

**Thank you requesting Ross Shafer's slide notes  
from the TASI/CTS event at Church Landing, NH.**

**If you would like Ross to create a custom  
presentation for your company please contact:**

**HELEN BRODER**

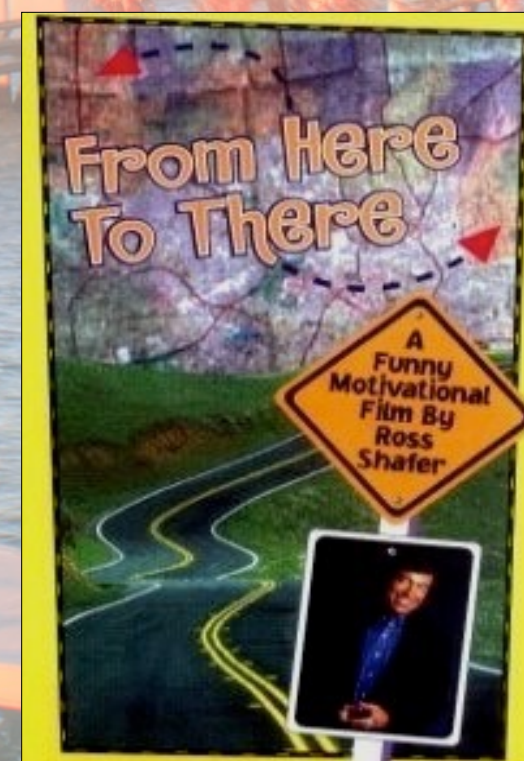
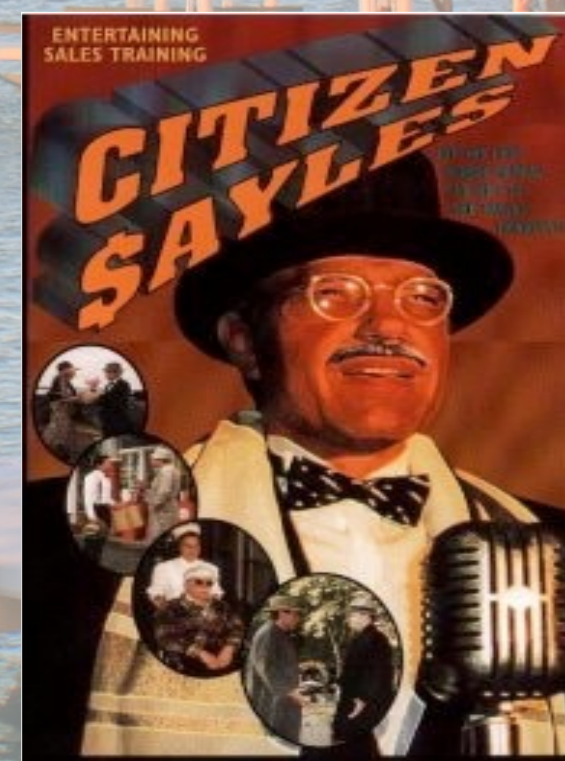
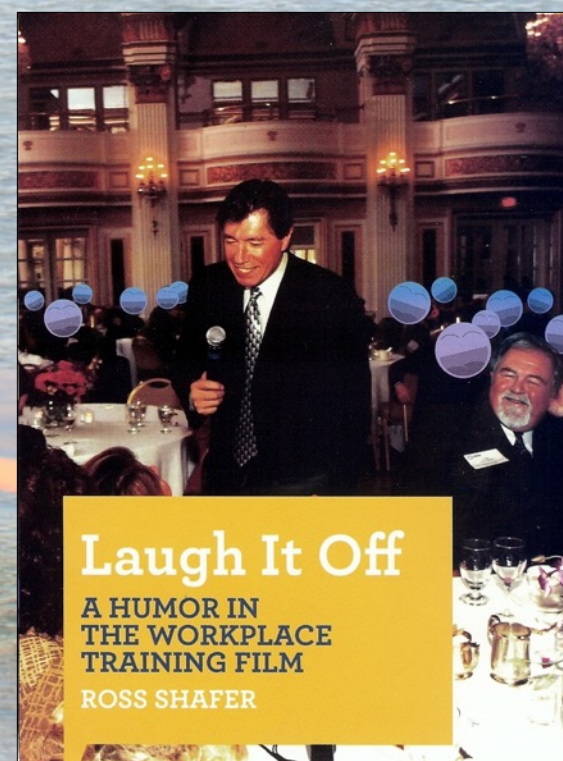
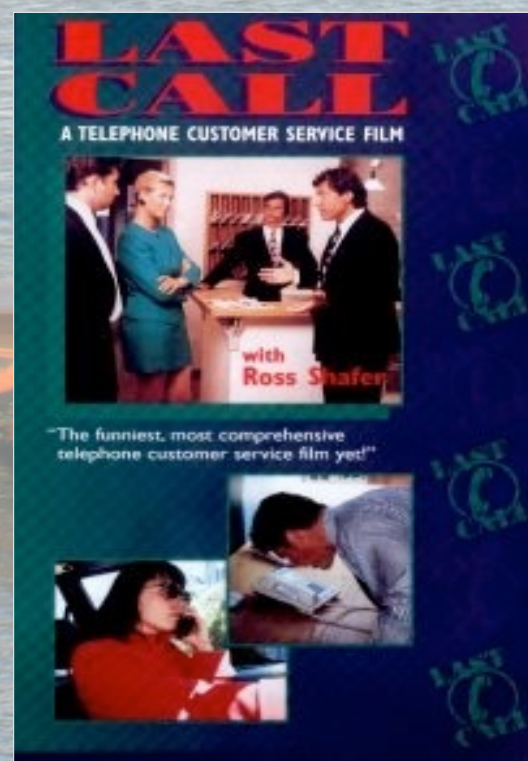
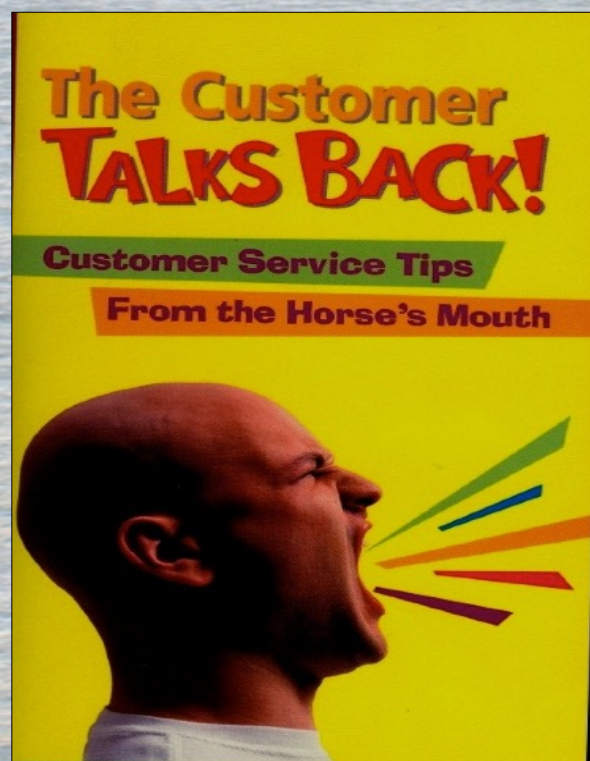
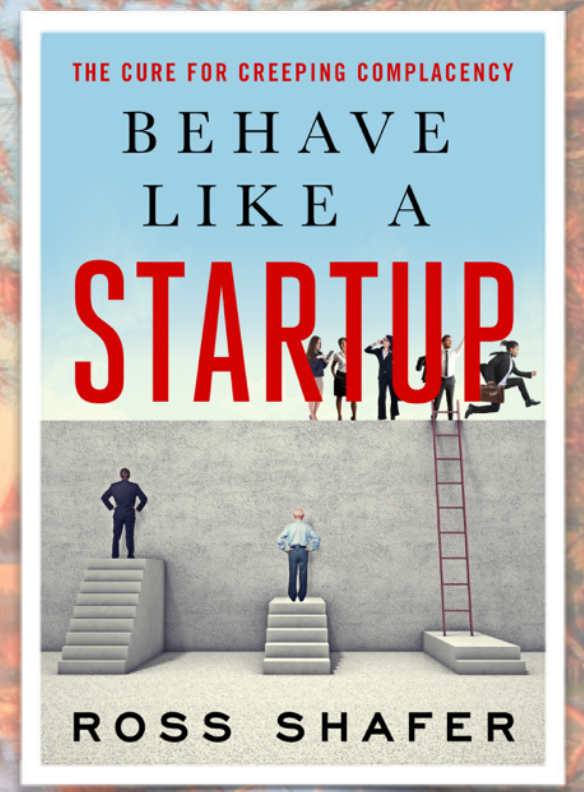
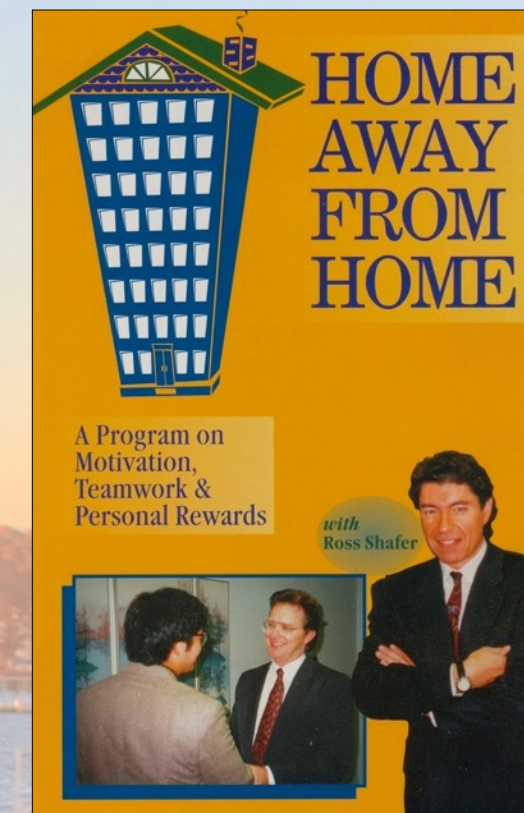
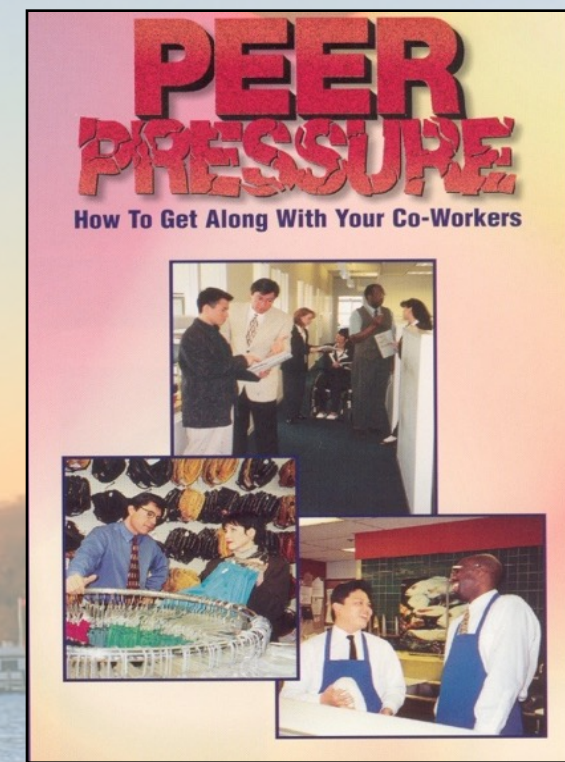
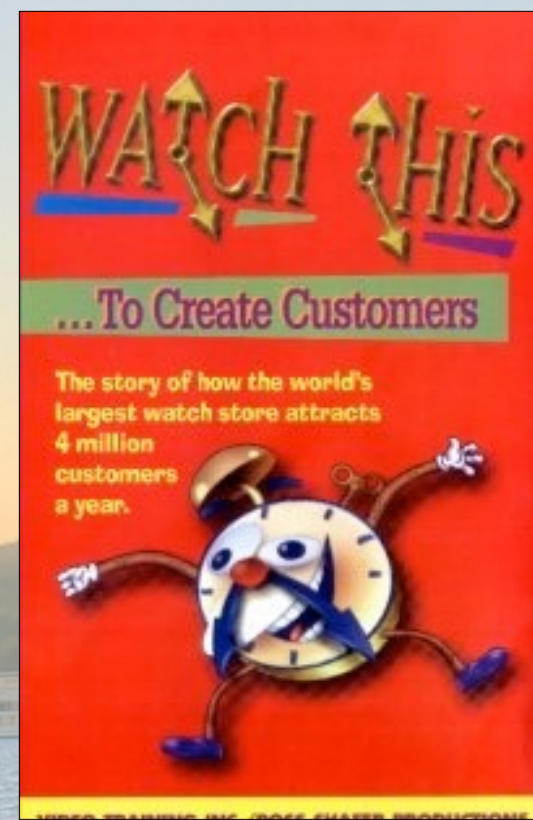
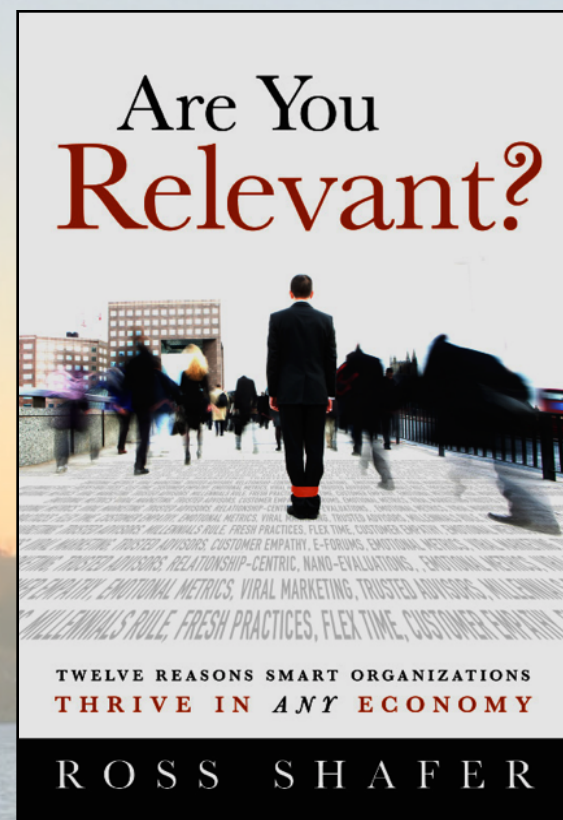
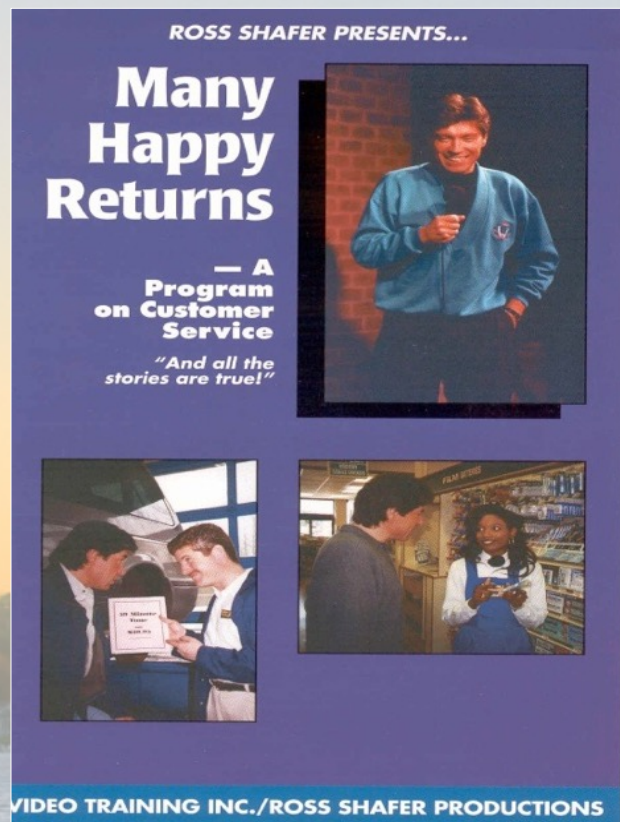
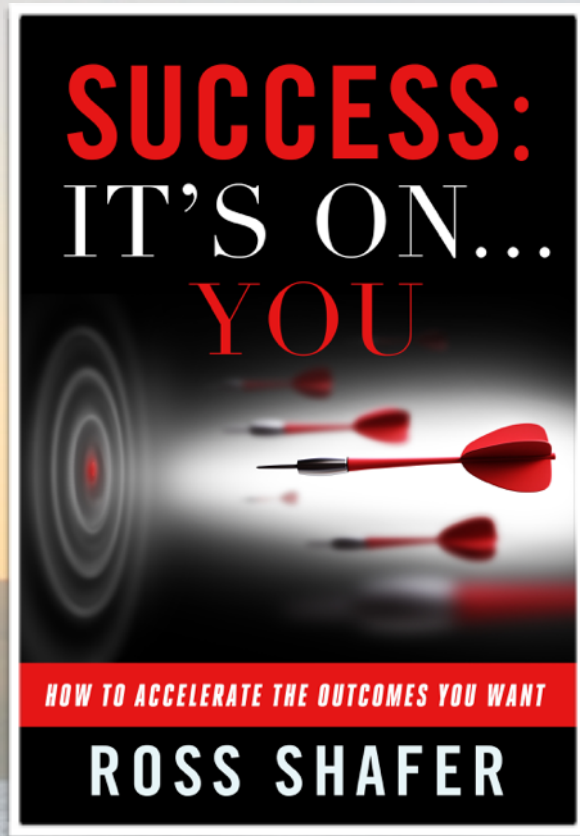
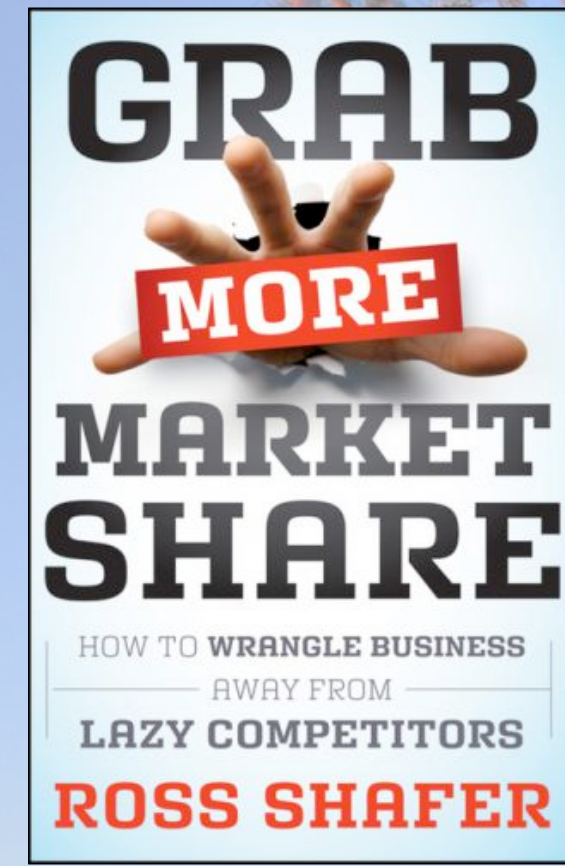
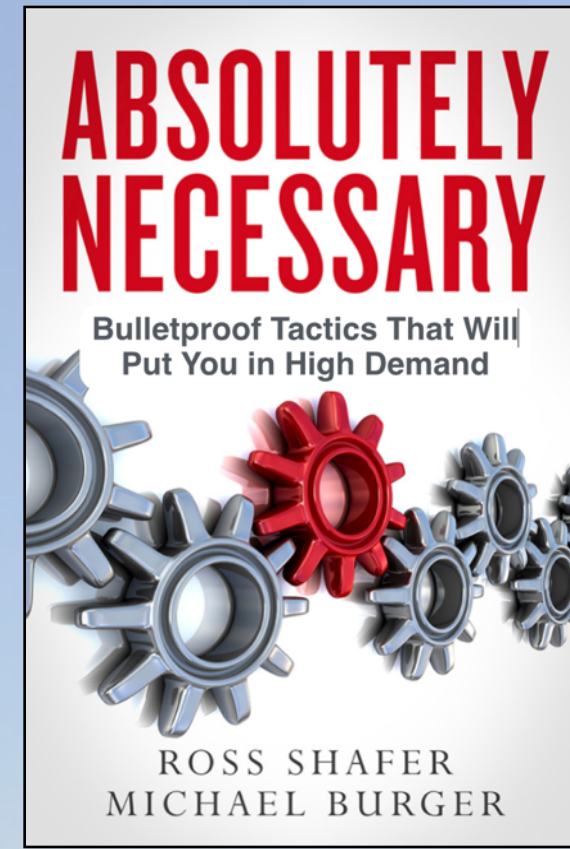
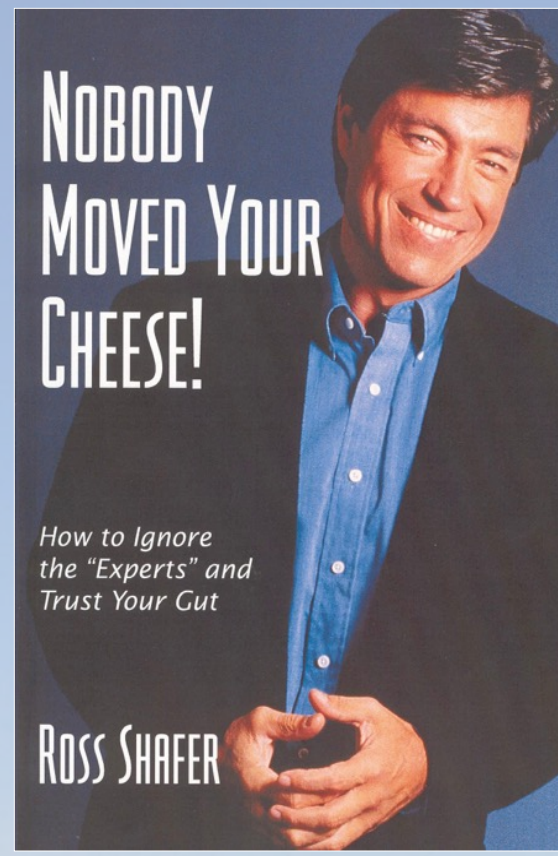
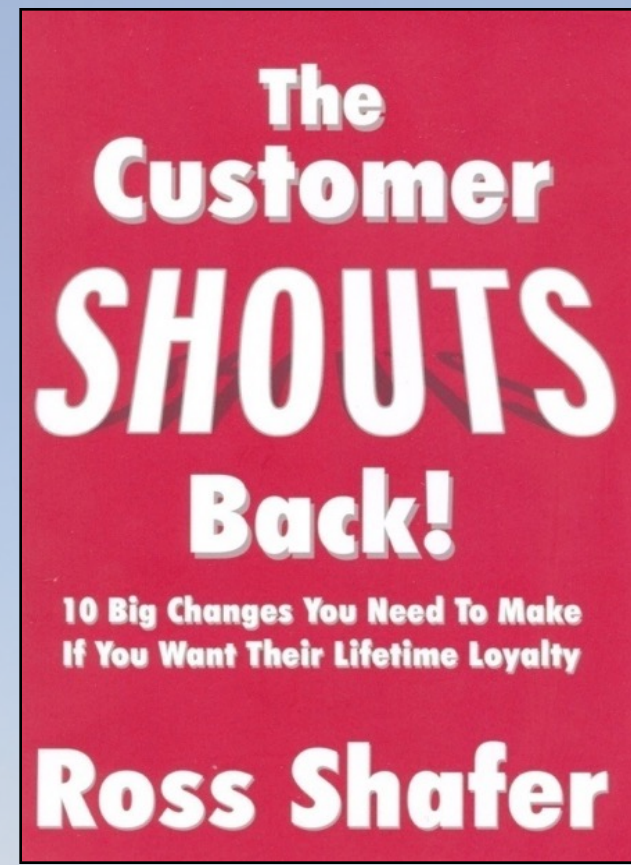
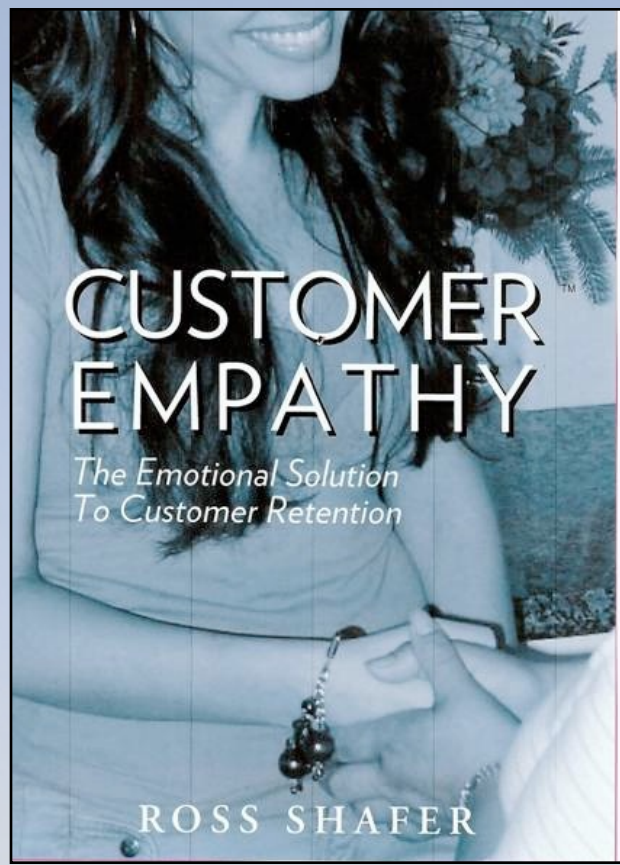
**[helen@RossShafer.com](mailto:helen@RossShafer.com)**

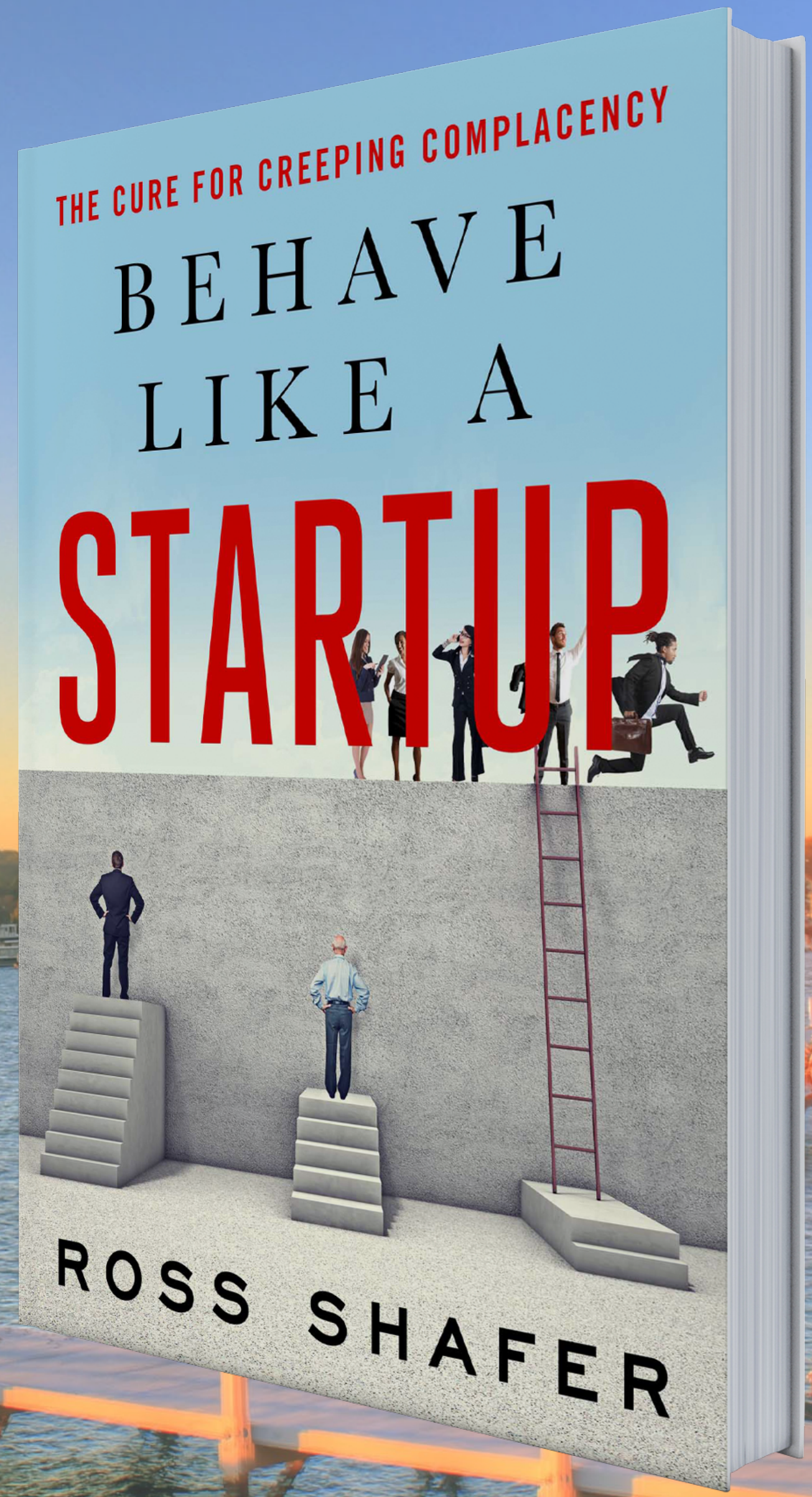
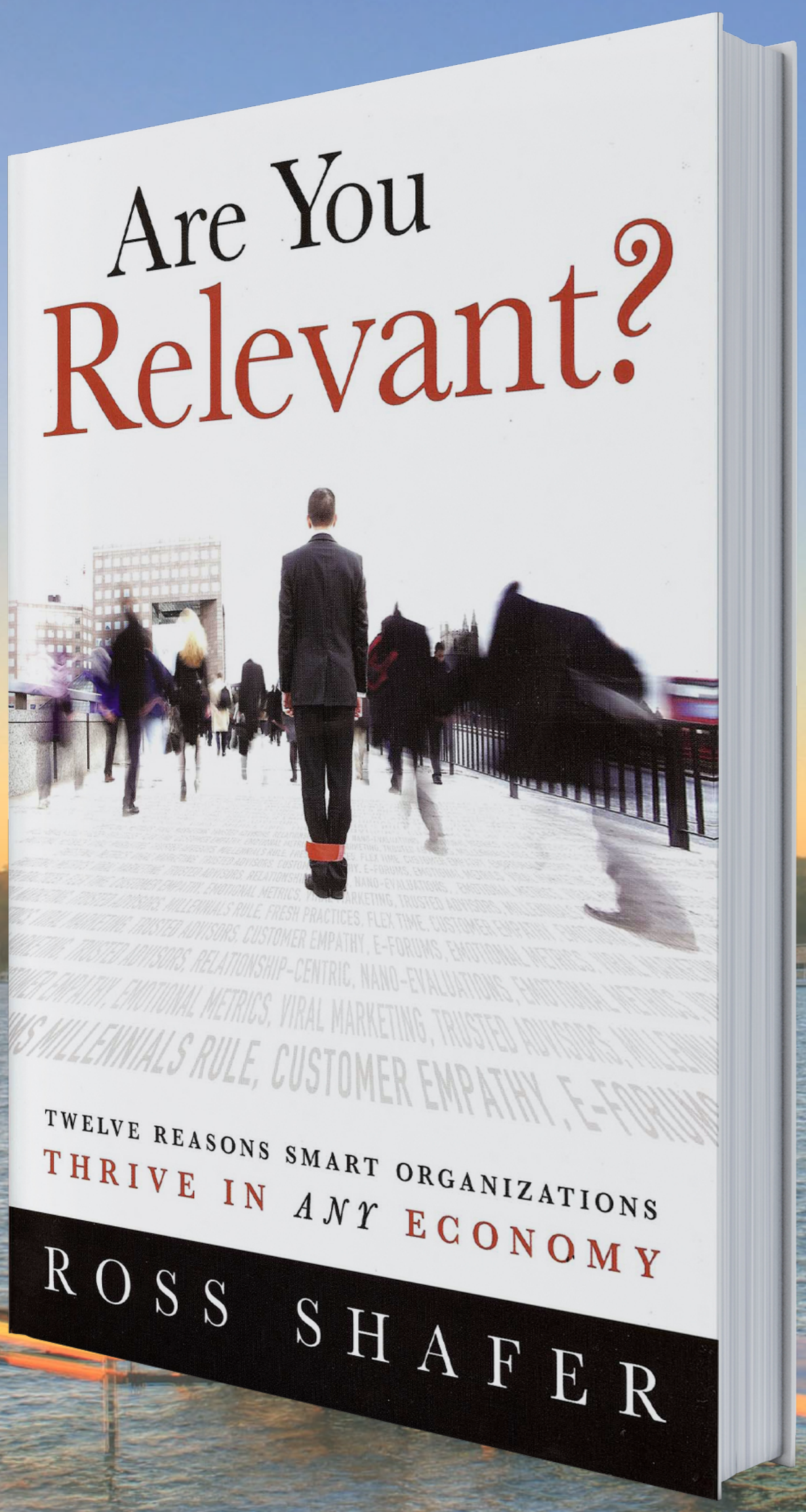
**(910) 256-3495**

# How Do We Continue to Stay Relevant?

By Ross Shafer

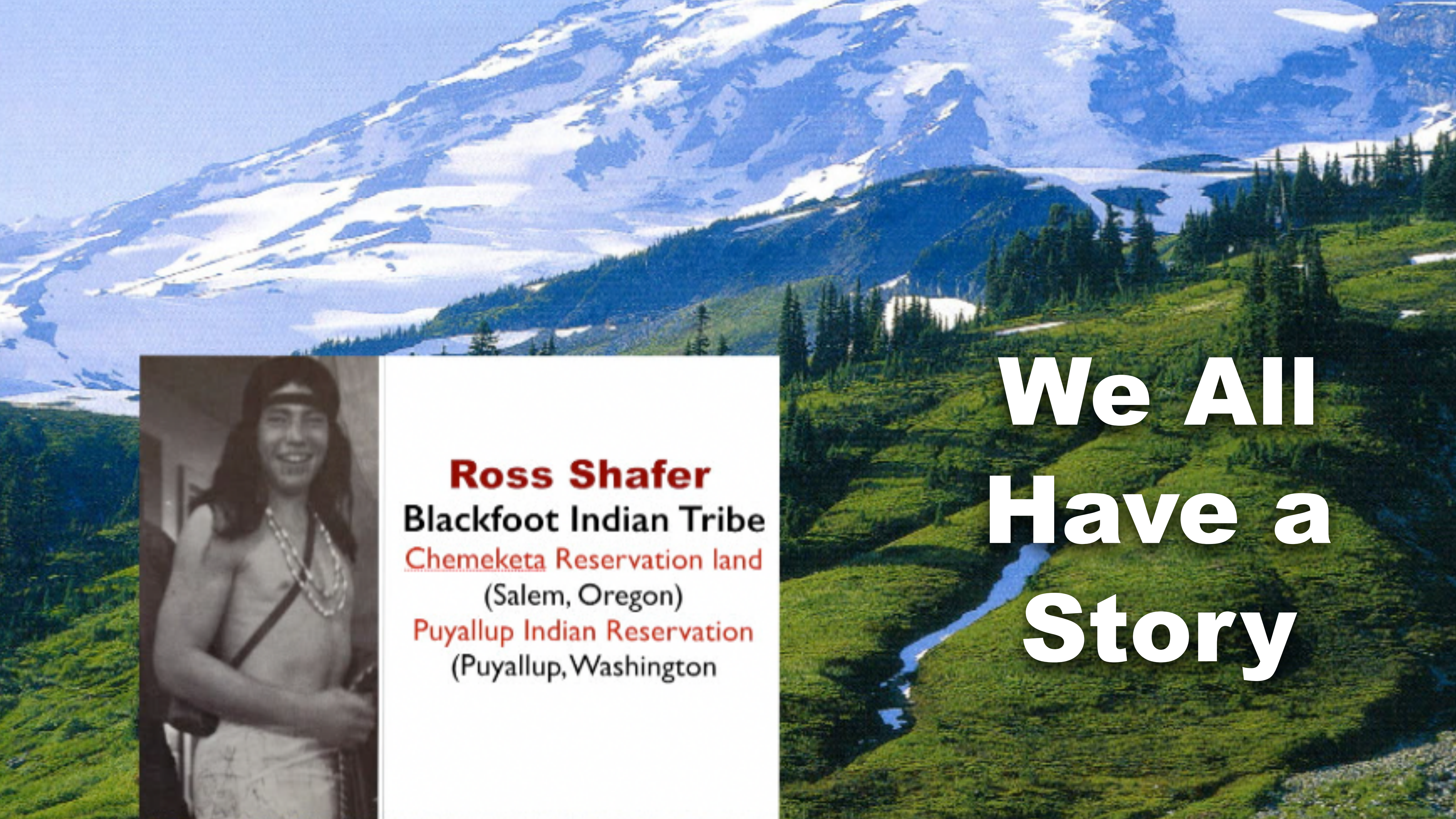






**I'm NOT a Motivational  
Speaker...**

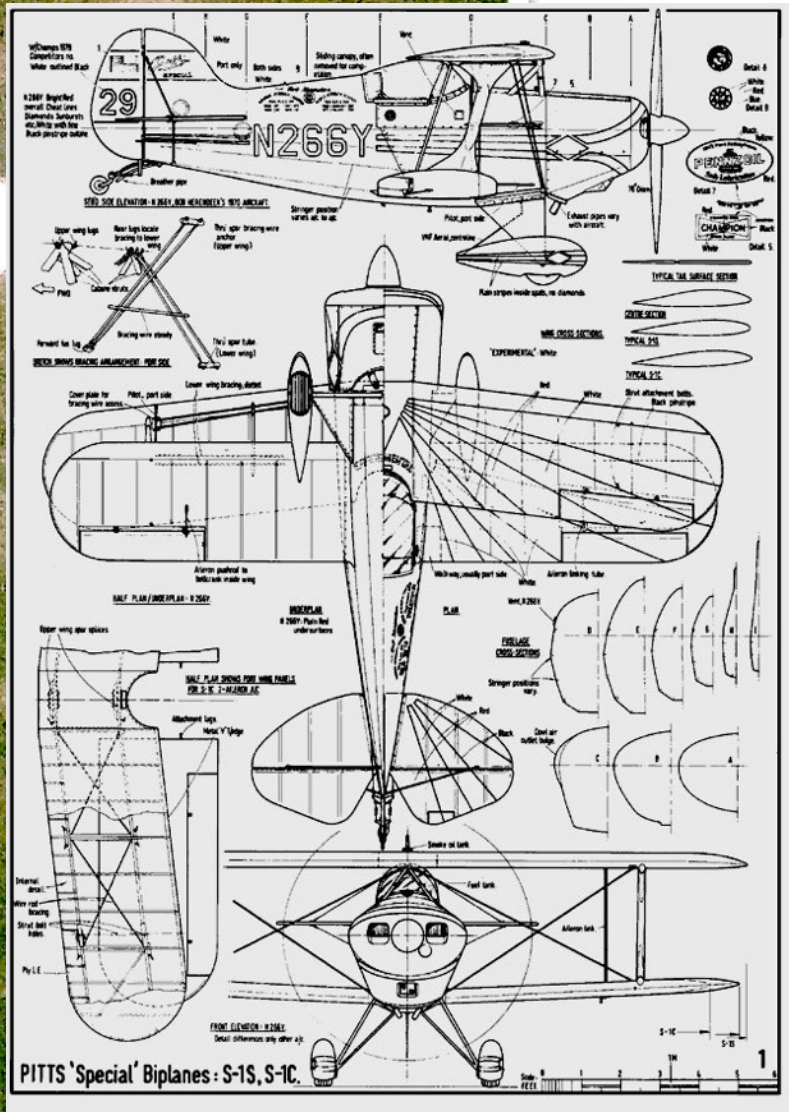




**Ross Shafer**  
Blackfoot Indian Tribe  
Chemeketa Reservation land  
(Salem, Oregon)  
Puyallup Indian Reservation  
(Puyallup, Washington)

**We All  
Have a  
Story**





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

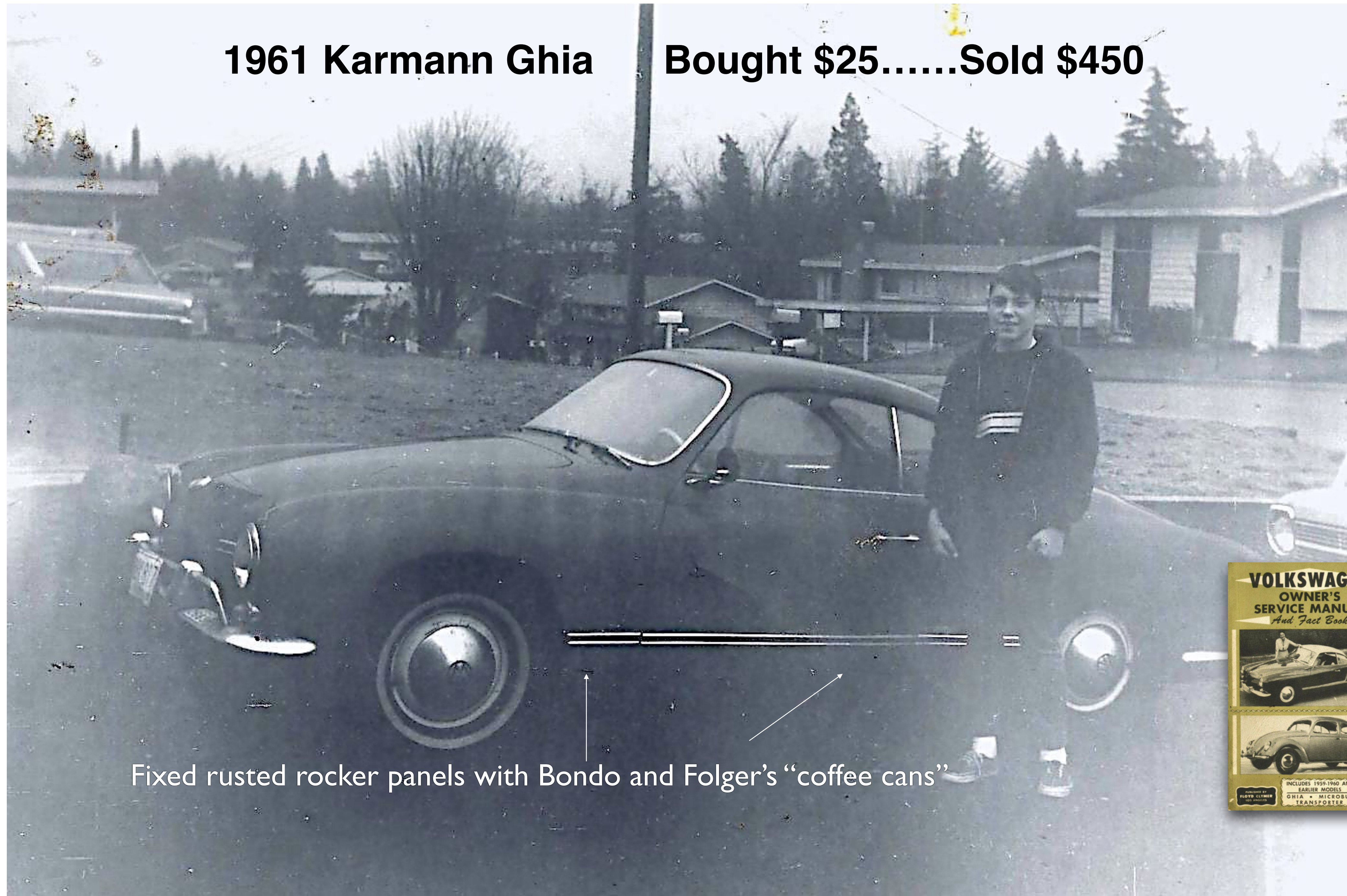


Maiden flight - May 1971

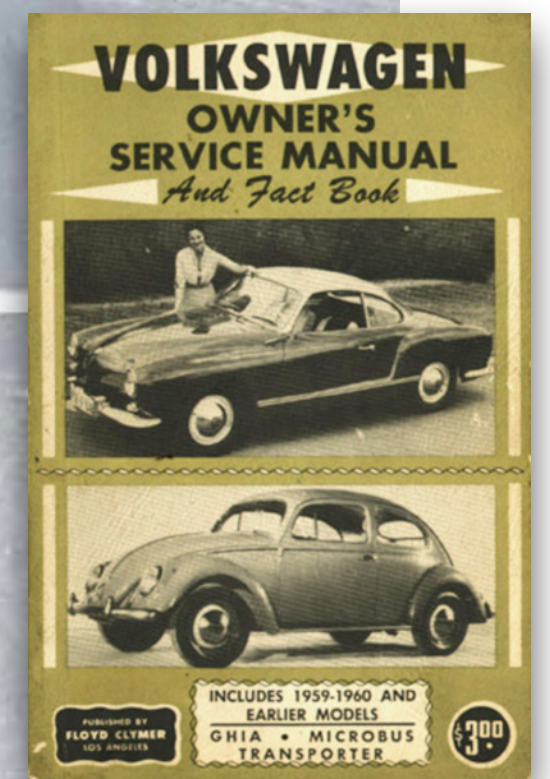


**1961 Karmann Ghia**

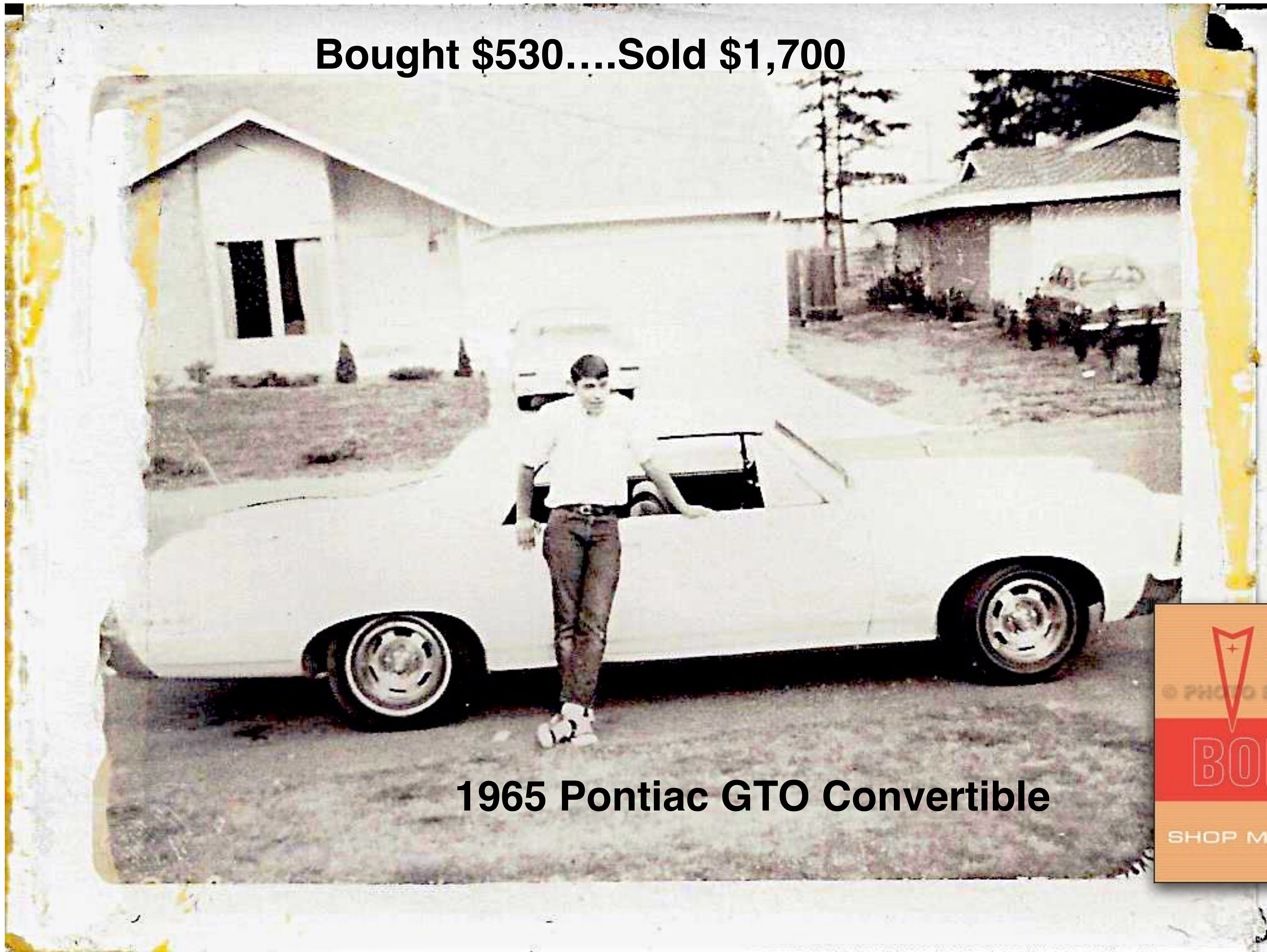
**Bought \$25.....Sold \$450**



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



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



**1965 Pontiac GTO Convertible**

1965  
TEMPEST  
GTO

**BODY**

SHOP MANUAL

## 1984 Ferrari 308 GTS Bought \$9,800





**Sold it for \$38,500**



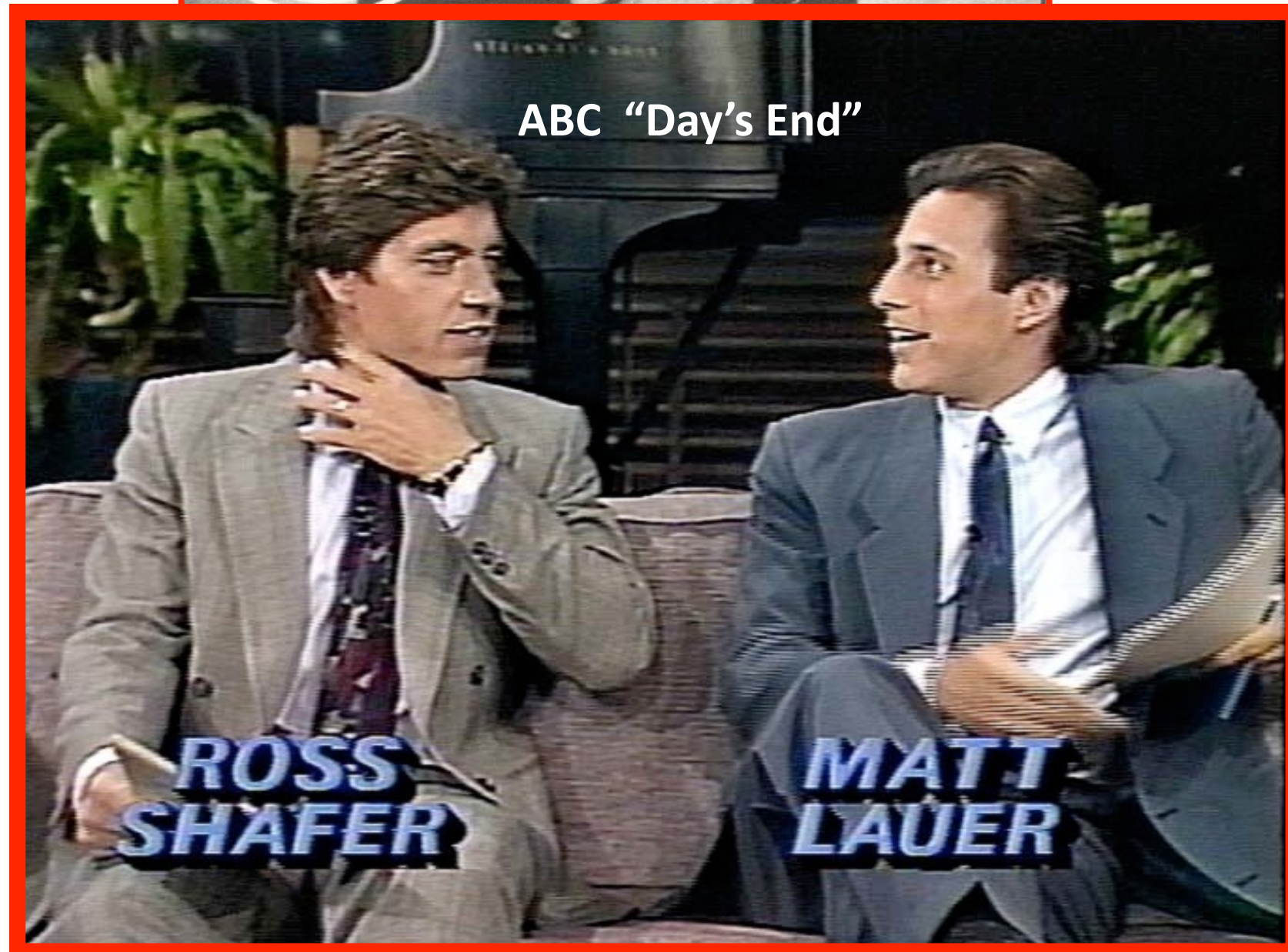
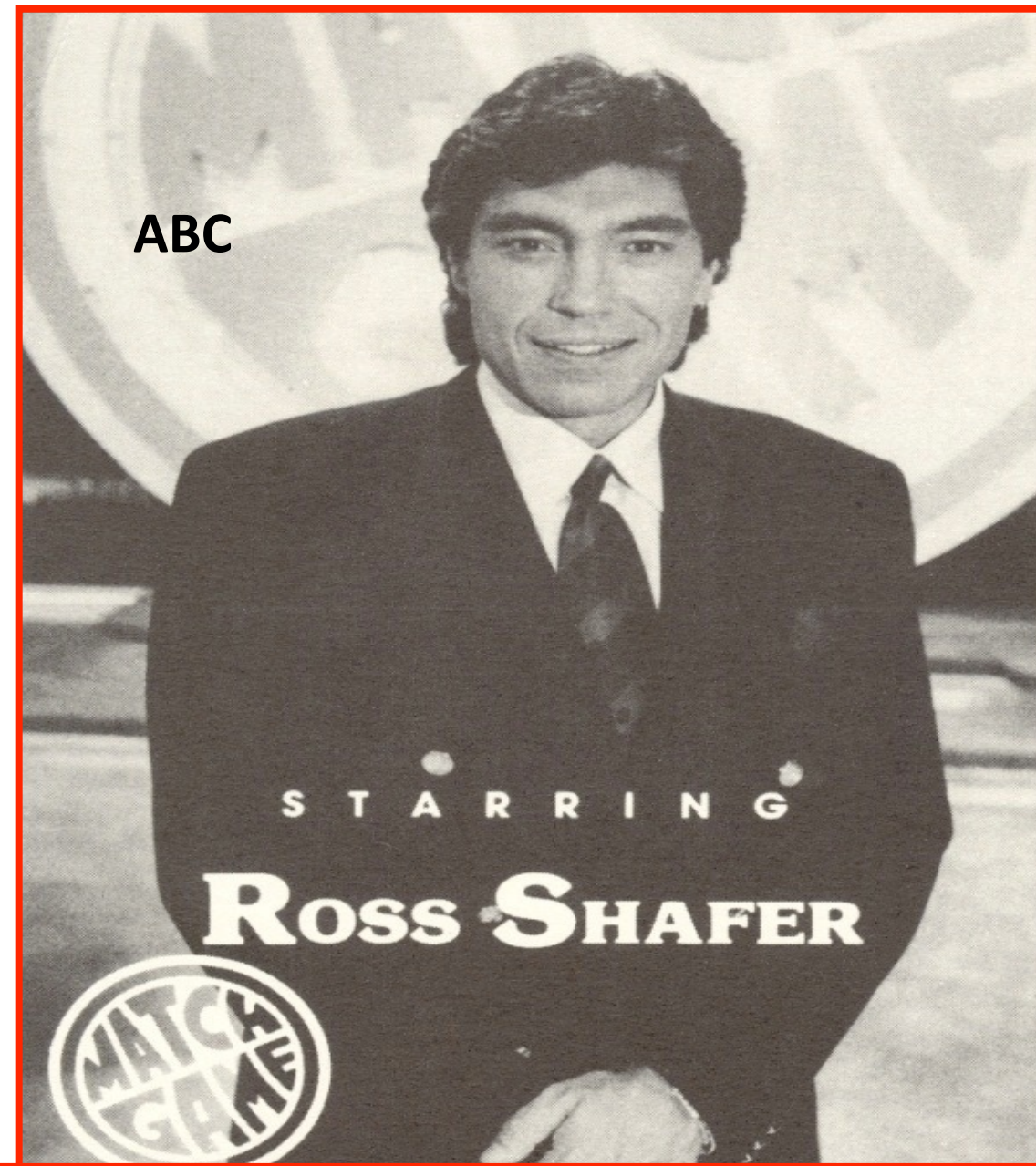
*Explaining things the easy way!*

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

**Advancing Beginners**

**The Beginners Guide Volume 1**





**Success is Easy**







# 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



# Worlds Largest Factory - 10,000,000 Square Feet

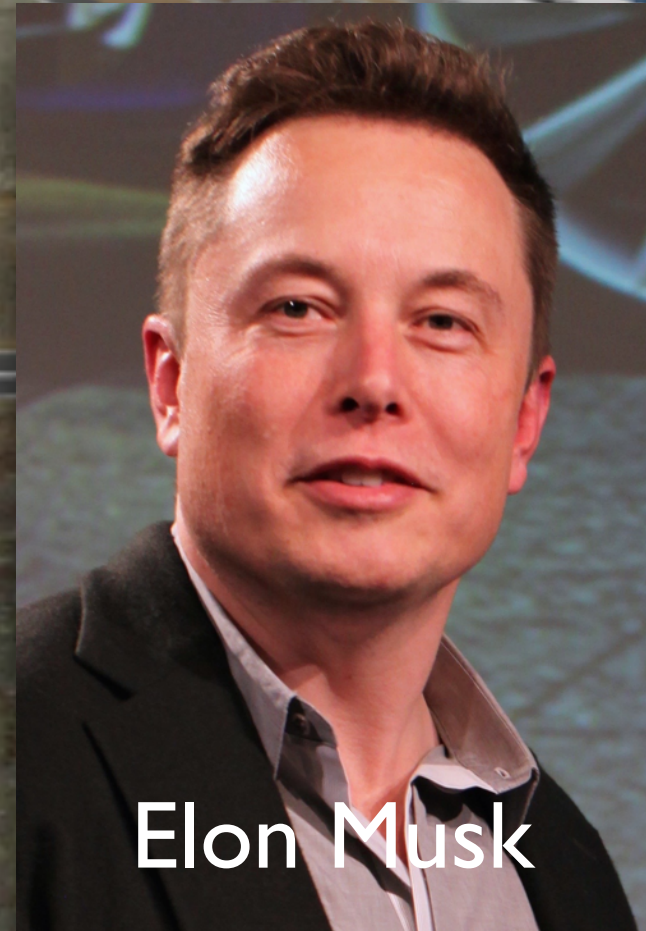
## DISRUPTION:

50 GWh in annual battery production by 2020

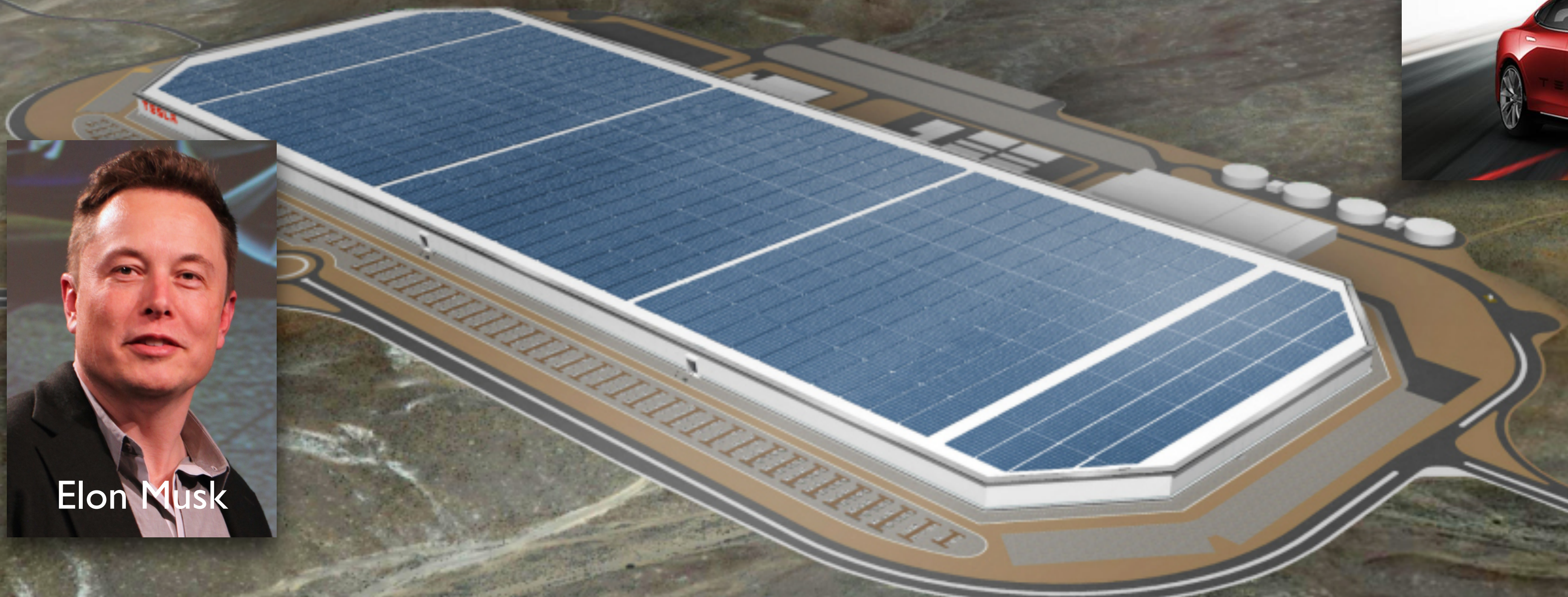
Enough for 500,000 Tesla cars

Powered by renewable energy

Net zero energy factory

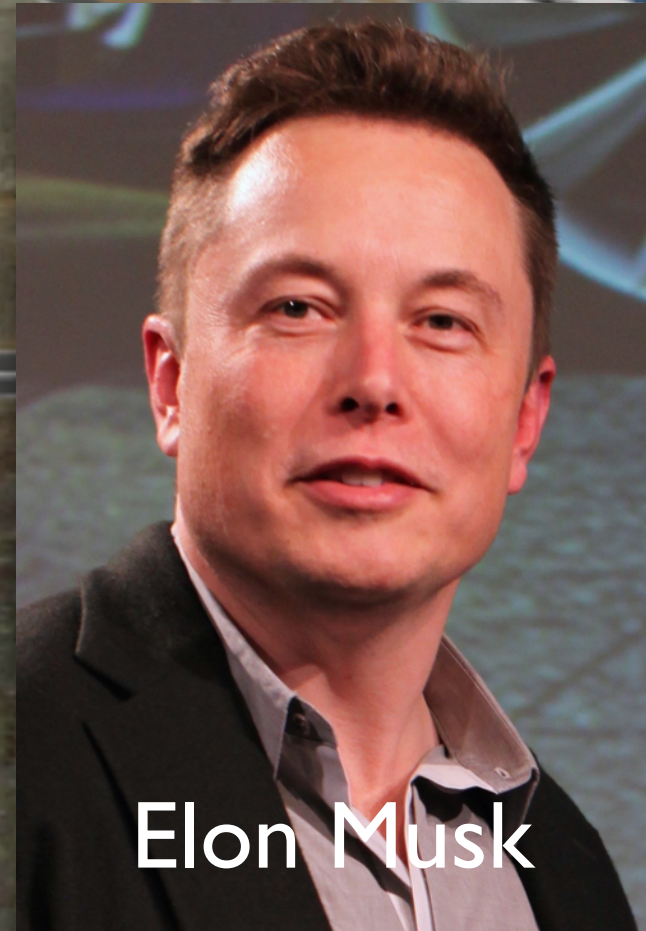


Elon Musk



A Powerwall is a an enormous battery that hangs outside of your home for power outages or even just smoothing out energy consumption.

**The energy stored inside 16 PowerWalls can power a typical American home for three days.**



Elon Musk



# Peripheral Vision Prevents Injury



Tom  
Brady  
knows  
J.J. Watt  
is close

# Hotel Events

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

## Events for September 21, 2016

**GO TO THE WRONG MEETINGS**

Group/Event	Room	Time
GENERAL ELECTRIC		
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



[RESERVATIONS](#)

[LOCATIONS](#)

[MENUS](#)

[GIFT CARDS](#)

[BANQUETS & MEETINGS](#)

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[Menus](#)

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[View All Locations](#)



“We promise  
our plumbers  
will show up on  
time and smell  
good.”







## **Laramar Apartment Homes - 55,000 units**

# Time to Re-Think Customer Service



**\*Big Data**

**\*Digital Marketing**

**\*Customer Journey Mapping**



# 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...





# POW WOV

A celebration to heal old wounds and honor new alliances



We made a dumb mistake.

**The customer got so upset they confronted us.**

We broke our promises.

**We assigned blame to the customer**



erases



sources: The Customer Shouts Back - 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 have a new  
place for  
your flowers!!”





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

ELIMINATE THE

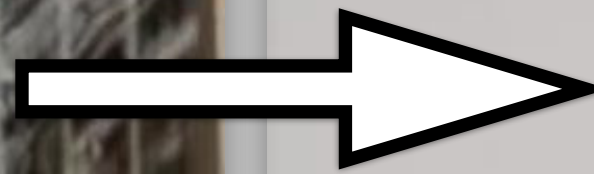


MOMENTS

**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**

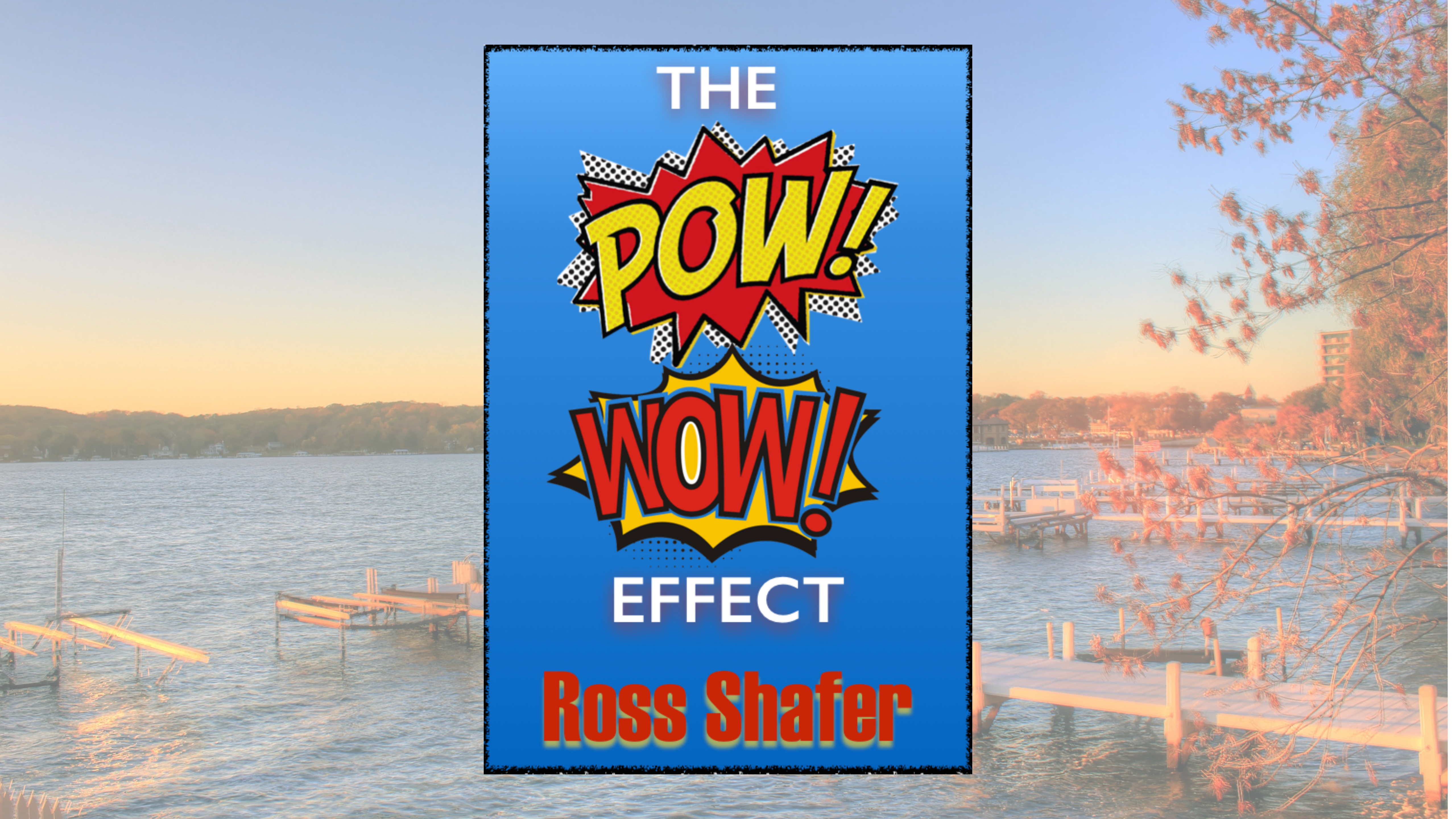
THE

**POW!**

**WOW!**

EFFECT

**Ross Shafer**





**Which Customers Score  
You The Highest?**



# Women Buy Everything!

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

**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 Investment Services, Insurance & 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.”

**“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.”



# The Best Story Wins





We don't sell houses.

We sell warm spaces where love can grow.



In 1953, Harry and Evelyn Carney bought this Home for \$3,900. Harry put in a rose garden while their two boys Donald and Lawrence built a tree fort on the side yard. Their daughter, Cynthia was married in the back yard.

Now, after 55 years, Harry and Evelyn have decided to simplify their lives and move to a beautiful assisted-living community just 2 miles away.

Last week, John and Heather Wallace bought *The Carney Home* at 378 Crestwood. They love the quaint sidewalks, the nearby park, and the short walk to what will eventually be 2-year old Ella's elementary school. We're proud to be a part of helping another generation create new memories in this lovingly cared-for home.





# Dignity<sup>®</sup> MEMORIAL

The largest network of funeral,  
cremation & cemetery service providers.

## Plan. To Make it Right.<sup>®</sup>

Preplanning your funeral or cemetery arrangements gives  
you and your loved ones peace of mind. We offer Free,  
engaging, interactive pre-planning seminars.

Call Today: 504-729-1912

Peaceful.  
Beautiful.  
Everlasting.

Lake Lawn  
Metairie

# Celebrating Claudine G. Bowers 1922 - 2010



## For Claudine's Closest Friends

Sugar.....2 cups  
All Purpose Flour.....2 cups  
Buttermilk.....1 cup  
Water.....1/2 cup  
Baking soda.....1 tsp  
Crisco.....1 stick  
Butter.....1/2 stick  
Eggs.....3  
Cocoa powder.....4 Tb  
Vanilla extract.....1 Tsp  
Pecans (chopped).....1/2 cup

### FROSTING

Butter.....1 stick  
Cinnamon.....1 Tsp  
Cocoa powder.....4 Tb  
Vanilla extract.....1 Tsp  
Powered sugar.....1 box (16oz)  
Pecans (chopped fine+sprinkled on top)

Oven 350 for 30 min.  
Pan 13" X 9"

“We have a better story...so it follows that we can charge more money.”



**When People Love  
You... They Give You  
More Money**





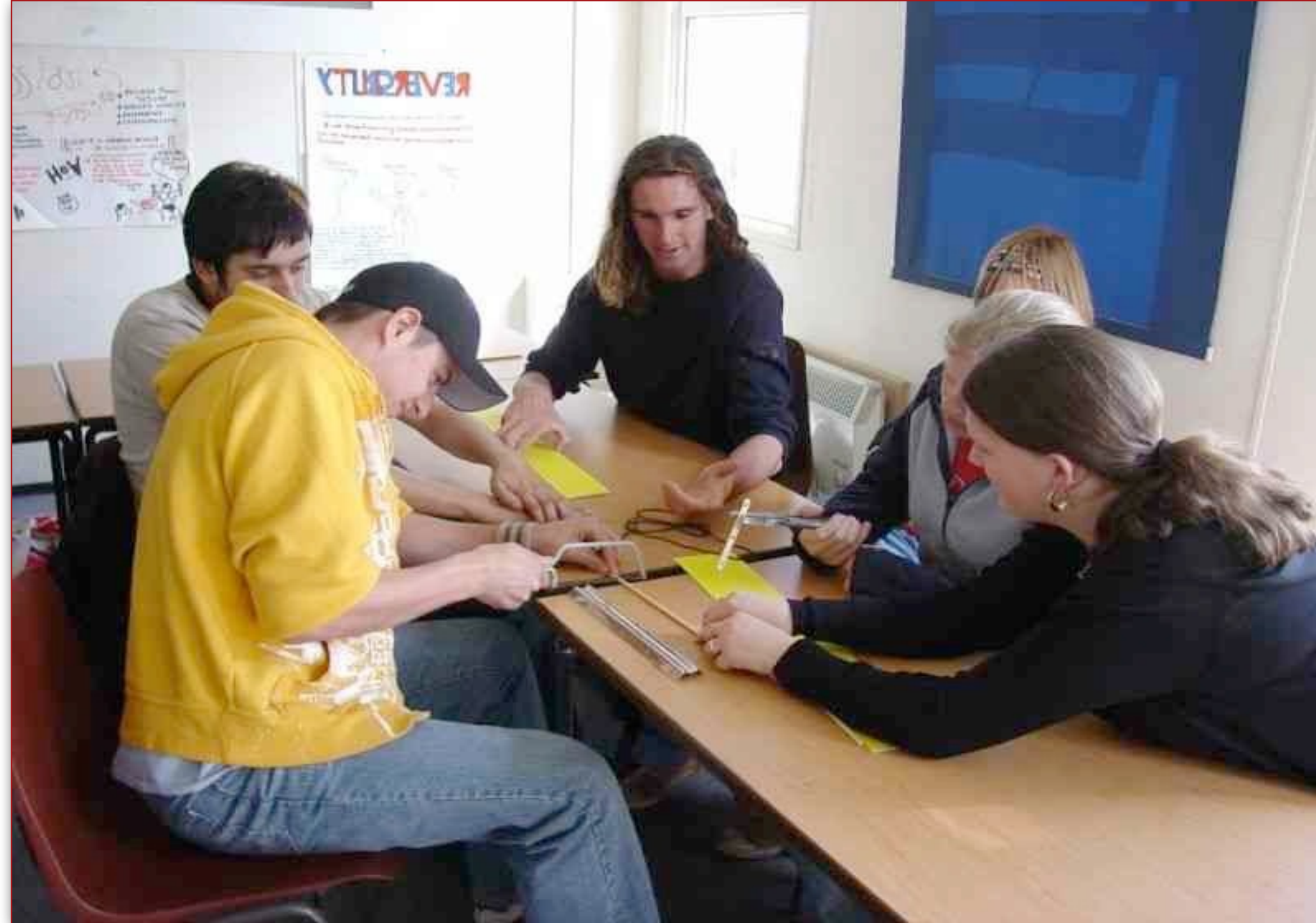
**Curiosity (in others) is seen as “love.”**

**“People want to  
feel valued and  
appreciated.  
They want to  
feel interesting”**



**Katie Couric**





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


# Managing & Retaining Talented Young People



# Millennials Look Like This now...



# Don't Mentor Them

A wide-angle, high-angle shot of a massive esports arena. The arena is filled with a dense crowd of spectators, mostly young people, seated in tiered rows. The stage is illuminated with vibrant blue and purple lights. Several large video screens are positioned around the stage, displaying various scenes from a game, including character portraits and action sequences. In the foreground, there are several gaming stations with monitors and keyboards, where players are seated. The overall atmosphere is energetic and high-tech.

PROVIDE “QUICK WINS”

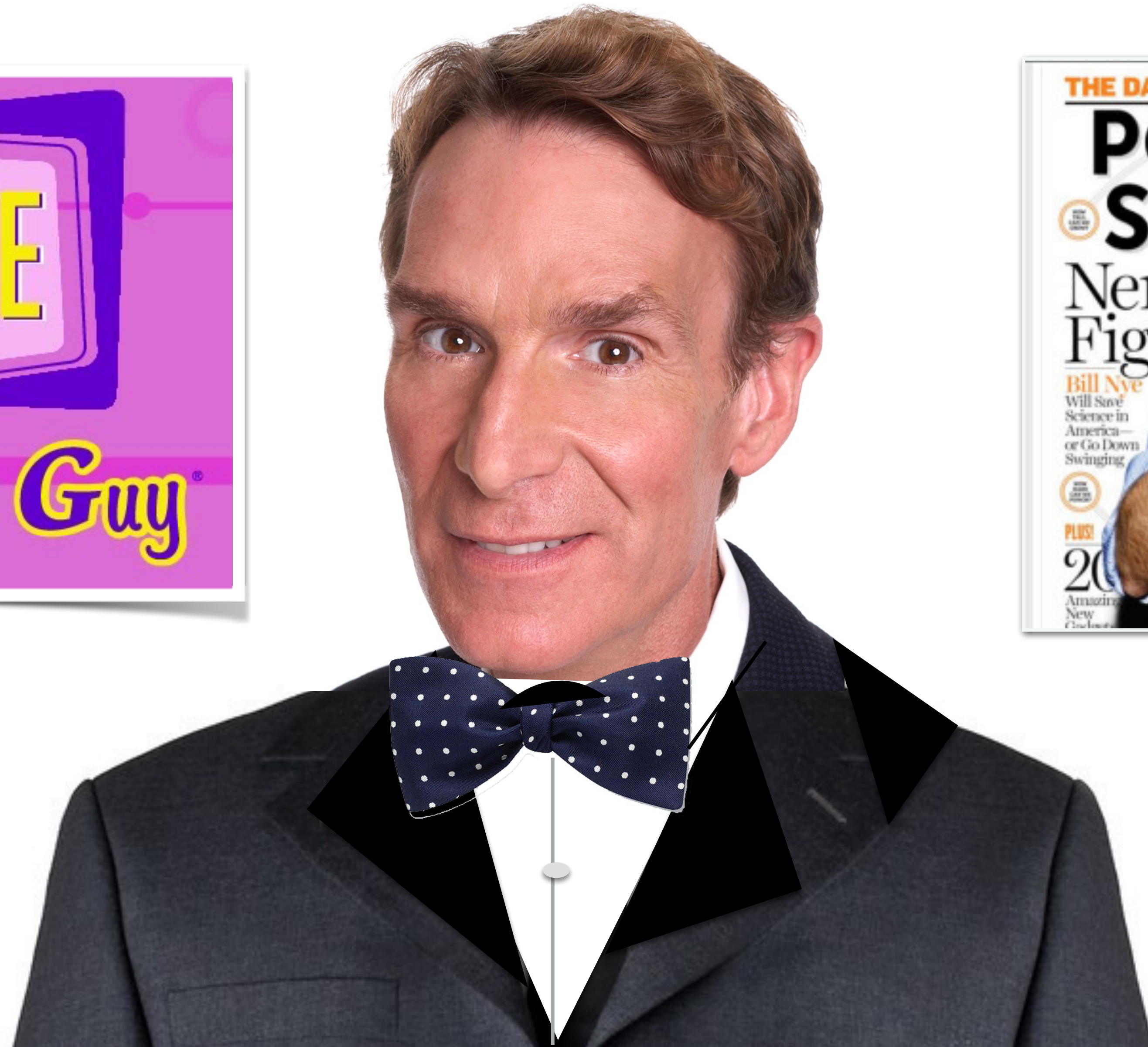
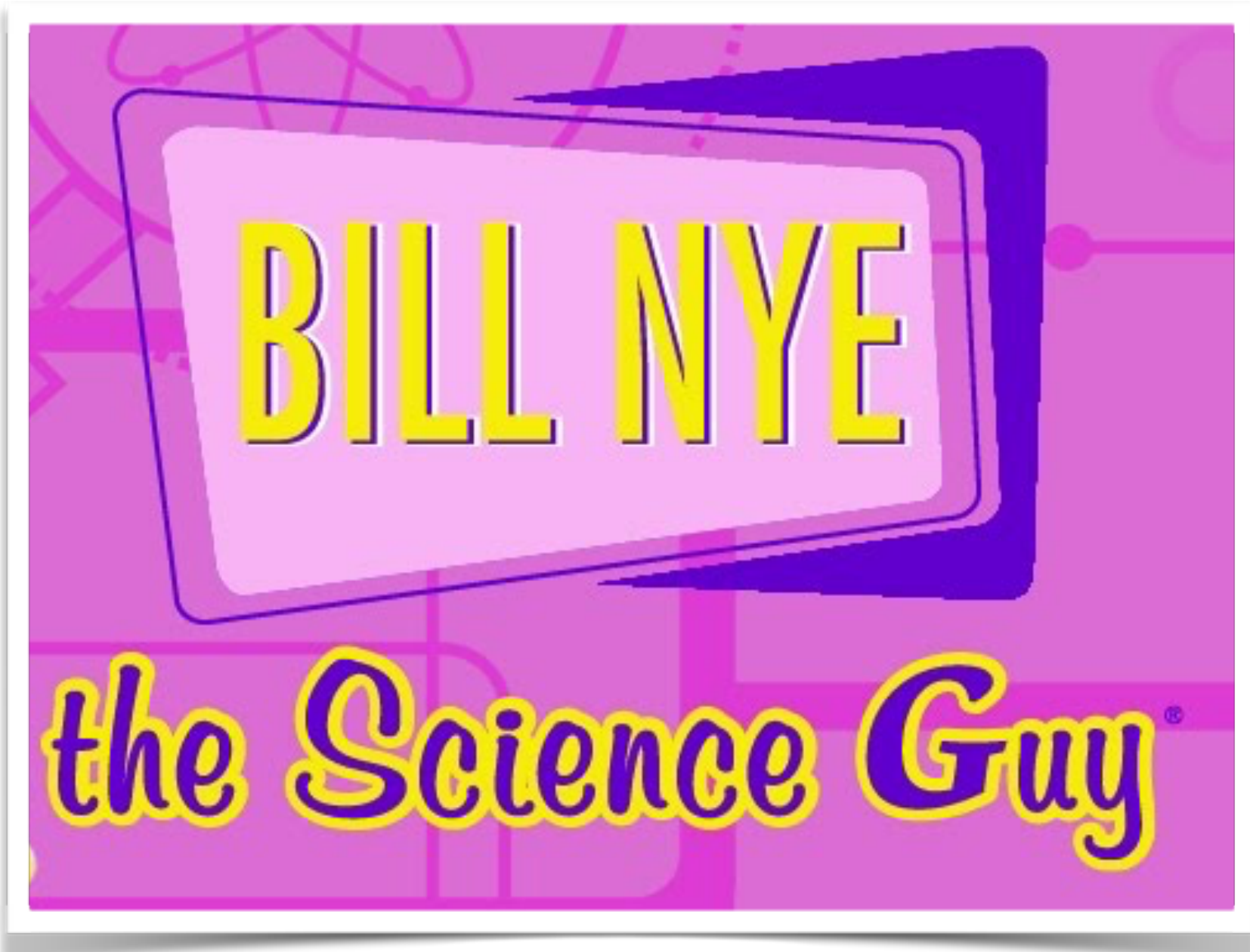
300,000 attended GamesCom

# DON'T MICROMANAGE

**\*GET IN MY FACE**

**\*INTENT BEATS RESULTS**

# Ongoing Encouragement



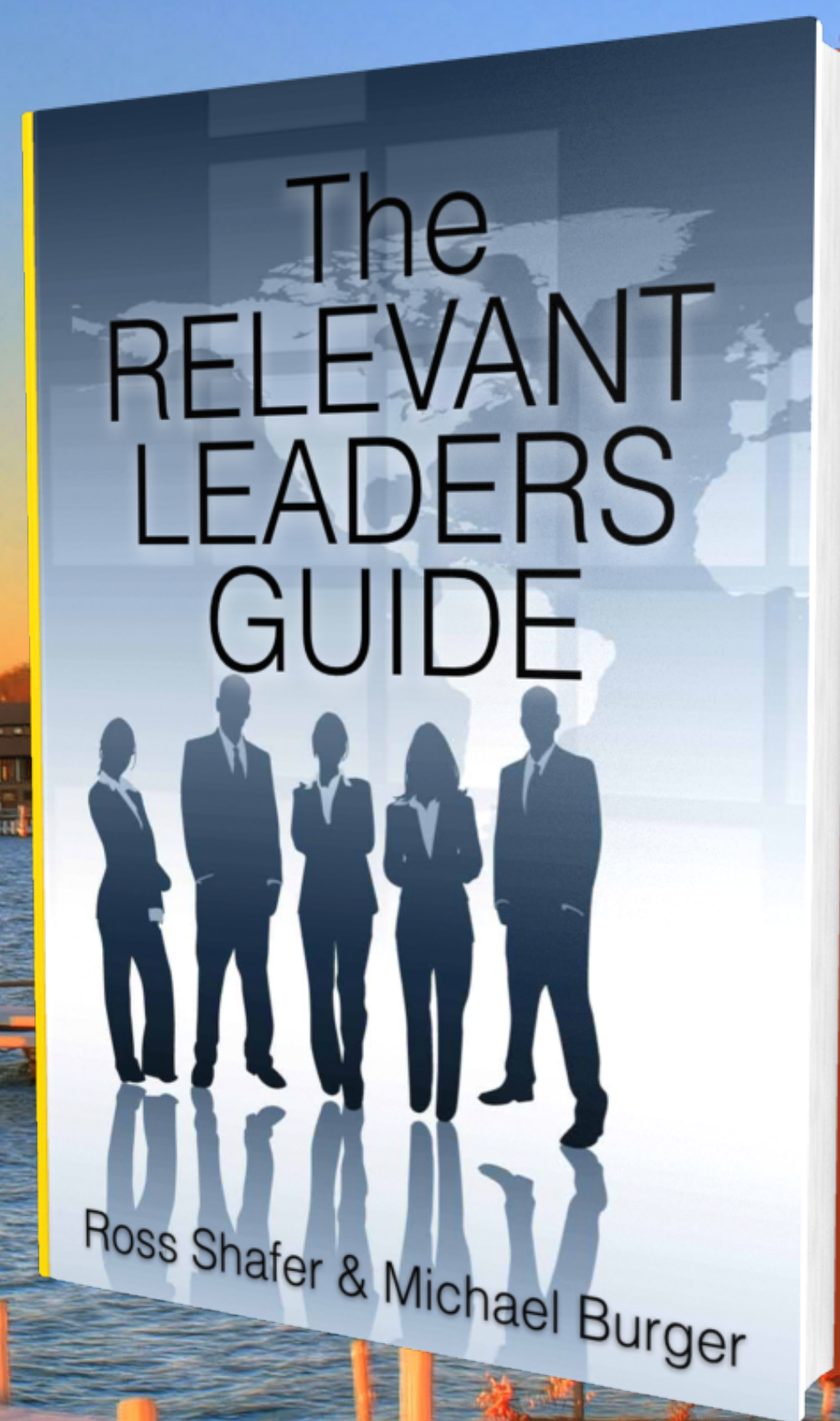




**“48% of employers are dissatisfied with the oral communications skills of college students.”**

Source: Achieve Academic Standards

# Download My FREE E-Book



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

Relevant Leaders Club

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

Download All



**Why is the Resignation of a Company only 15 years? | Leadership Speaker | Ross Shafer**  
by Ross Shafer  
4 days ago • 24 views  
Why will your company only last 15 years? Leadership speaker and innovation...



**Pitch Your Big Ideas to the Boss | Leadership Speaker | Ross Shafer**  
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1 week ago • 31 views  
In this short clip, leadership speaker and author, Ross Shafer reveals his surefire Five-Step process for...



**How to Stop Driving Customers Away | Leadership Speaker | Ross Shafer**  
by Ross Shafer  
2 weeks ago • 54 views  
Are you indirectly driving customers away...and you don't have any clue you're doing it? Ross Shafer gives...



**Should You Change Your "Leadership" Persona? | Leadership speaker | Ross Shafer**  
by Ross Shafer  
3 weeks ago • 68 views  
Have you ever wondered if you should change your personality when you get a "big" new job? Then you...



**How Can Leaders Make Better Decisions? 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 repeatable...



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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...

My Weekly Leadership Video Blog

# Resilience is Your Best Friend





Chuck Shafer 1927-2001

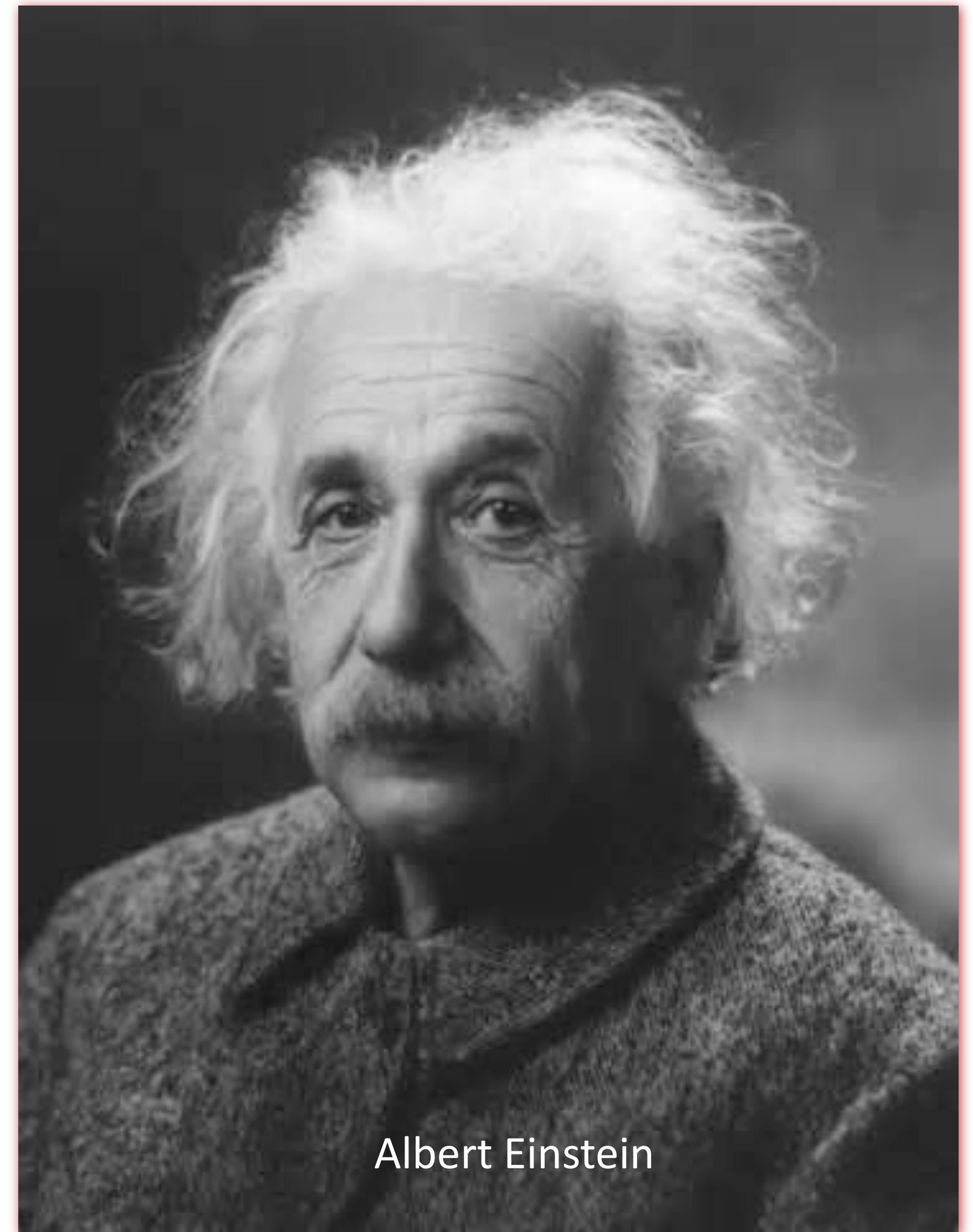


Leah, Ross, Lauren (Lolo), Ryan & Adam Shafer



Daddy/Daughter date  
10th birthday!

**“The world’s  
greatest  
achievements  
were  
accomplished  
by tired,  
discouraged  
people who just  
kept on working.”**



Albert Einstein



If You Want Ross to come  
to your next meeting...

CONTACT ME:

(910) 256-3495

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

**ROSS SHAFER**