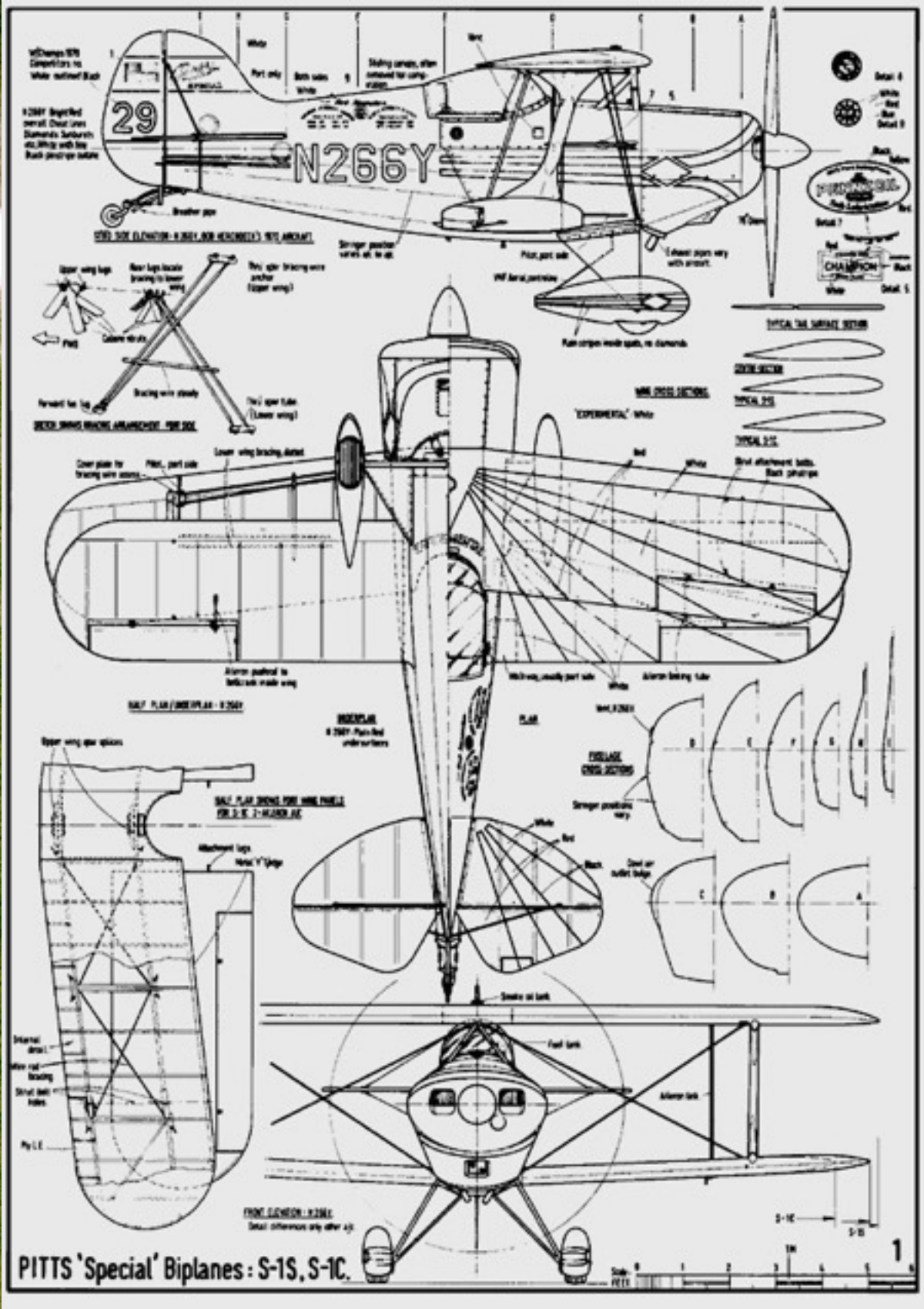
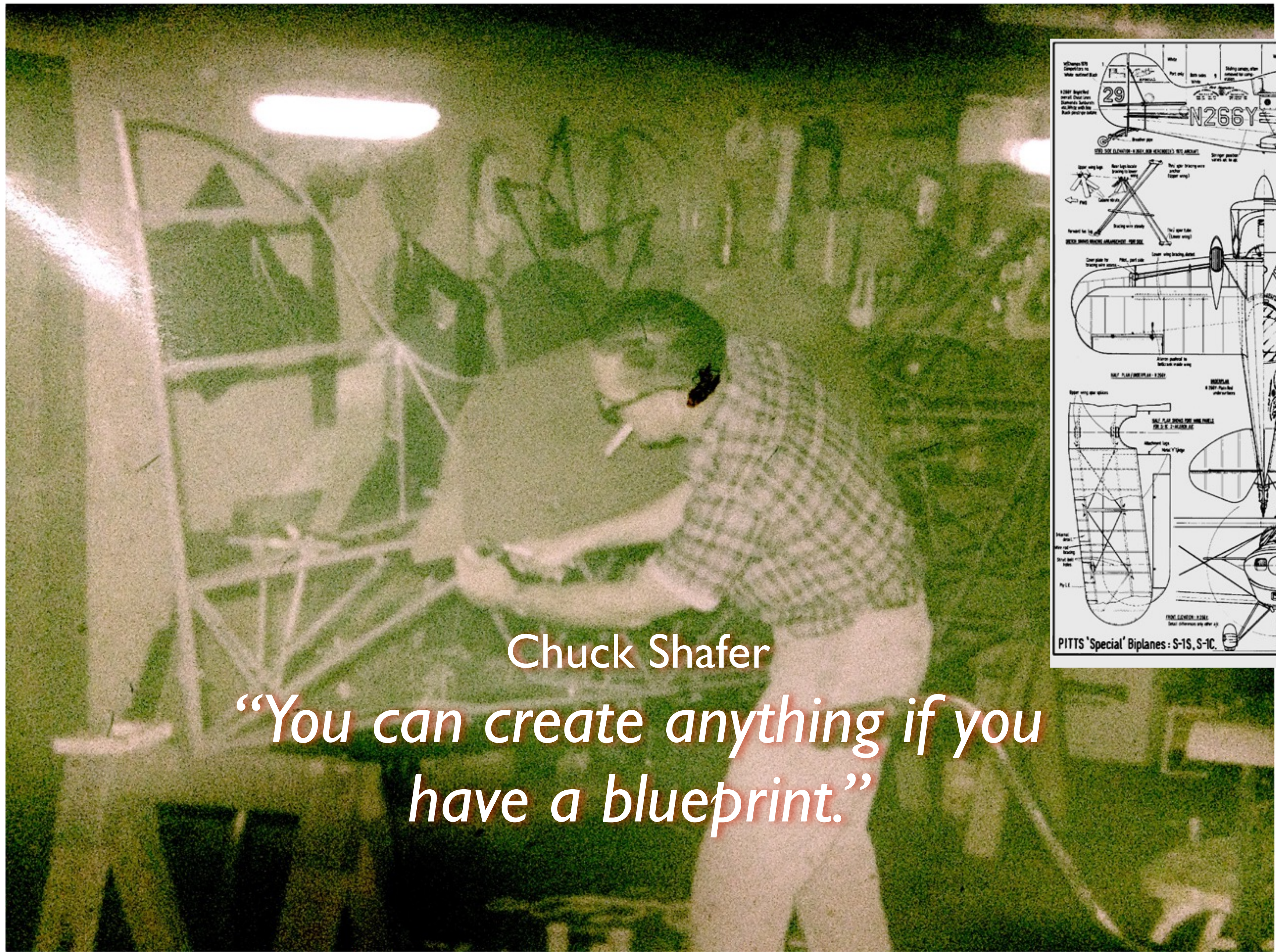
Advancing Beginners

The Beginners Guide Volume 1



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 patterns of binary code (0s and 1s) in a lighter blue color, creating a digital or engineering aesthetic.

Be a Role Model for Yourself



Chuck Shafer

“You can create anything if you have a blueprint.”



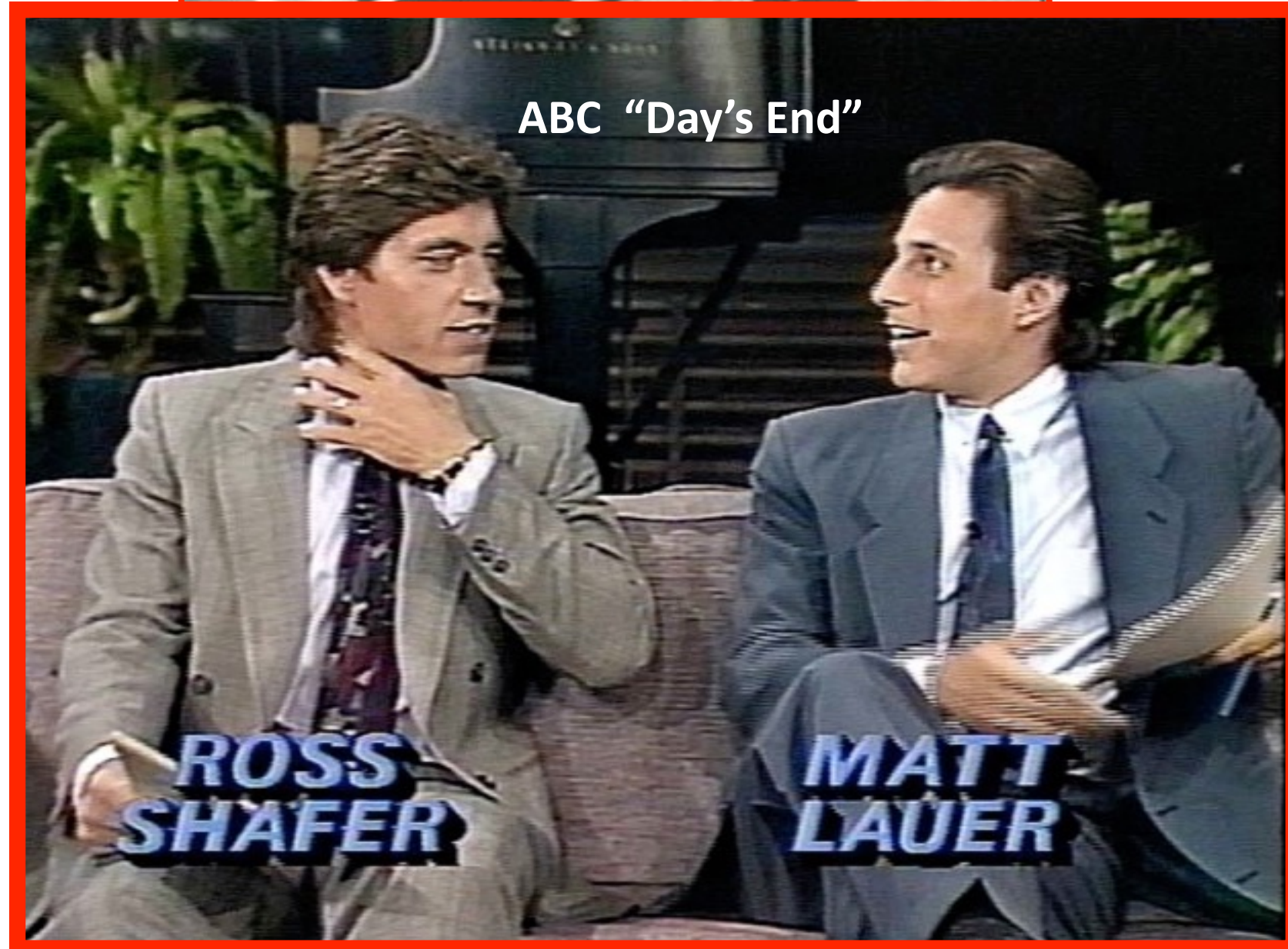
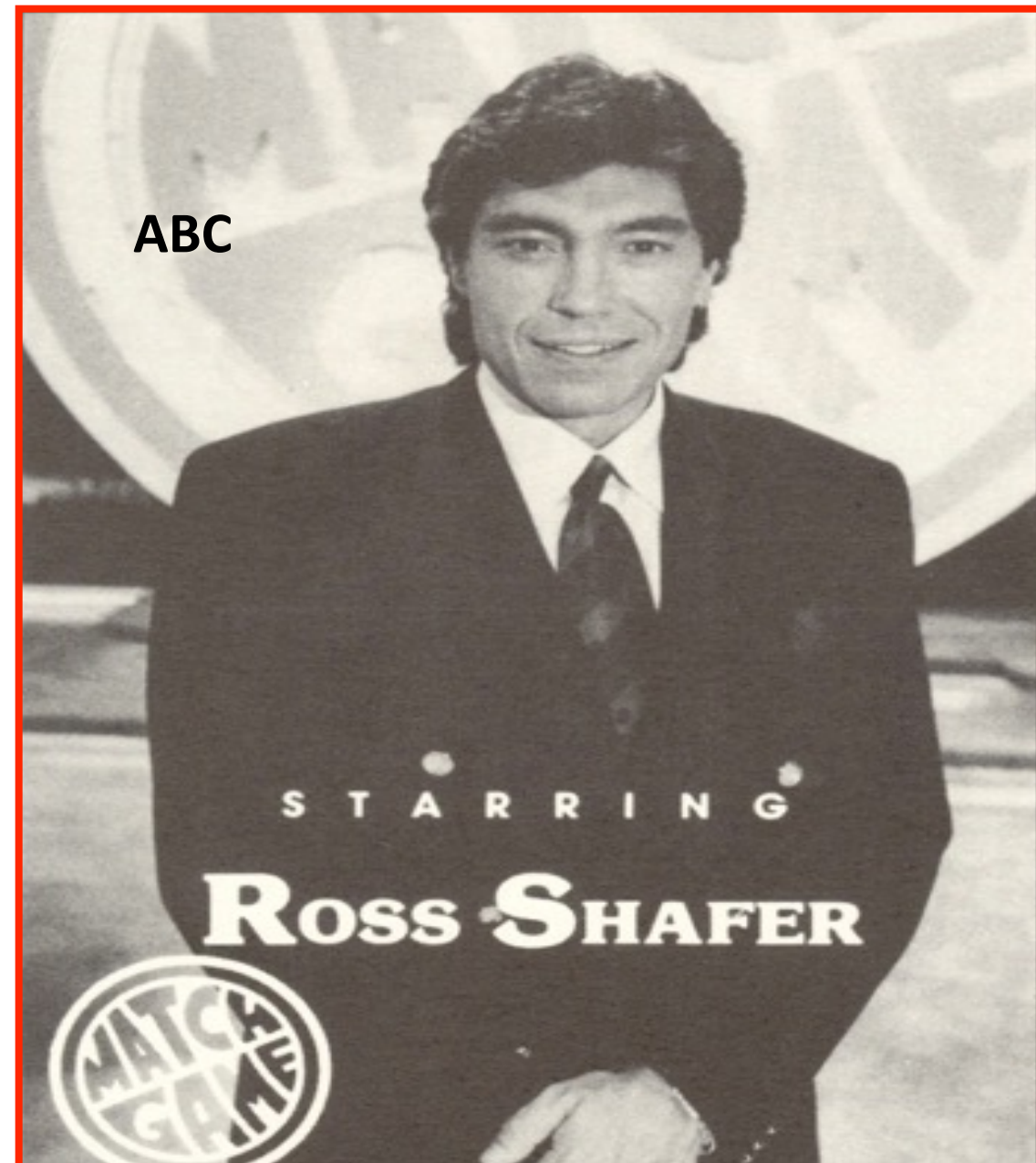
Maiden flight - May 1971



**“Success is not about who you know...
it’s about who knows YOU.”**

CHUCK SHAFER





**IF YOU DON'T LIKE
CHANGE.....YOU ARE
GOING TO HATE
EXTINCTION**

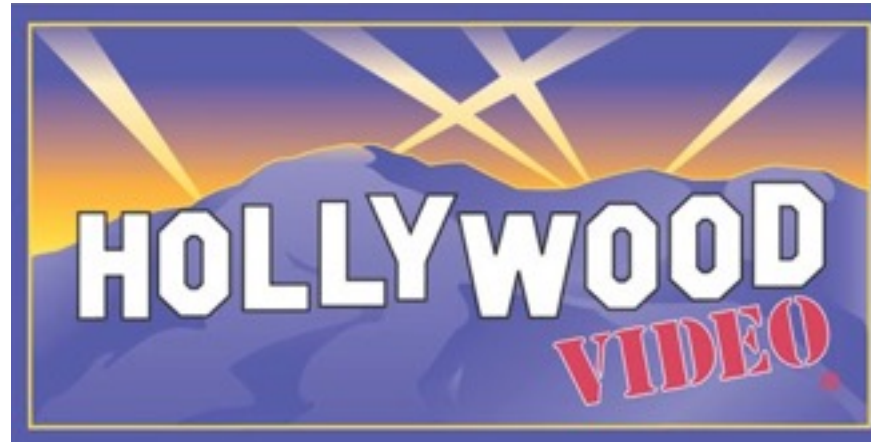
AUTHOR: ROSS SHAFER

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.

**Market Forces
will Always
Attack You**

BOMBAY.

BORDERS®



THE SHARPER IMAGE®

LEHMAN BROTHERS

COMPUSA
WHERE AMERICA BUYS TECHNOLOGY™

RITZ
CAMERA

STEAK and ALE®
RESTAURANT

Wickes FURNITURE
Chicago • Los Angeles • Minneapolis • Portland

WILSONS LEATHER

Hostess



K•B toys™ sam goody®



WACHOVIA



Reader's Digest

aloha AIRLINES®



AIR AMERICA RADIO

SINCE 1910
LEVITZ

Howard Johnson

imb IndymacBank

LINENS-N-THINGS™
dream big. pay little



COMMON



It's not just Applebee's; other restaurants are closing shop too

By Jade Scipioni | Published August 11, 2017 | Food and Beverage | FOXBusiness



135 closed



411 closed



60 closed



25 closed



43 closed

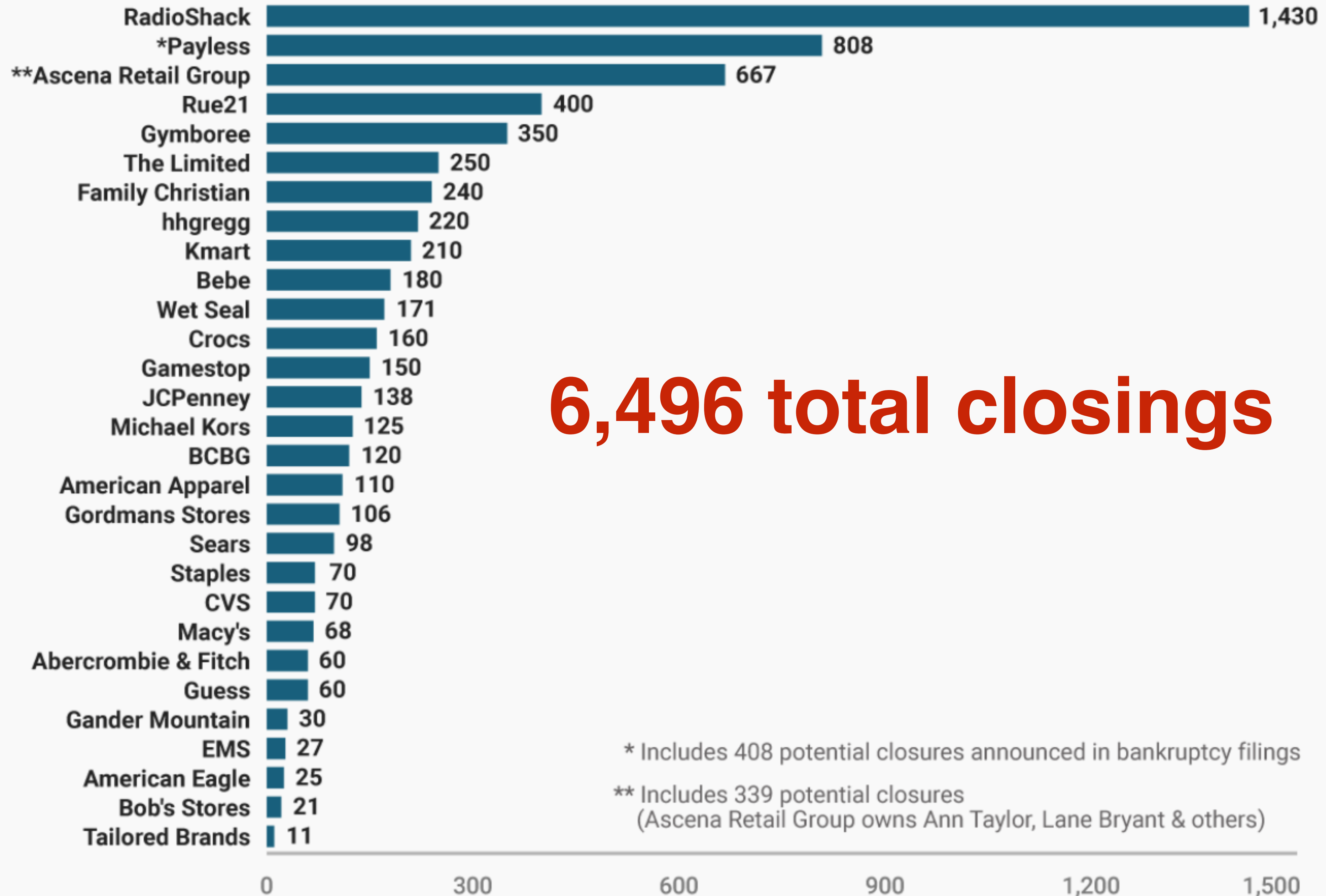


95 closed

THE 15-MINUTE LUNCH CROWD












NUMBER OF RETAIL STORES CLOSING IN 2017









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**Here's Why YOU
are Necessary**







	104 yrs old
 HEWLETT® PACKARD	77
	52
	47
 Microsoft	41
	40
	39
	31
	22

***Do Not be
Intimidated
by Them**

NOKIA	104 yrs old
 HEWLETT® PACKARD	77
	52
	47
 Microsoft	41
	40
ORACLE®	39
	31
amazon	22



Galaxy Note 7

NOKIA	104 yrs old
 HEWLETT® PACKARD	77
	52
	47
 Microsoft	41
	40
ORACLE®	39
	31
amazon	22

SAMSUNG GALAXY NOTE 8



- ANDROID OS, V7.1
- SIZE 5.7 INCHES
- 64 GB, 6 GB RAM / 128 GB, 8 GB RAM
- RESOLUTION 3840 X 2160 PIXELS
- MICROSD, UP TO 256 GB
- CORNING GORILLA GLASS 5
- 12 MP, F/1.6, OIS
- 8 MP, F/1.6, AUTO HDR
- 1/2.3" SENSOR SIZE, 1.55MM PIXEL SIZE
- 4K VIDEO AND 9MP IMAGE RECORDING
- DUAL-LED (DUAL TONE) FLASH



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Be Vigilant re: New Customer Habits



MDLIVE[®]

Virtual Care, Anywhere.

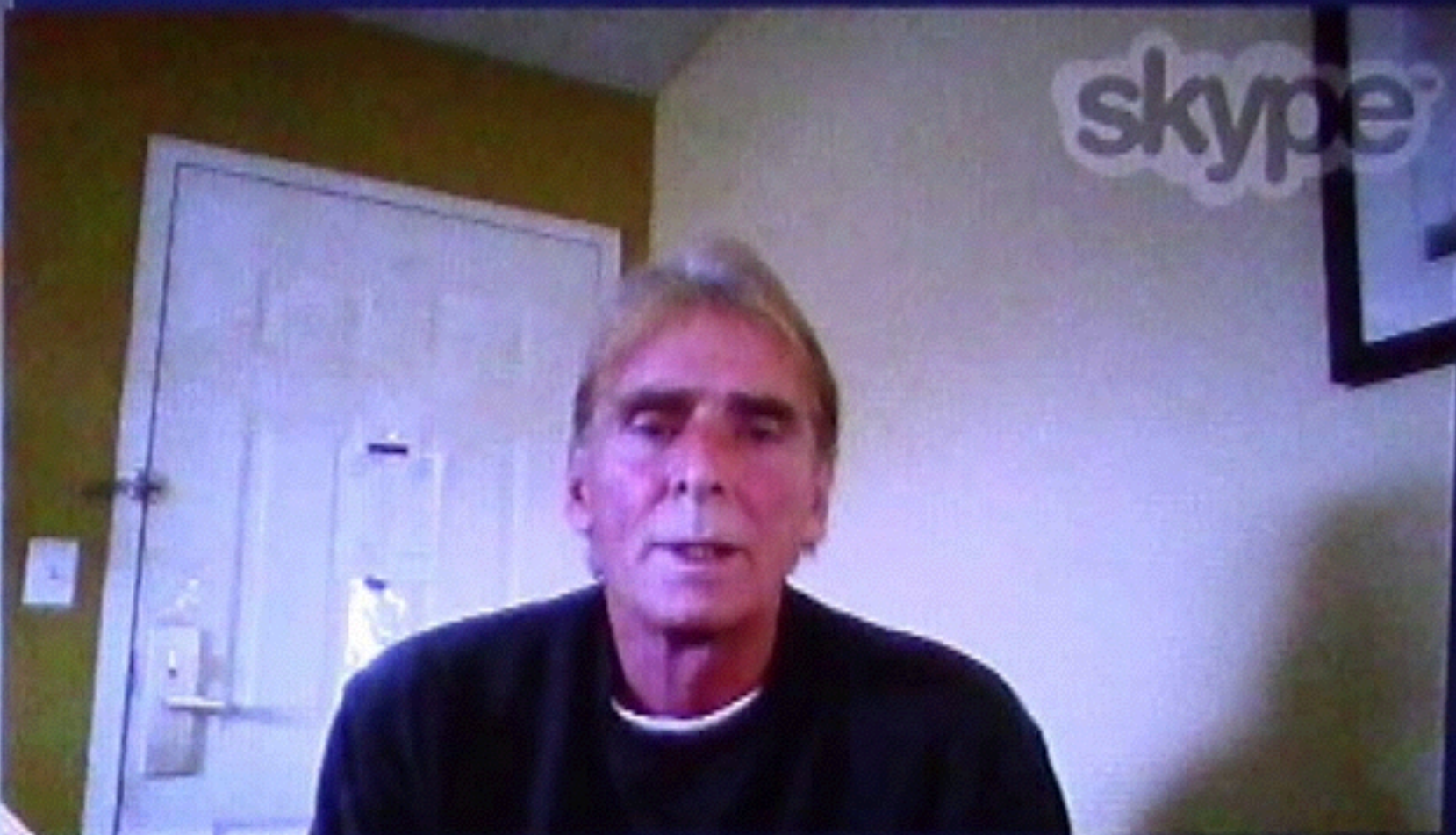
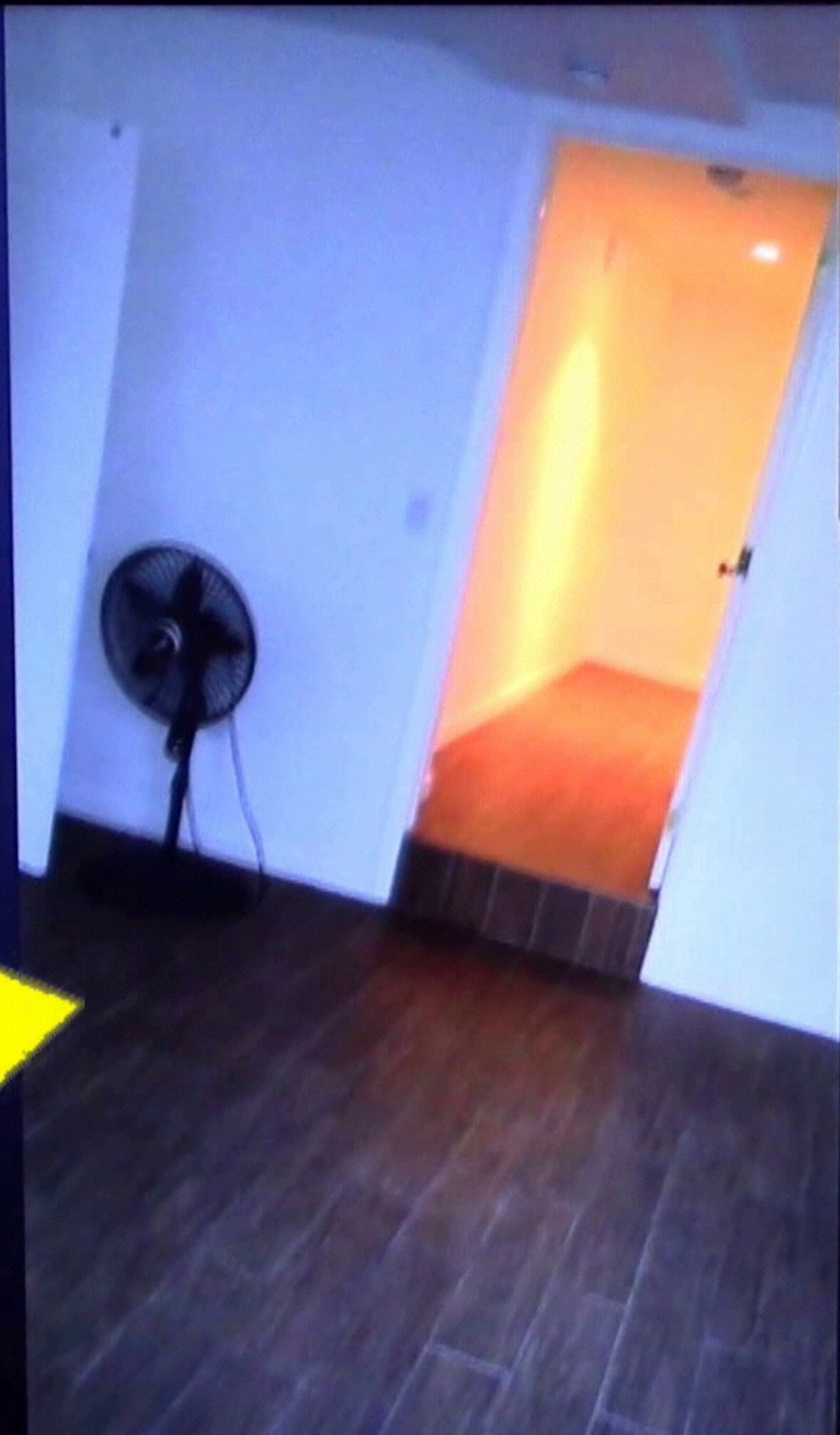
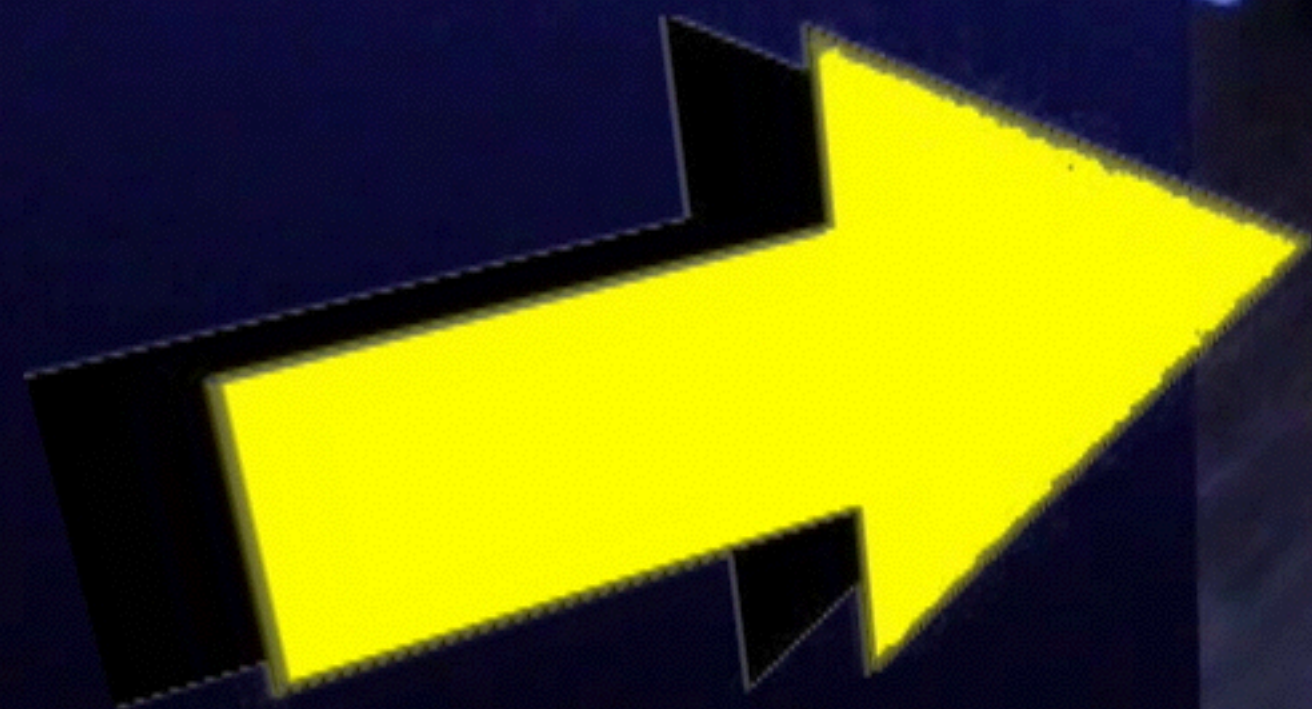
American Well[®]

Teladoc⁺



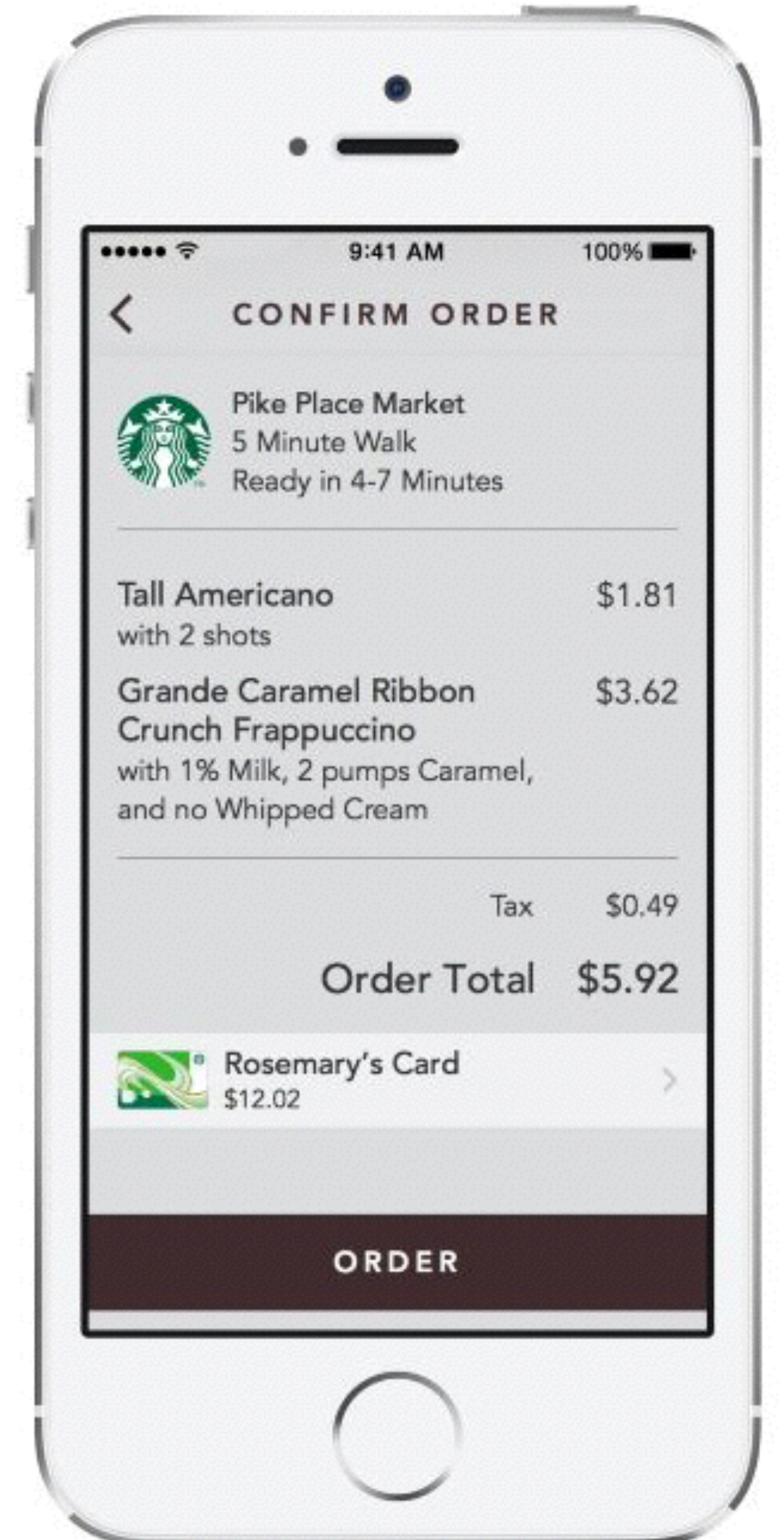
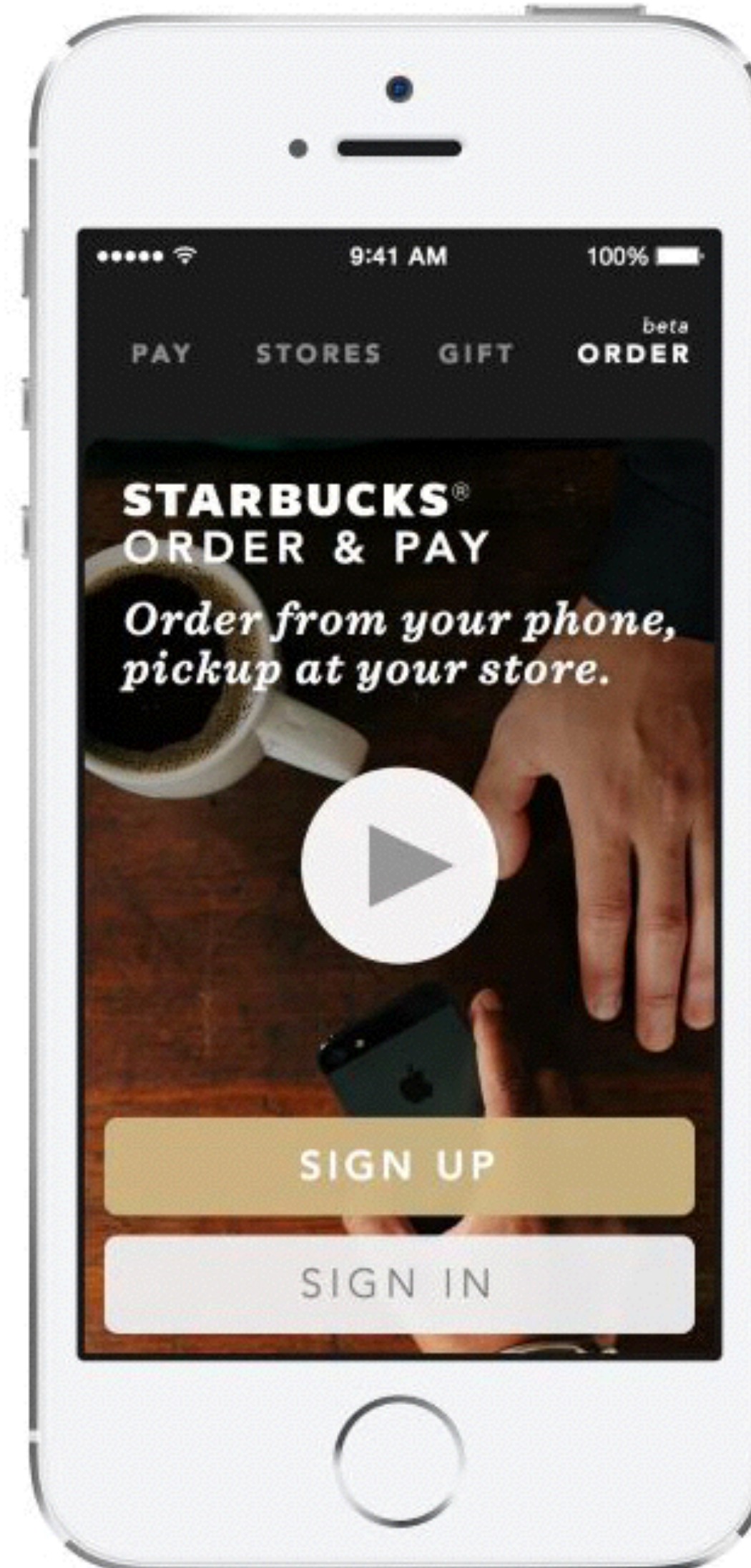
1,500,000+
patients love
“Virtual” Doctors

Finished Basement Flooding



Skype
Video
Consult

Order in Advance for Coffee Pick Up



R O S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



WOW!

Customer Service



to **WOW** you!

HOW TO
WOW
YOUR CUSTOMERS!



whatever • wherever



for outstanding customer service...

CSAT (Customer SATisfaction)



“Determine what customers want and deliver that. Don’t over promise. 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 – (i.e. helping them solve their problems quickly and easily) – **NOT by delighting them in service interactions.**”

POW!

A stylized comic book sound effect. The word "POW!" is written in large, bold, yellow letters with a black outline and a halftone dot pattern. It is set against a red, jagged starburst background, which is also surrounded by a white background with a black halftone dot pattern.

**WE CAN'T.
THAT'S
AGAINST
OUR POLICY.**



**WE DON'T
REFUND
WHEN ITS
YOUR FAULT**



**THE
ANSWERS
ARE ON OUR
F.A.Q. PAGE**

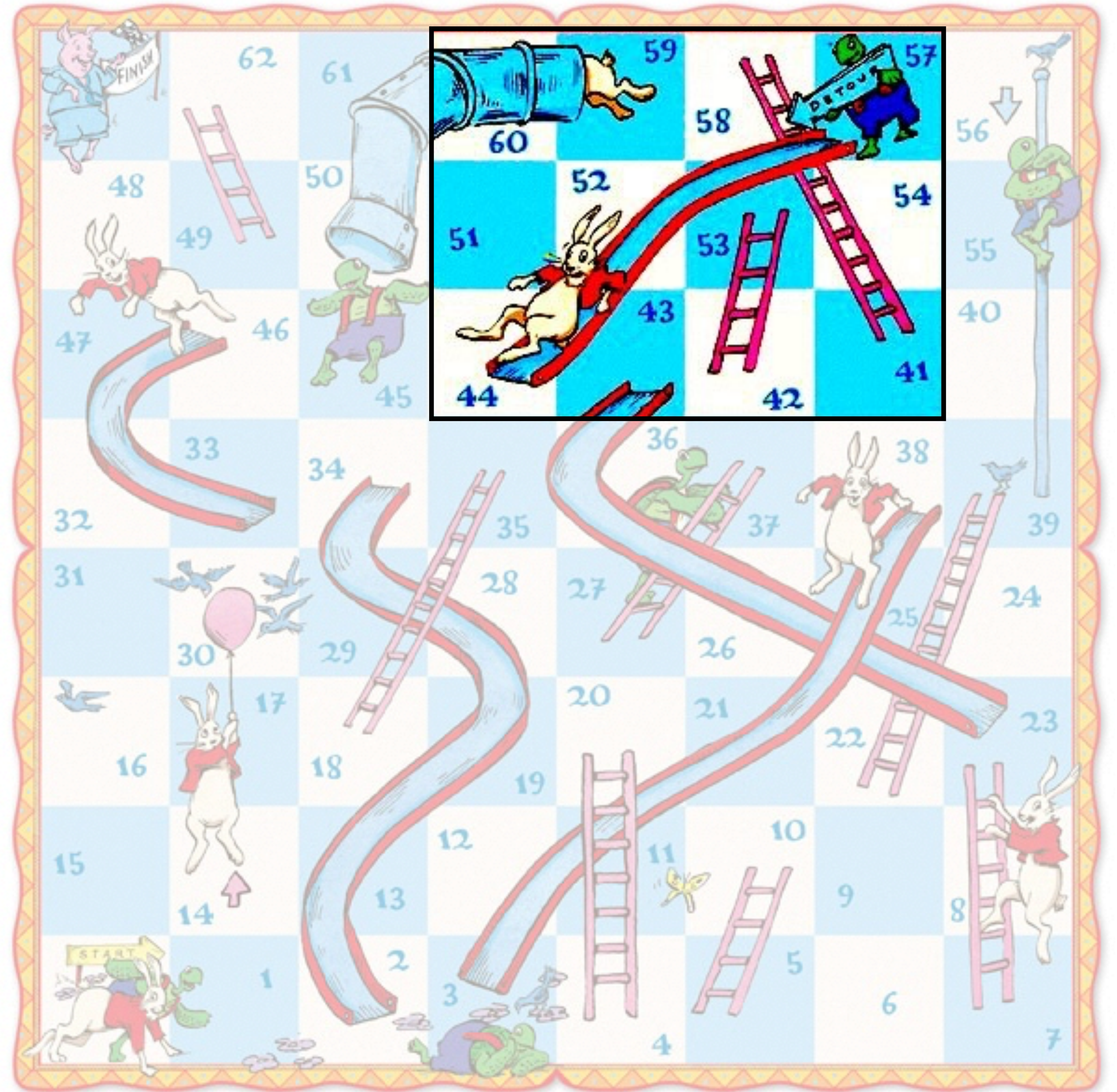
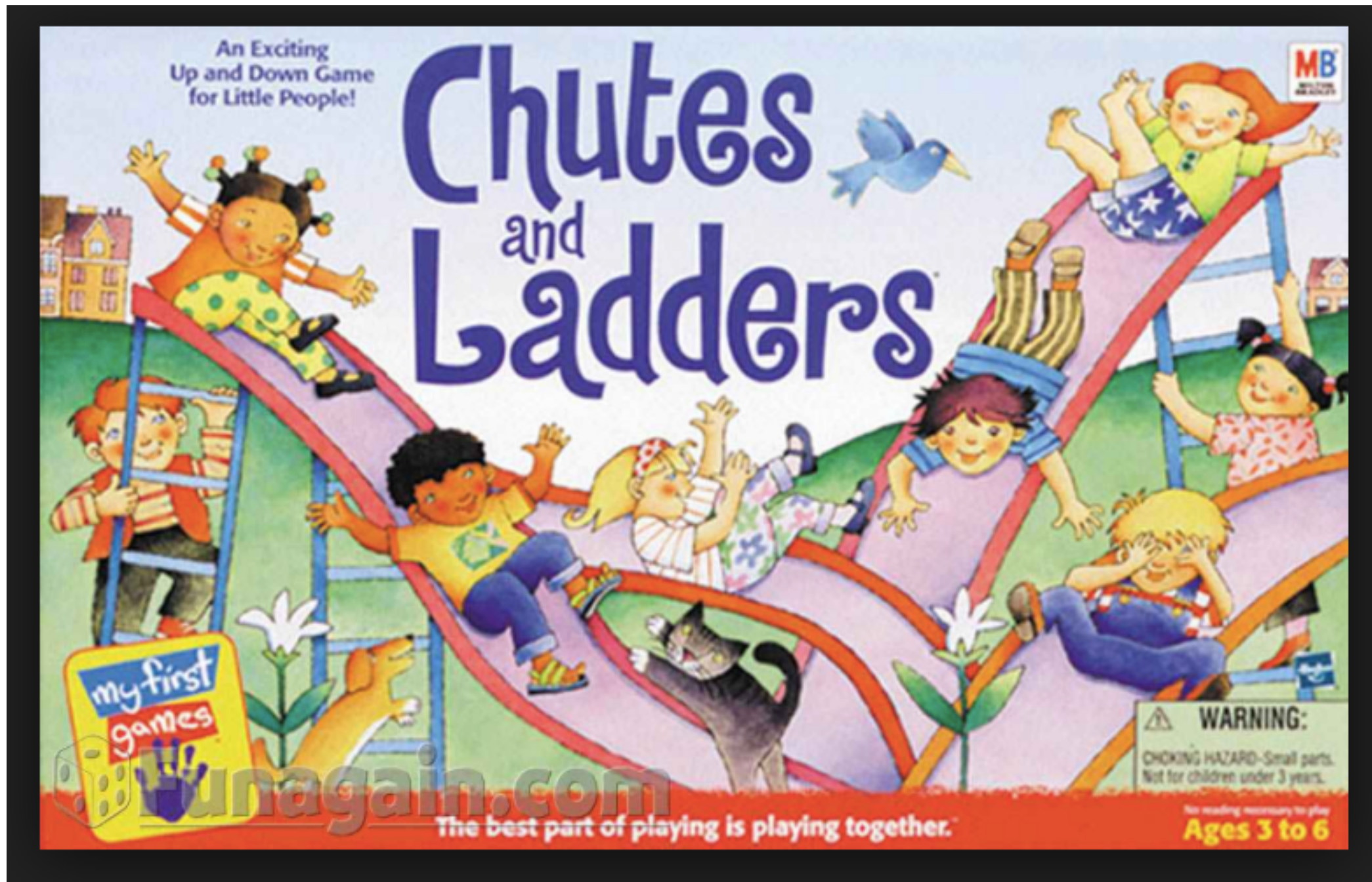


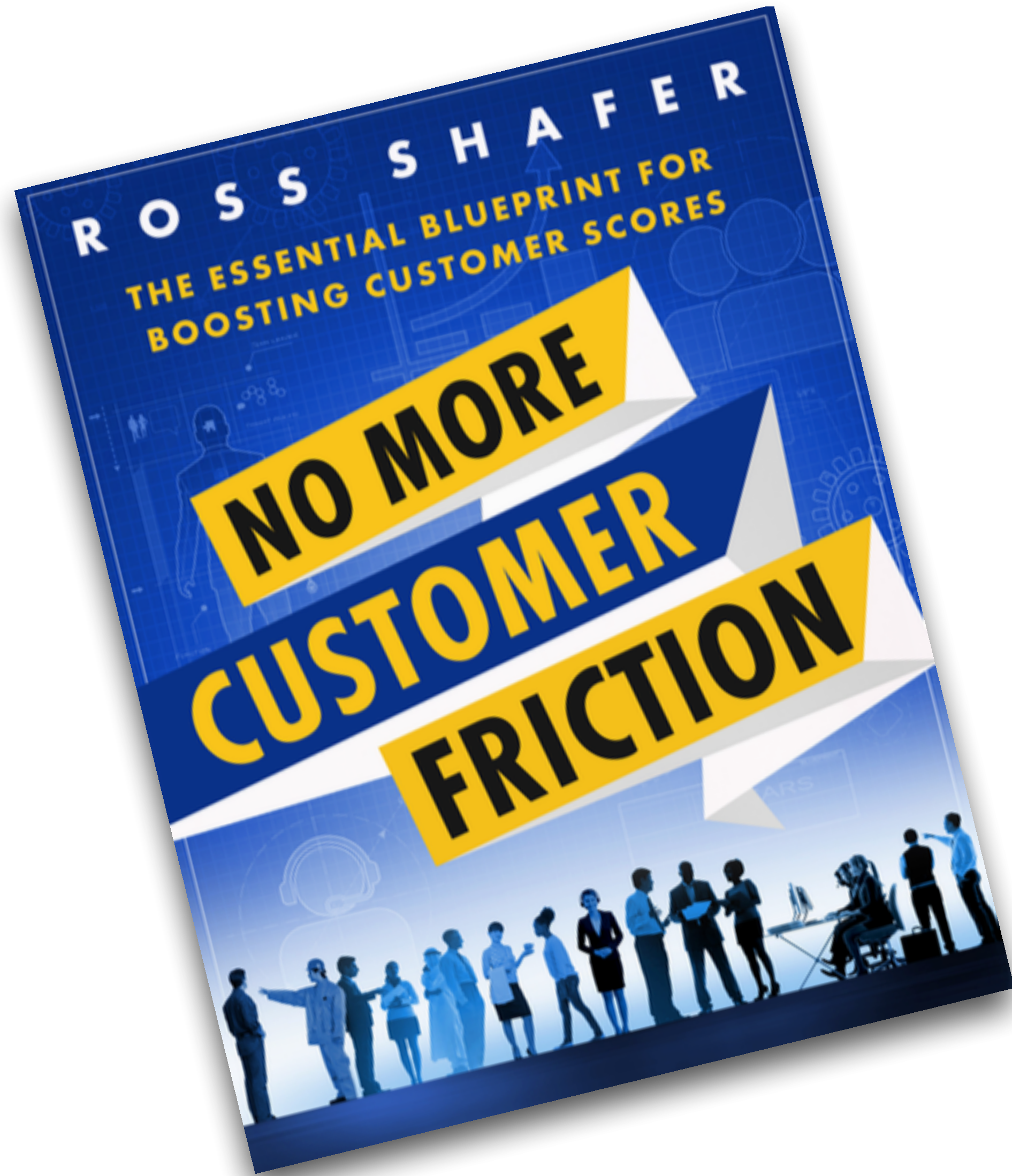


erases



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





**Does This
System
Work?**



Complaints led to losing 1,000,000m subscribers in just one quarter.



They fixed ALL processes. Billing. Call Centers. Installs.

Comcast is #1 in customer sign-ups & retention.



**10 yrs ago, on the verge of bankruptcy,
customers complained the toys were
boring & prices were too high.**



They hired “fans of the brand” to create fun, new toys.

They aligned w/ movie franchises (Harry Potter, Batman, Star Wars)

Lego has become the largest toy company in the world.



**Highest # of complaints meant they were
Last Place in their industry
re: Customer Experience**



By coaching Linemen, Meter Teams, Call Centers, Admin, & Designers, we corrected customer complaints and empowered on-the-spot fixes.

In 90 days, their J.D. Power scores rose 21 Points.

Now, #1 in their industry.

No Friction Method

- 1. Learn to Love Complaints**
- 2. Eliminate POW Behaviors**
- 3. Empower On-The-Spot Solutions**

Watch Loyalty Scores Climb

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 and engineering aesthetic.

**Your Most
Important Future
Customers are...**

Women Buy Everything!

(They Feel Empowered at Work!)

93% of OTC Pharmaceuticals

92% of Vacation & Business Travel Decisions

91% of New Homes, Remodels, & Building Design

91% of Family Apparel (74% of men's clothing)

90% of Consumer Electronics (TV's, phones, tablets, computers)

89% of Higher Education Decisions

89% of Insurance, Investment Services, Bank Accounts

86% of I.T. Infrastructure Decisions at work

85% of Pet ownership (mean income \$65,000)

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.”

Women in B2B?

- **Women are more inquisitive than men and more likely to consider the interests of multiple stakeholders.**
- **Women attach less importance on business rituals (such as being wined and dined by top executives)**
- **Women need more buyer-seller communication.**



<https://www.atkearney.com/marketing-sales/ideas-insights/the-rise-of-the-female-economy-in-b2b>

“92% of women will share information re: quality and value to an average of 21 other people.”



(not counting social media)

“Men only
recommend to
2.6 other
people.”









**Other-Centered
Companies have
the Competitive
Edge**



Talk Show Hosts: *Masters of Curiosity*





 Search for people, places and things 

 **Ross Shafer**
Edit Profile




Update Status  Add Photos/Video

What's on your mind?


FAVORITES



-  News Feed
-  Messages 99+
-  Photos
-  Browse


PAGES


-  Pages Feed 20+
-  Like Pages 20+
-  Create Ad



GROUPS



-  University of Puget Soun...

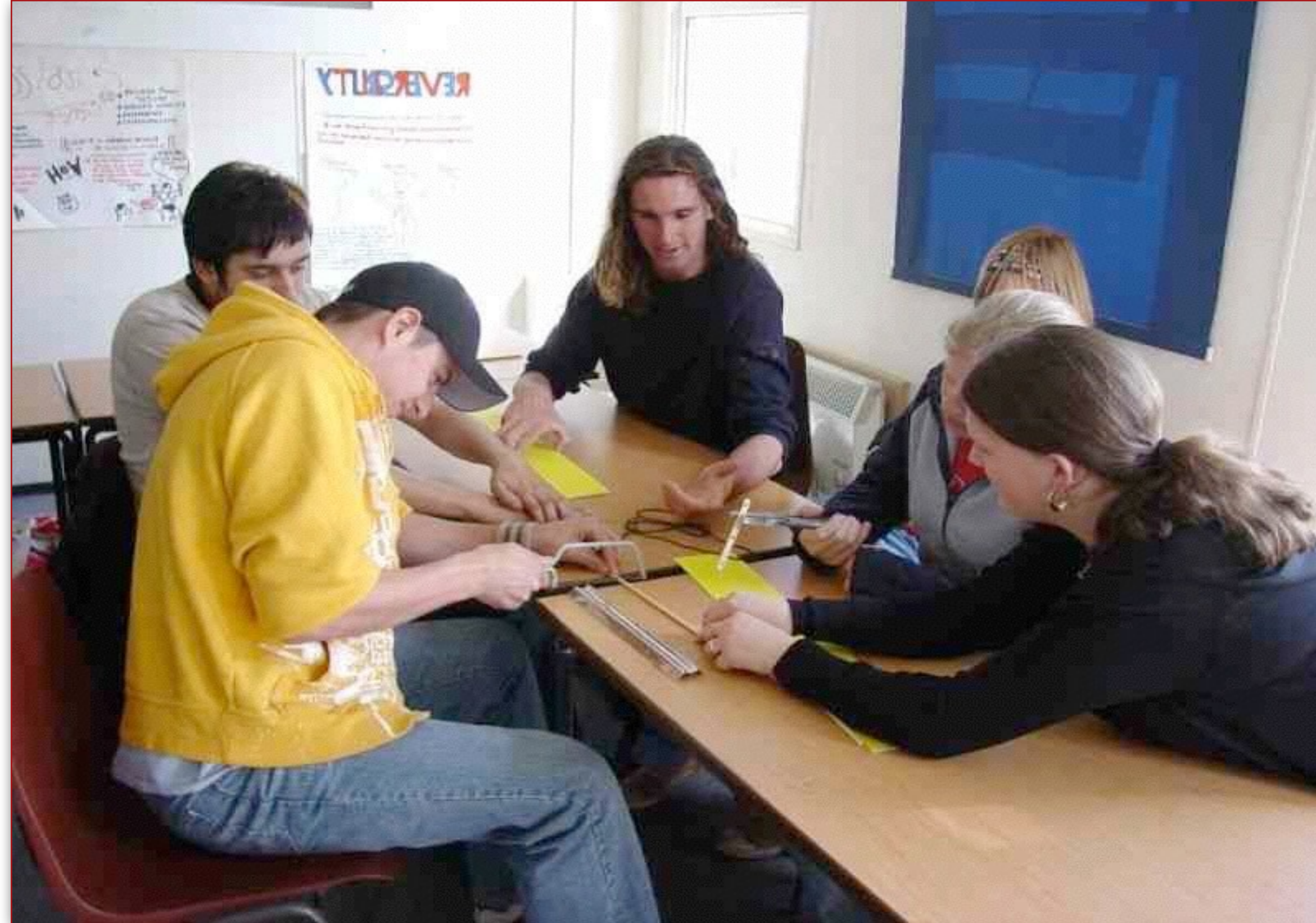
 **Nancy Vogl**
Is anyone else having problems posting on FB today?
Like · Comment · Share · 10 hours ago near Traverse City, MI · 

 Monika Laschkolnig and 7 others like this.


 View 21 more comments

 **Aileen Bennett** Thank you - I thought i had broken the internet (again)
6 hours ago · Like ·  1

 **Kathleen Hassan** yup
5 hours ago · Like ·  1



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

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How to Advise Millennials & Gen Z

This is what Millennials Look Like, Today.




Don't Mentor Them

PROVIDE "QUICK WINS"



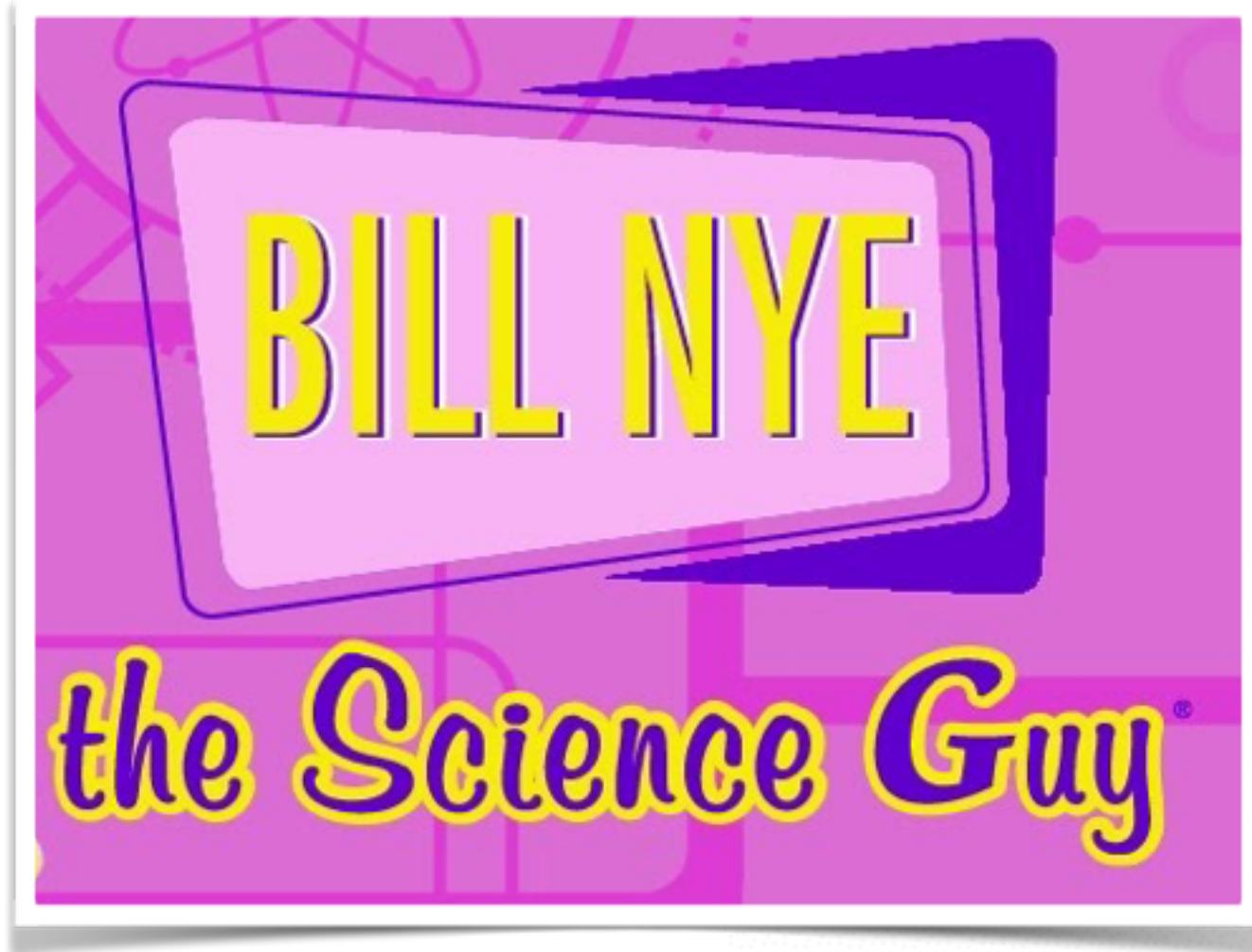
300,000 attended GamesCom

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**When You Find
Superstars...
Exploit Them**

“Not-So-Wild” Bill





AFTER TODAY'S MEETING: FREE RESOURCES

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

Ross Shafer View as: Yourself

Home Videos Playlists Channels Discussion About

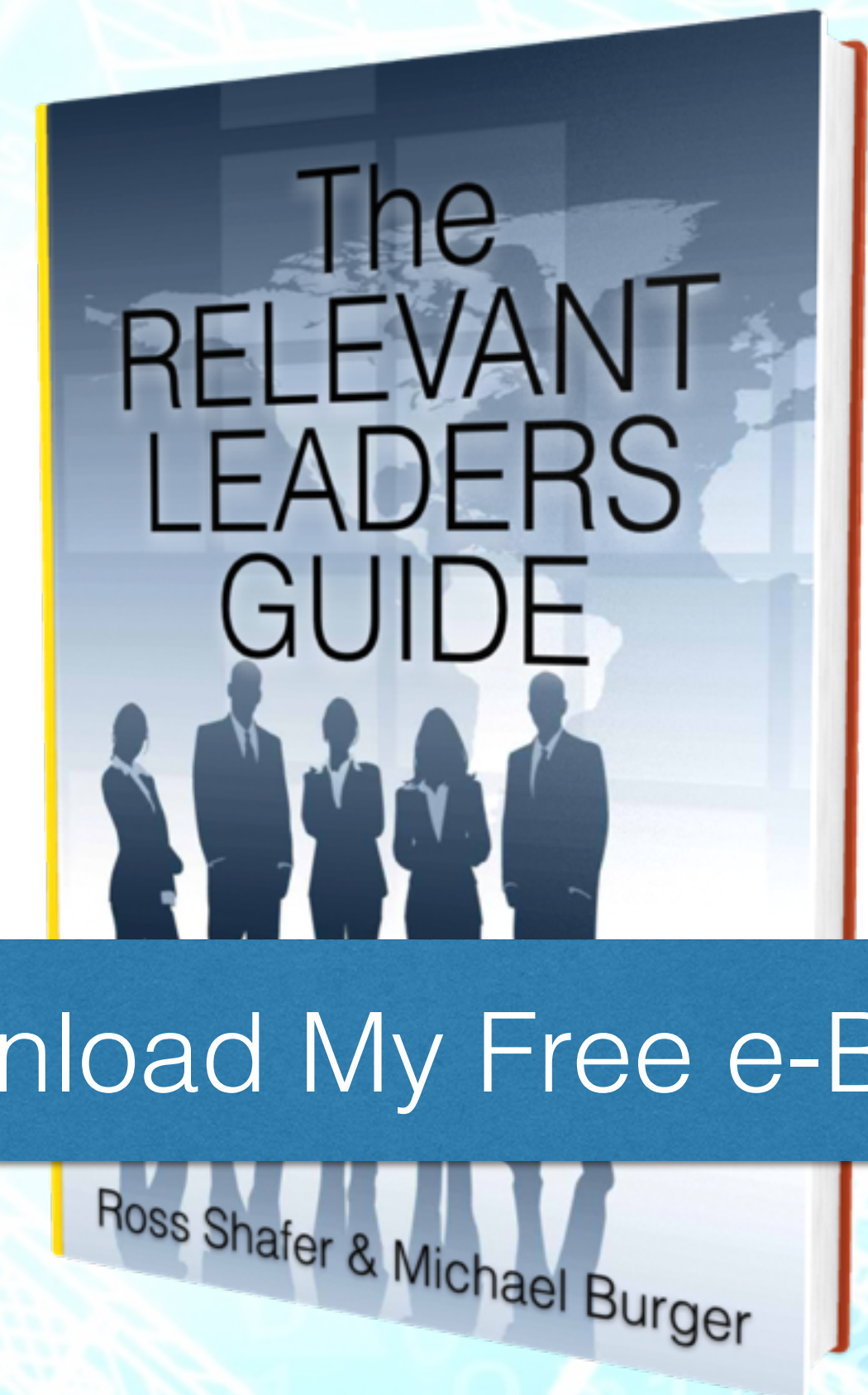
Relevant Leaders Club Download All

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...

- How to Sustain a Business for Over 15 Years?** | Leadership Speaker | Ross Shafer
by Ross Shafer
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Why will your company only last 15 years? Leadership speaker and innovation author Ross Shafer describes...
- How to Pitch Your Big Ideas to the Boss** | Leadership Speaker | Ross Shafer
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Leaders are paid to make good decisions over and over. This video by Ross Shafer will give leaders a repeatab...
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by Ross Shafer
1 month ago • 62 views
This video will inspire smaller office financial planners (and CFPs) re: "How to differentiate your practice." Yo...

Leadership Video Blog

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CHARACTER



Chuck Shafer 1927-2001

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Ongoing Encouragement



Ross
Shafer

**Want Ross to come to
your company?**

**Contact Ross:
Helen@RossShafer.com
(910) 256-3495**