



**If you would like
Ross to create a
custom program
for you,**

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ROSS SHAFER

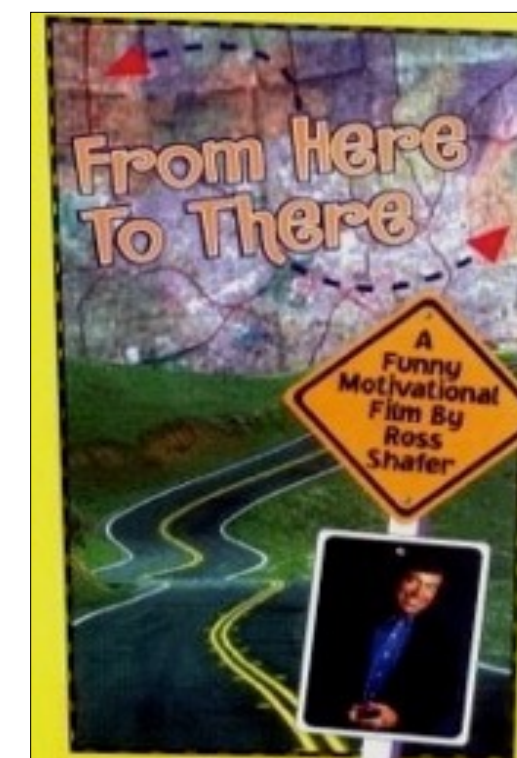
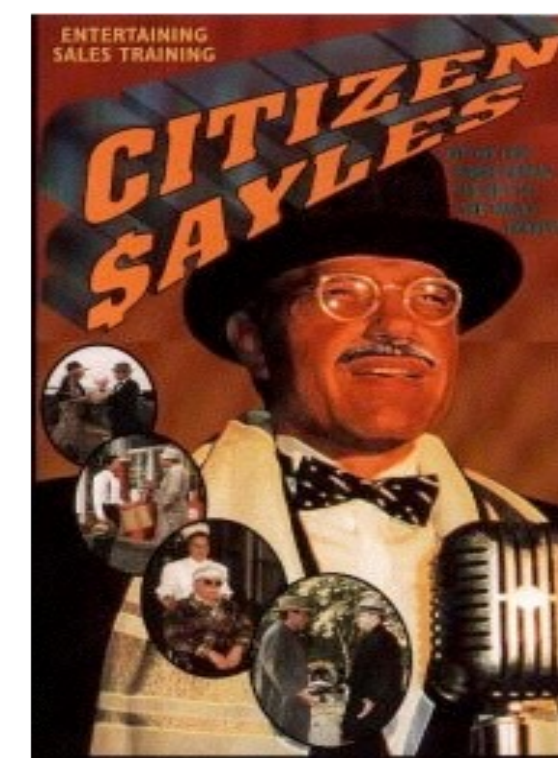
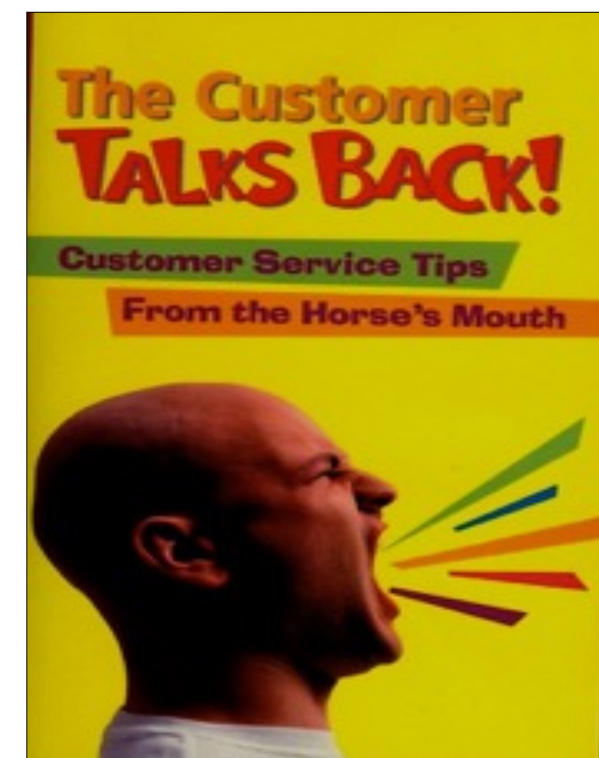
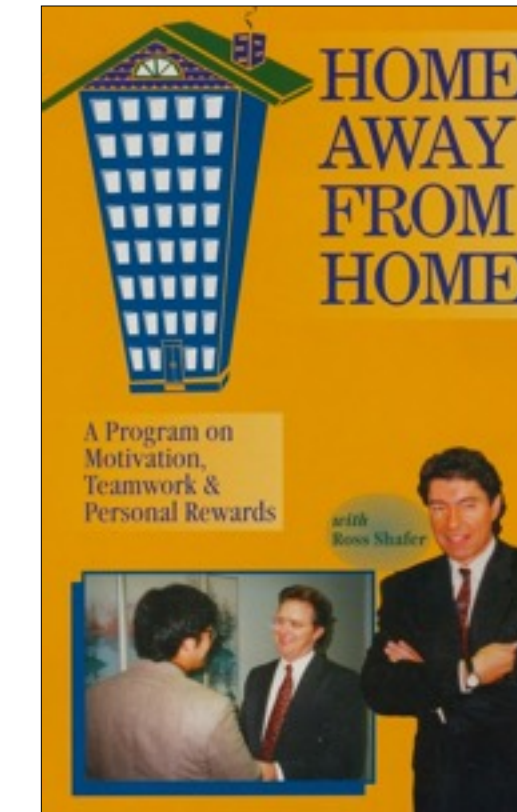
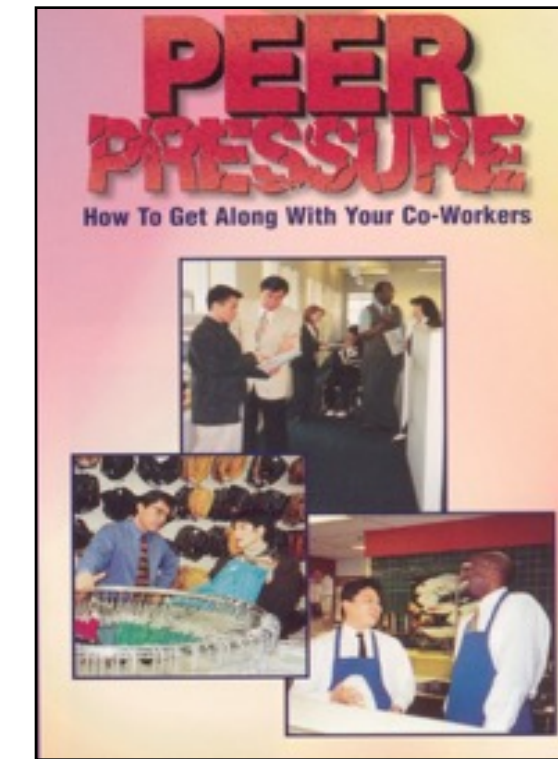
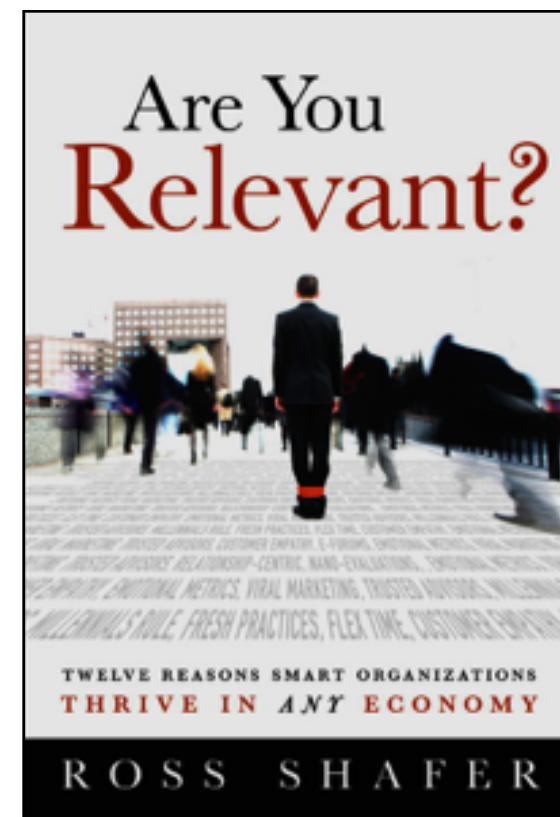
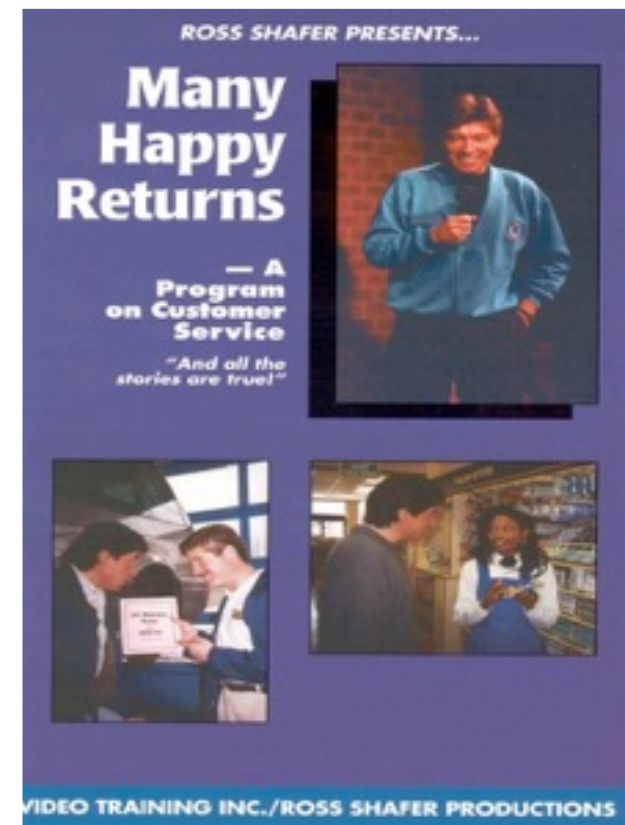
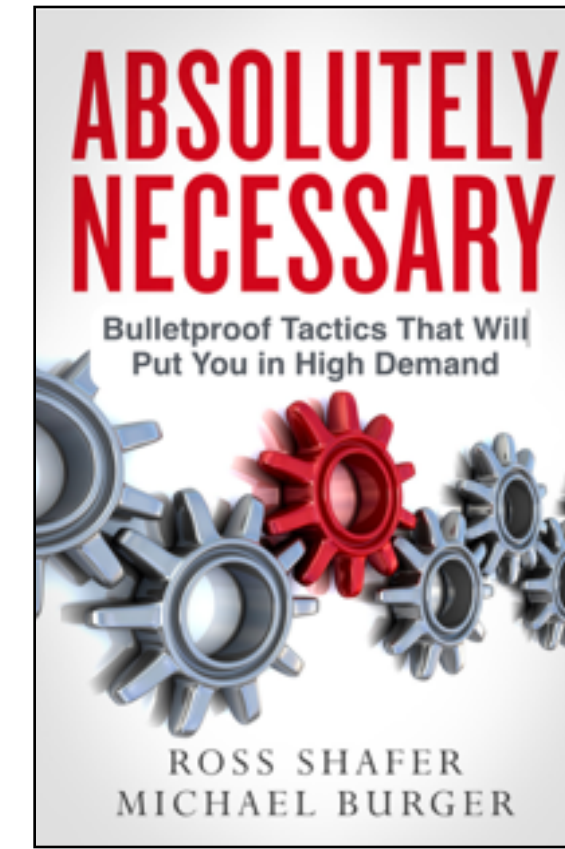
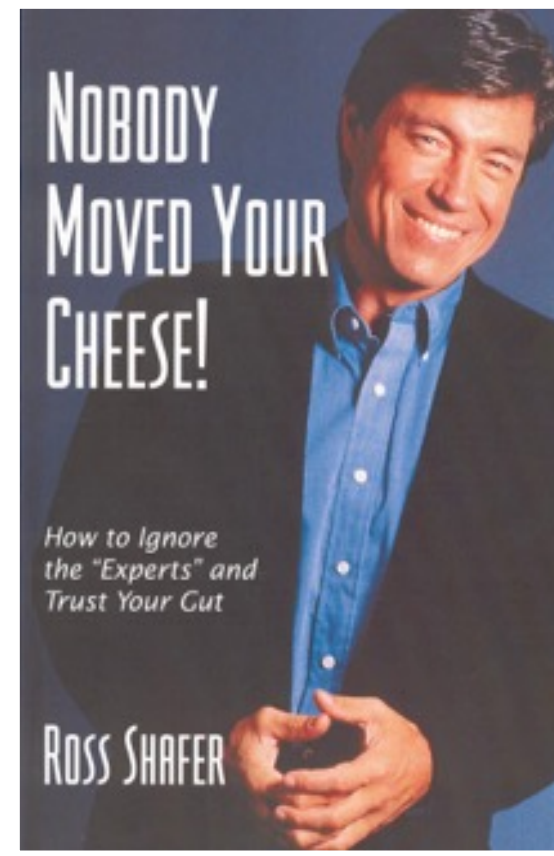
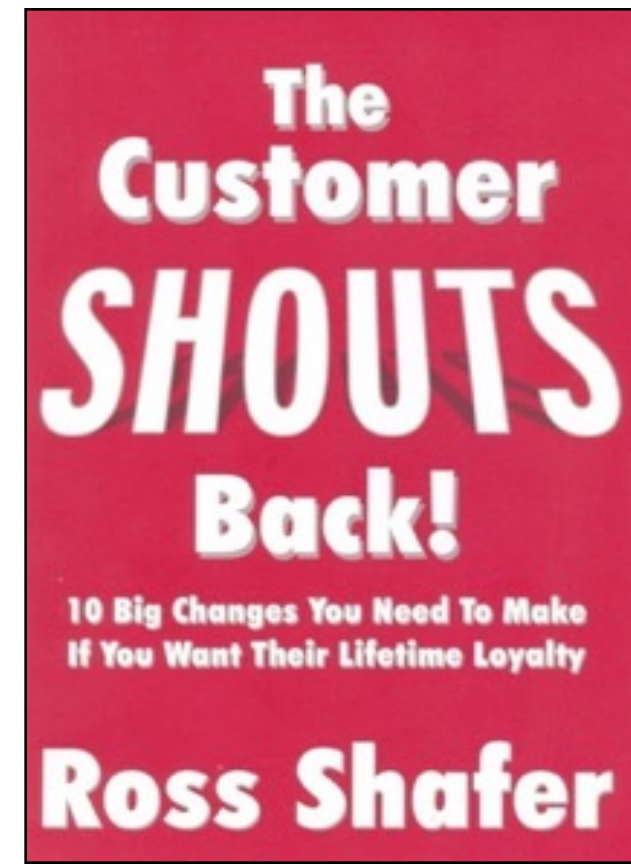
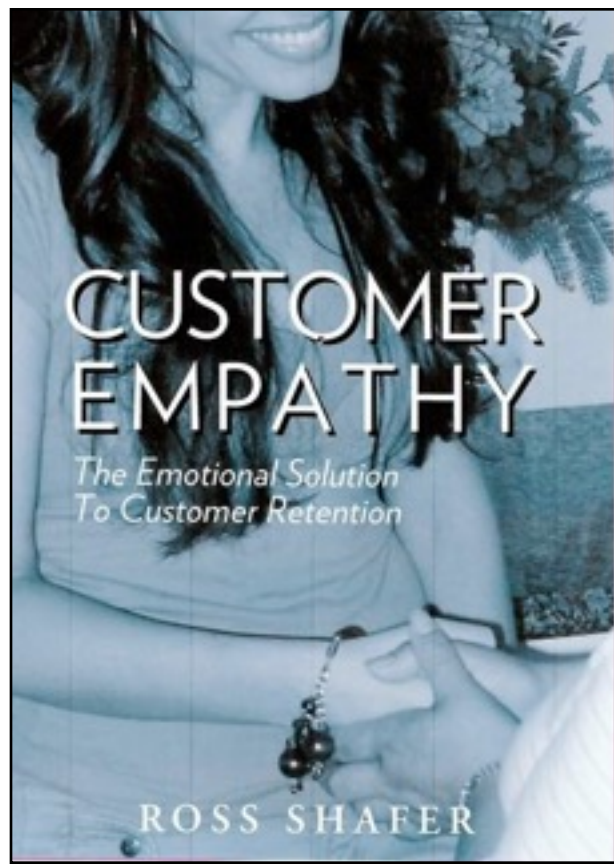
How Can You Stay Relevant?

by Ross Shafer

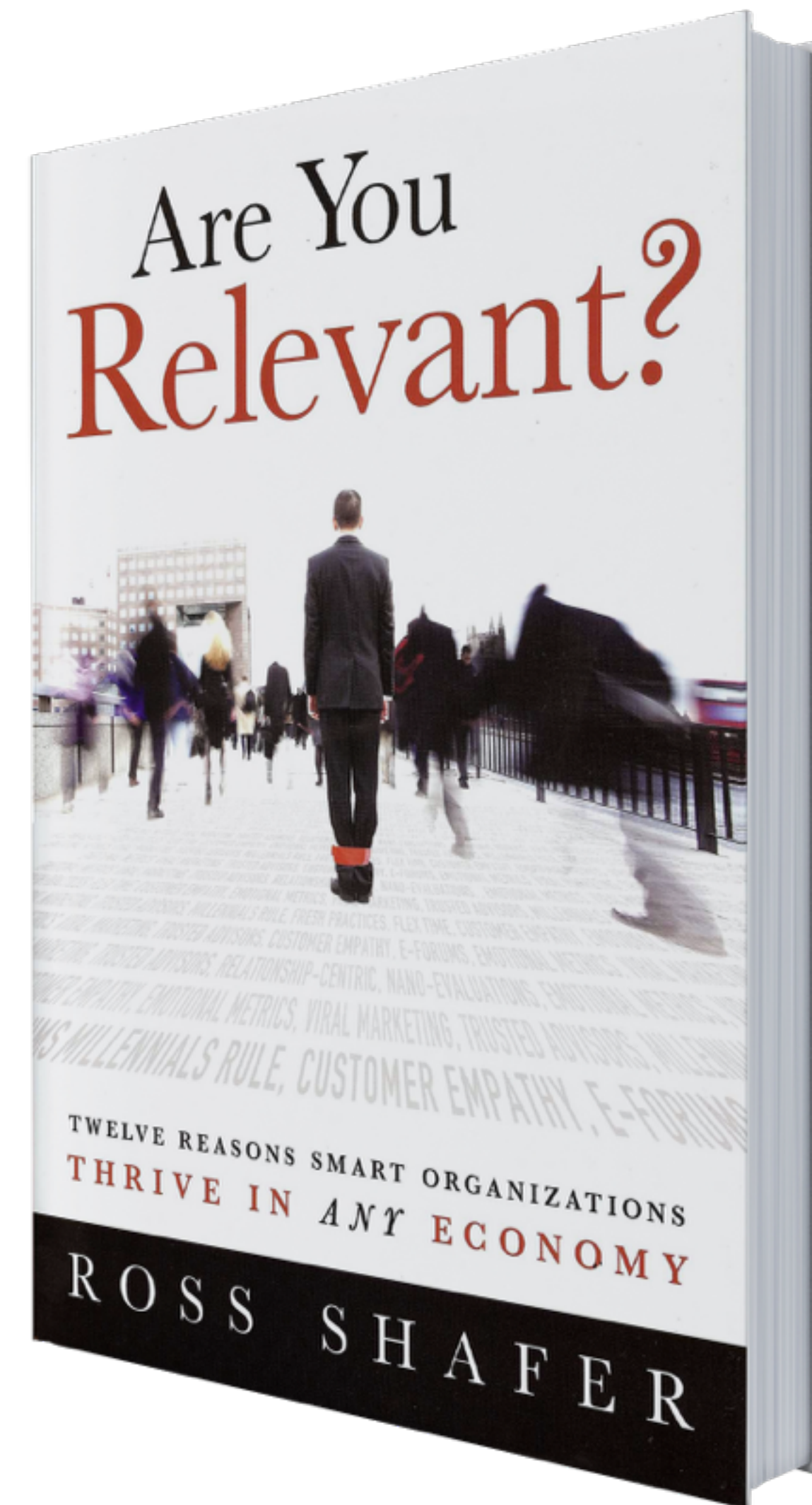
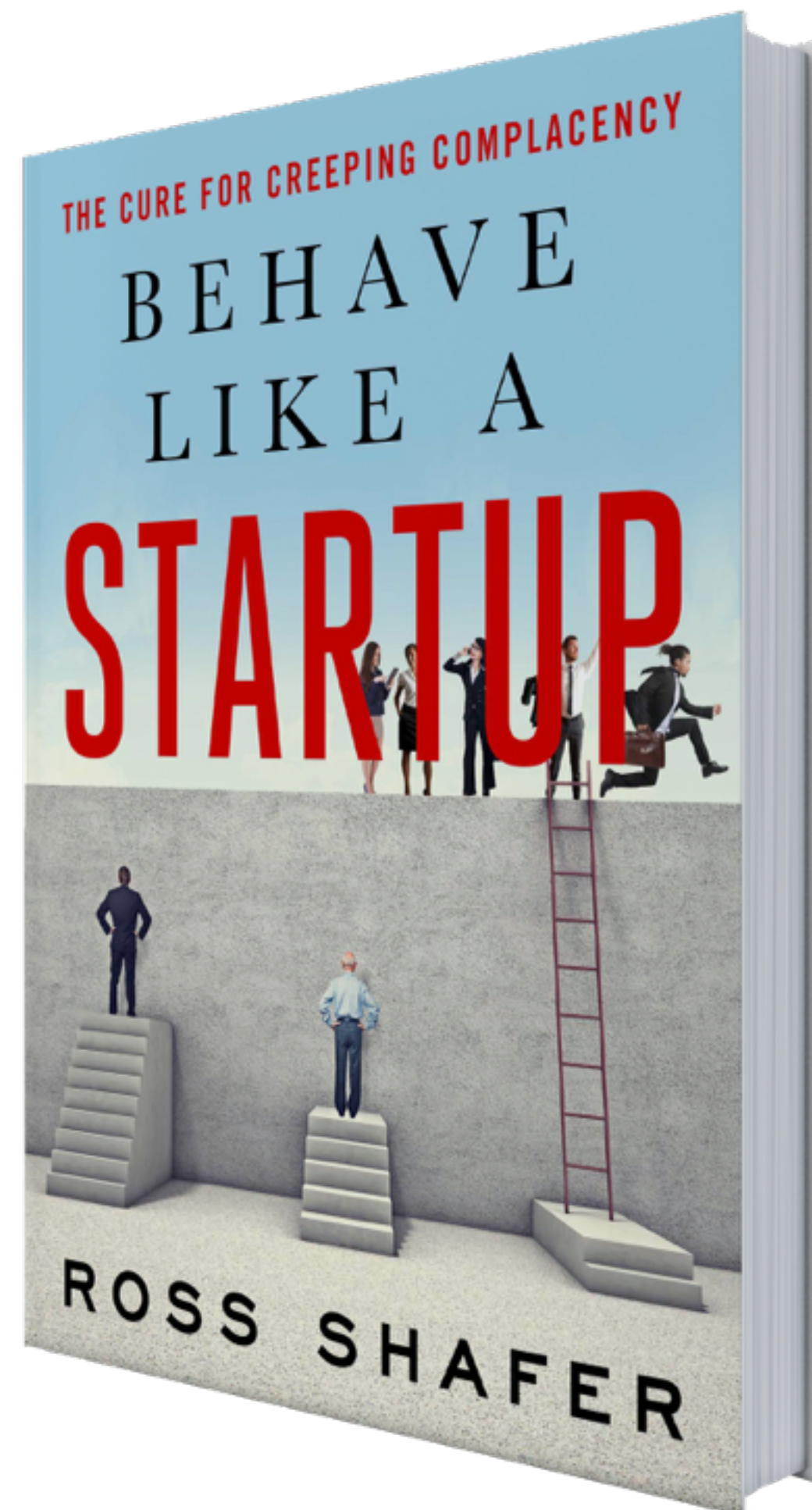


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Today's Focus



Ignore Self-Imposed Limitations



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Follow the Tracks of the Herd



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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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**“The pace of innovation
won’t allow us to embrace
the status quo.”**

Howard Shultz - Executive Chairman



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Borrow Innovation from Unlikely Sources



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Go to the Wrong Meetings



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Eliminate Customer Friction



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R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



RESPECT MY TIME.
RESPECT MY CONVENIENCE.



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**WOW indicates a positive customer
experience outcome.**

**POW indicates a negative customer
experience outcome**



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**Eliminating the
POW
moments are far more
important to customer loyalty
than WOWing the customer**



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(1)
POW
can destroy
(5)
WOWs



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

CSAT (Customer SATisfaction)

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

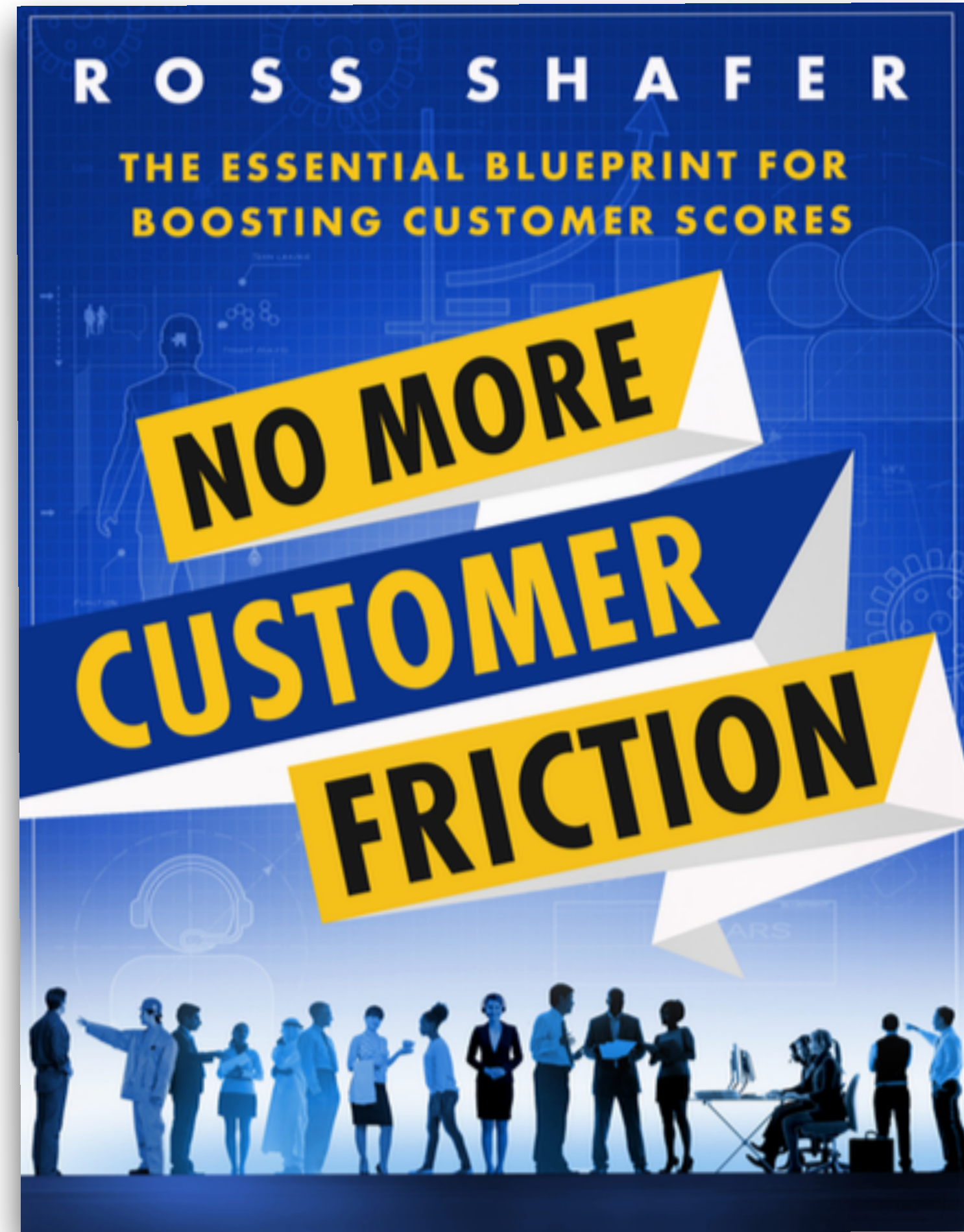
The bigger risk to loyalty is when you fail or disappoint them.”

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.**”



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This System in Practice



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SUCCESS STORIES

COMCAST/Xfinity

LEGO TOYS

WESTAR ENERGY



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How to Attract/ Retain, & Sell to Millennials



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Don't Mentor Them



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**PROVIDE “QUICK WINS”
like a video game**



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ROSS SHAFER'S
RELEVANT LEADERS CLUB



ROSS SHAFER Biz Author/Consultant



CAM MARSTON Generational Insights

Deliberately Create Instant Rapport



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Talk Show Hosts are masters of Extreme Curiosity



The following intellectual property is copyright protected by
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“48% of employers are dissatisfied with the oral communications skills of college students.”



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Strive to be a Specialist



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World's Greatest Basketball Shooter



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Ross Shafer introduces Bill Nye for the first time as “the science guy”



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AFTER TODAY'S MEETING: FREE RESOURCES

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

Ross Shafer View as: Yourself

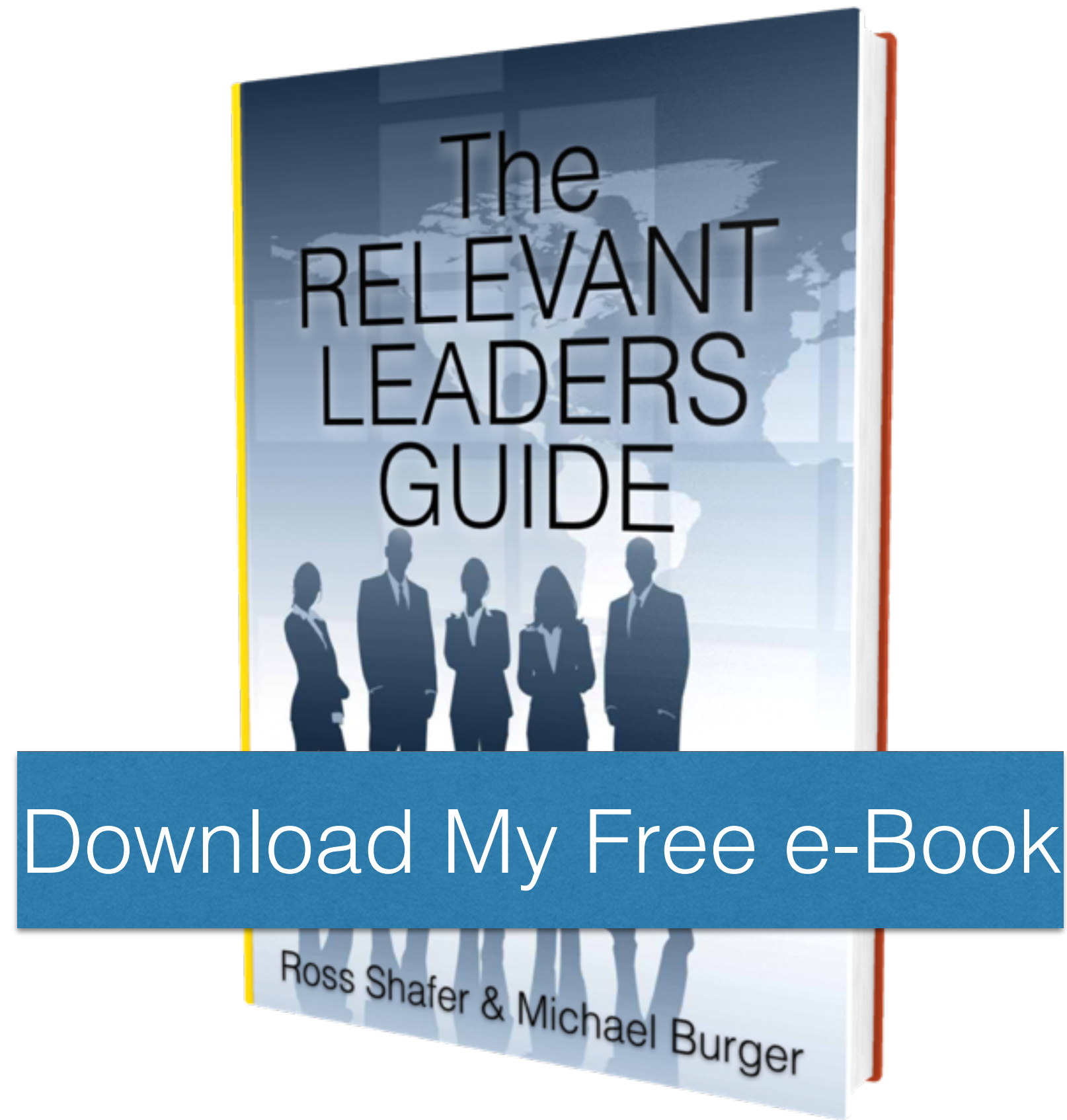
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CHARACTER:

Know who you are...and who you aren't



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



Daddy/Daughter date
11th birthday!

You Must Offer Ongoing Encouragement



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**If you would like
Ross to create a
custom program
for you,**

CONTACT:

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