



# WANT ROSS SHAFER TO SPEAK AT YOUR MEETING?

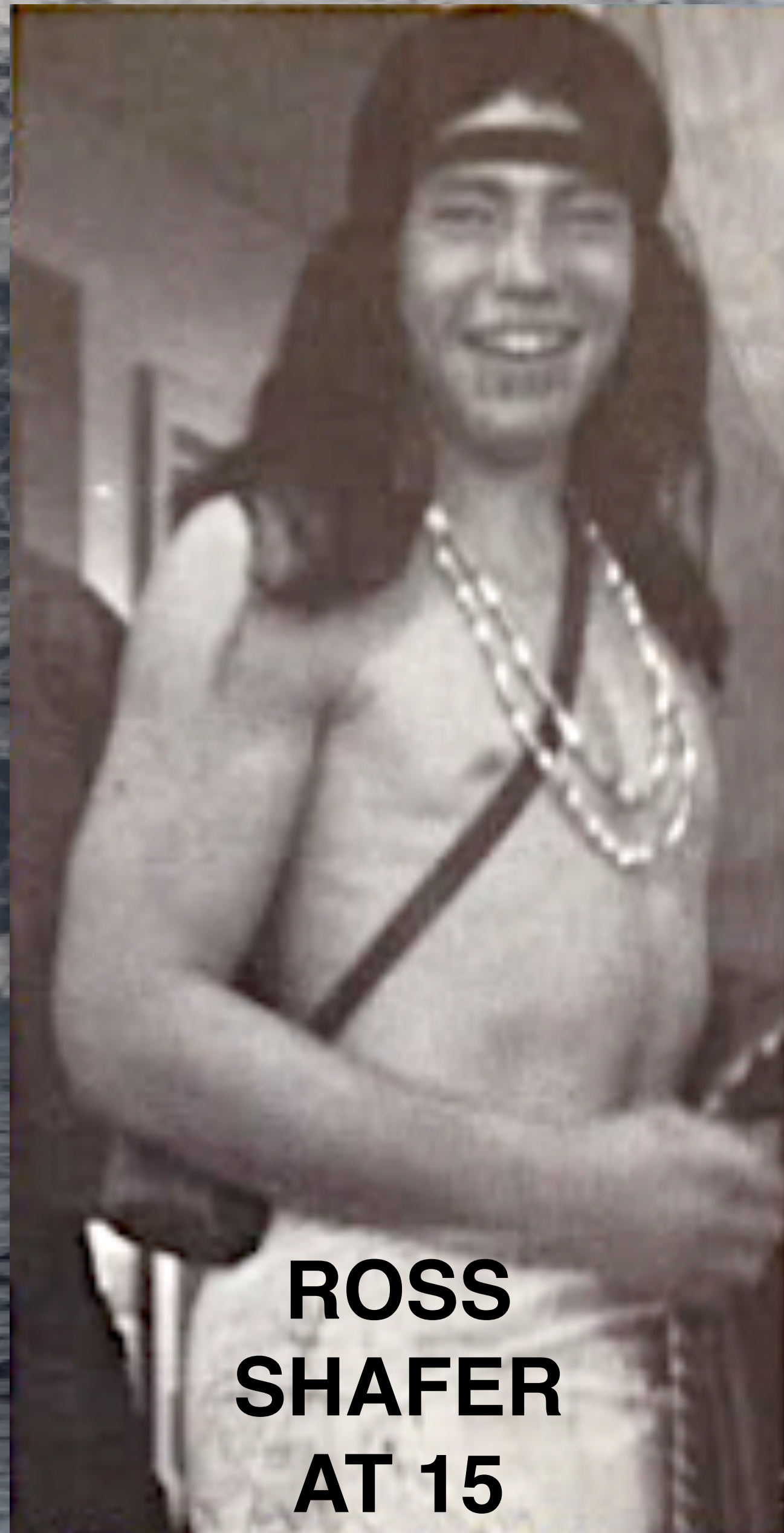
**CONTACT:**

[Alex@ArmstrongSpeakers.com](mailto:Alex@ArmstrongSpeakers.com)

207.751.4317 (direct)

Download Free e-Books





**ROSS  
SHAFER  
AT 15**









# Kalahari Resort

*Wisconsin Dells*

**HOW WILL YOU STAY  
RELEVANT IN 2024**



# LEARN TO LOOK THROUGH BOTH LENSES





Restaurants/Food Service



Retail Clothing



Photography & Product Marketing

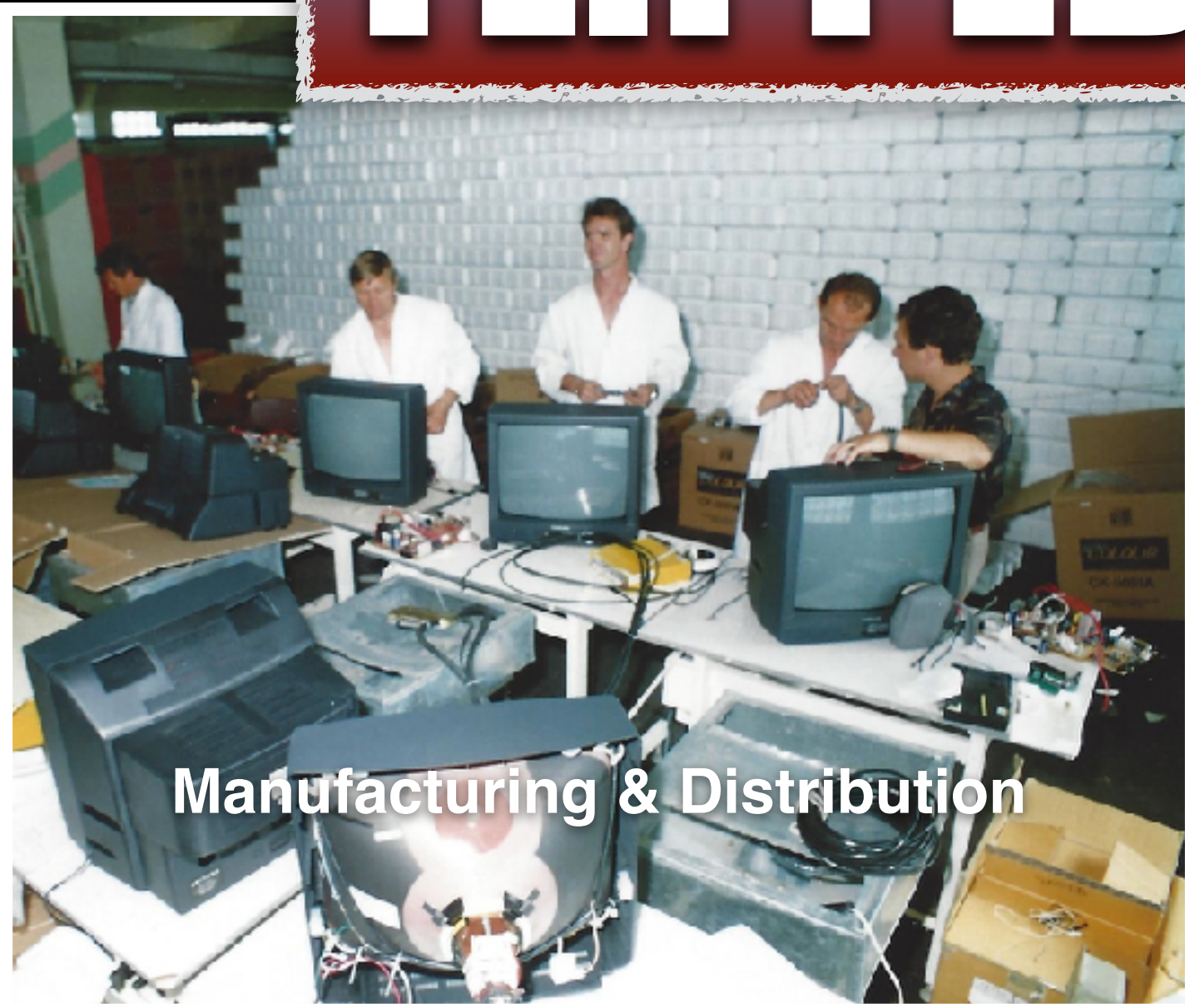


# FLIPPED 23 BUSINESSES

Building Industry



Manufacturing & Distribution



TV & Film Production



THE ICE CREAM SHOP





SOUNDS OK

Ross Shafer  
Age 22

90 minute  
Cassette













# 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







**BE A SOURCE OF ENDLESS IDEAS**



# CRASH THE WRONG MEETING





# 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](#)











LARAMAR

55,000 UNITS







**ENCOURAGE YOURSELF TO STRETCH**



**WHEEL  
ALIGNMENT**

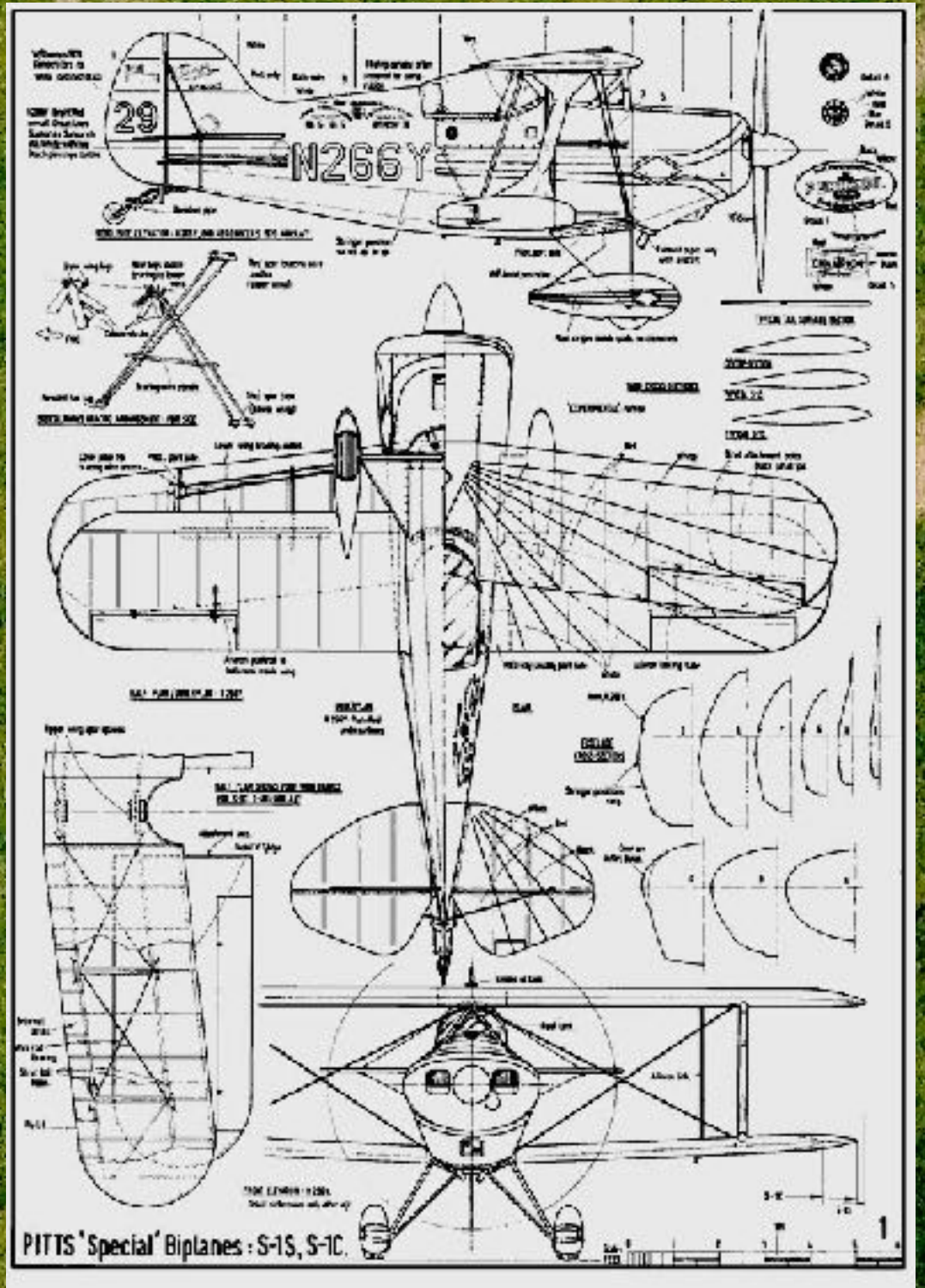


**APPROVED  
LUBRICATION**

**MY DAD** →











N5S





***“You can accomplish anything if you have a blueprint.”***

**Chuck Shafer**





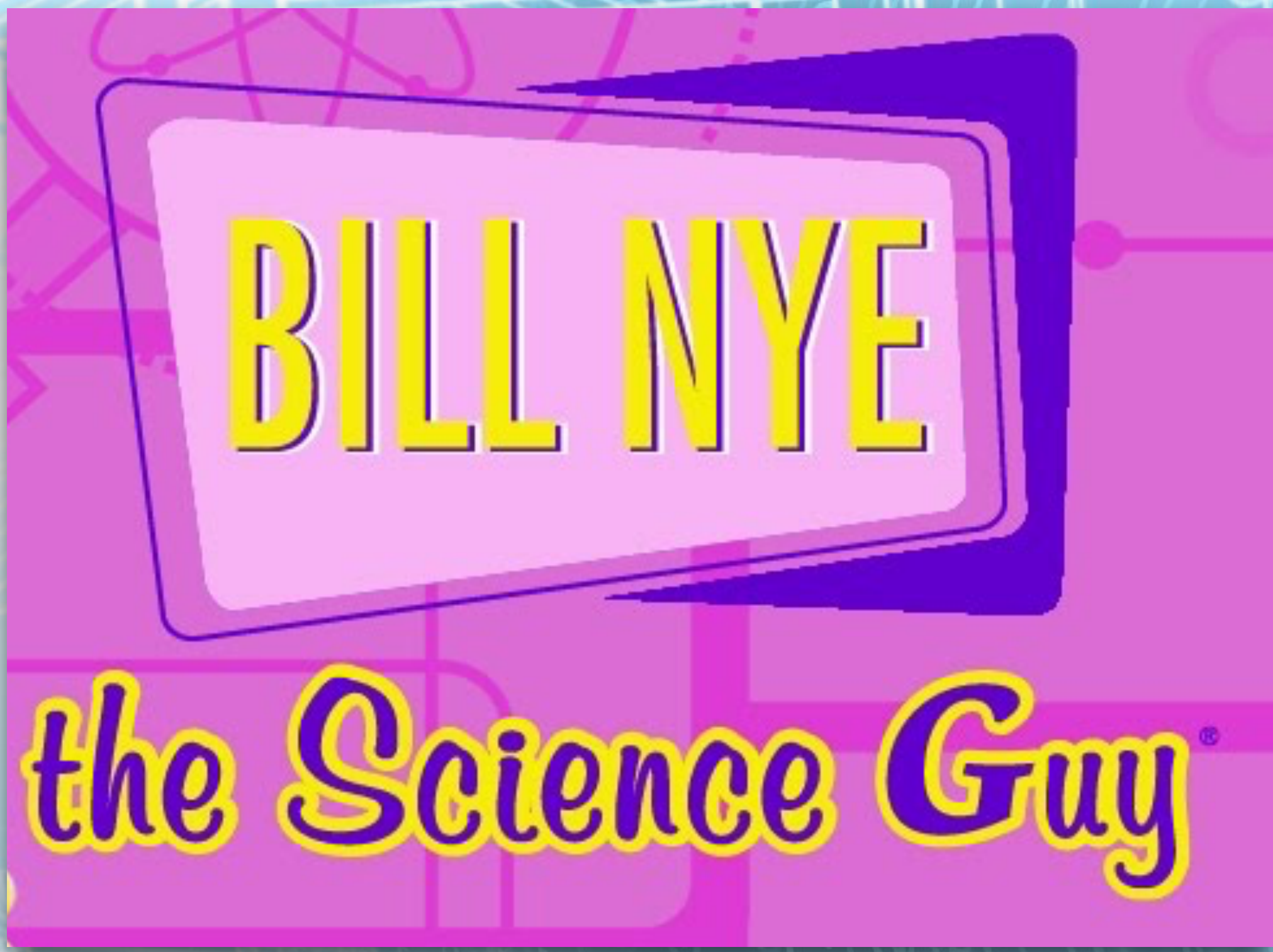
Maria Garcia



# “Boeing Billy”











**SHOW EXTREME INTEREST IN OTHERS**







# ENCOURAGE GEN-Z TO... "TALK"







DALLA  
RUSSIA  
CON AMORE

INTRODUZIONE  
di SEAN CONNALLY

LEONARDO DI CAPORIA  
e SEBASTIANO  
DANIELA BIANCHI  
DINO MANFROTTO

WOODWARD  
LONELY BOY  
JOHN BARRY

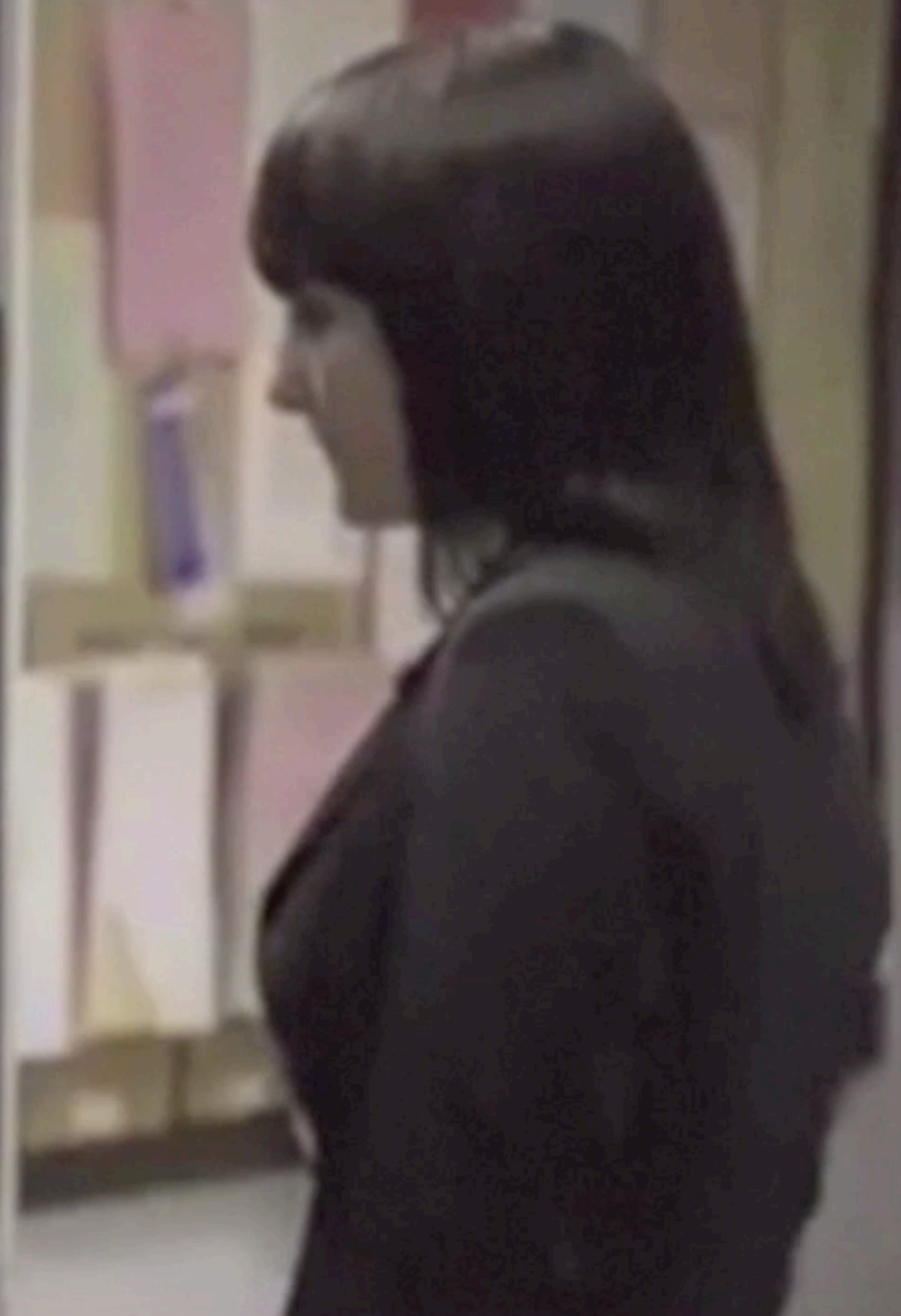
JOE SALTZMAN  
JAMES H. BRIDGES  
FRANCESCO

TECHNICOLOR





2







**Roscoe's  
Rug**

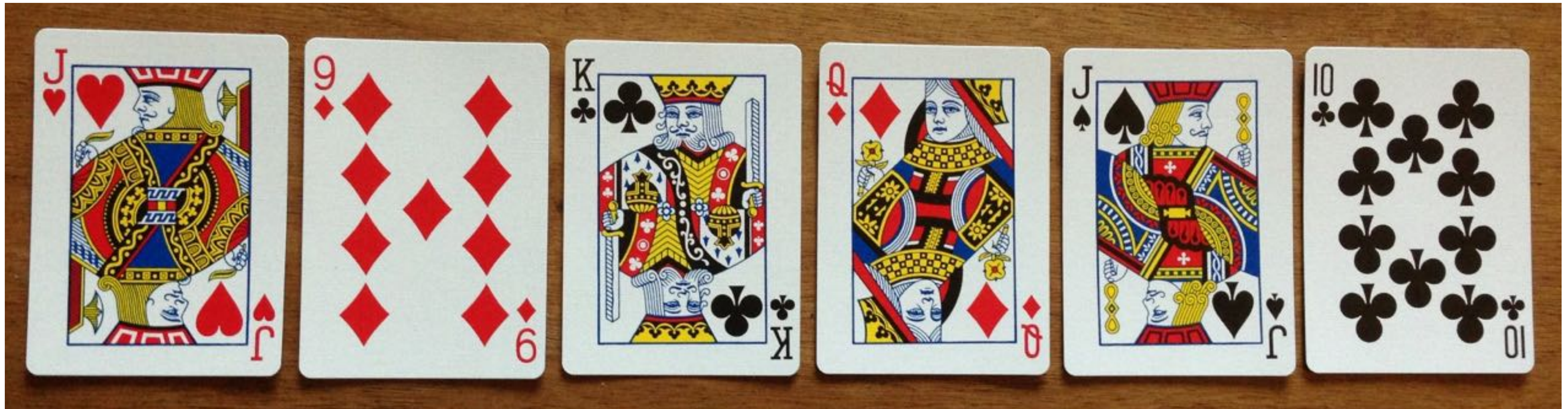




# **WOW-ING** **The Member** **Doesn't Always** **Work In 2024**

Download Free e-Books















**R O S S   S H A F E R**

**THE ESSENTIAL BLUEPRINT FOR  
BOOSTING CUSTOMER SCORES**

**NO MORE**

**CUSTOMER**

**FRICTION**









The image shows a blurred background of a grocery store aisle. In the center, the Amazon Go logo is overlaid in white. The logo consists of the word "amazon" in a lowercase sans-serif font, followed by a white arrow that curves from the bottom of the 'a' to the bottom of the 'z'. To the right of the arrow is the word "go" in the same lowercase sans-serif font. In the background, a person wearing an orange shirt is visible, standing in the aisle. The shelves are filled with various products, and the overall scene is out of focus.

amazon go



**MDLIVE**<sup>®</sup>

Virtual Care, Anywhere.

**American Well**<sup>®</sup>

**Teladoc**<sup>+</sup>



**30,000  
Providers**

---

**1/2  
Billion  
Digital  
Visits**







# CSAT (Customer SATisfaction)

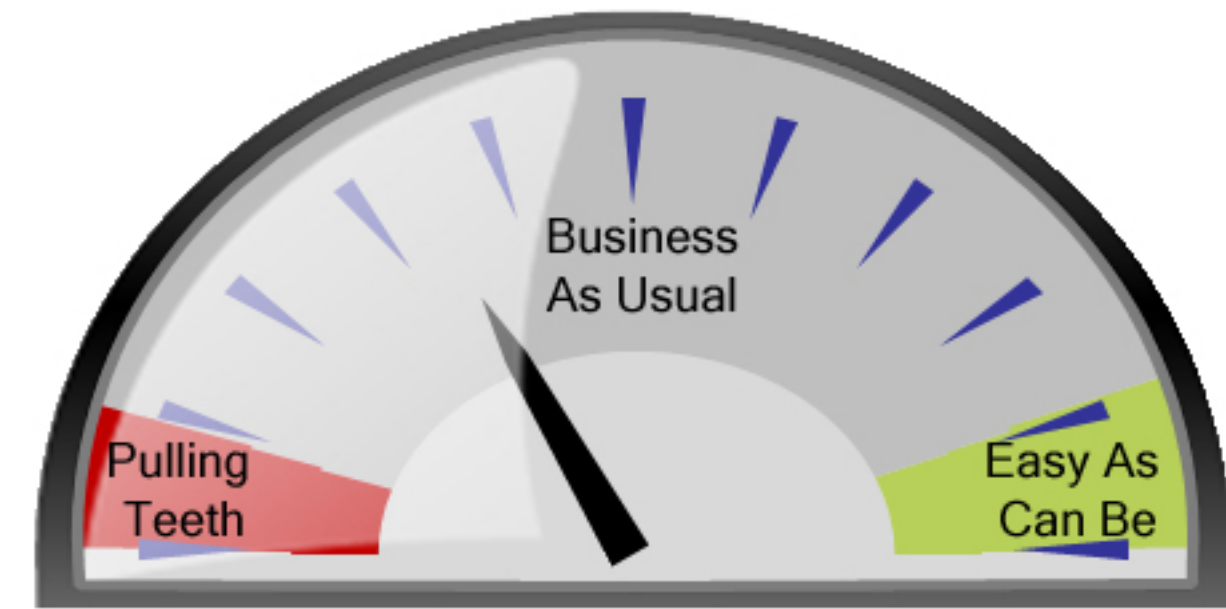


“Determine what customers want and deliver that. Don't over promise. You don't necessarily have to exceed expectations.

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



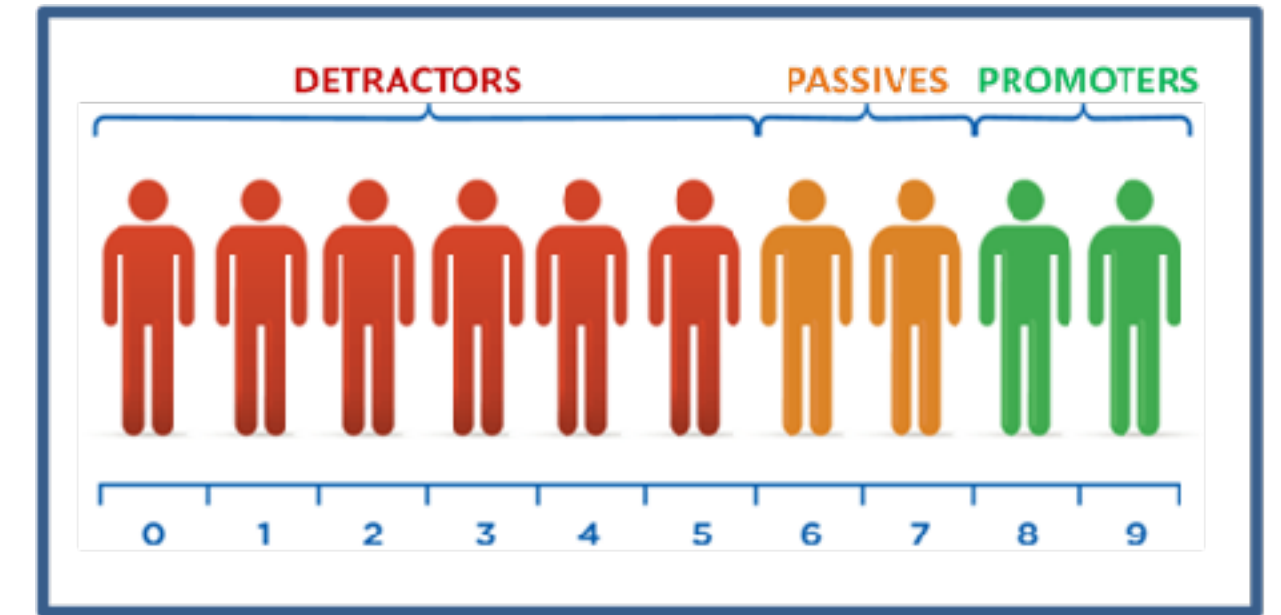
# CES (Customer Effort Scoring)



“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.”



# 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.**”



**POW!**

The image features the word "POW!" in a bold, red, comic-style font with a thick black outline. The text is centered within a jagged, starburst-shaped explosion graphic. The explosion has a yellow center, a blue outer ring, and a white area around the exclamation point. The background is a light blue gradient with faint, white technical drawings and binary code (0s and 1s) scattered throughout.





# POW WOW

(Pau- Wau)

**A celebration to heal old wounds and honor new alliances**



**YOU'LL  
HAVE TO  
TALK TO  
THE MGR.**





**WE HAVE TO  
CHARGE a 20%  
RESTOCKING  
FEE**





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









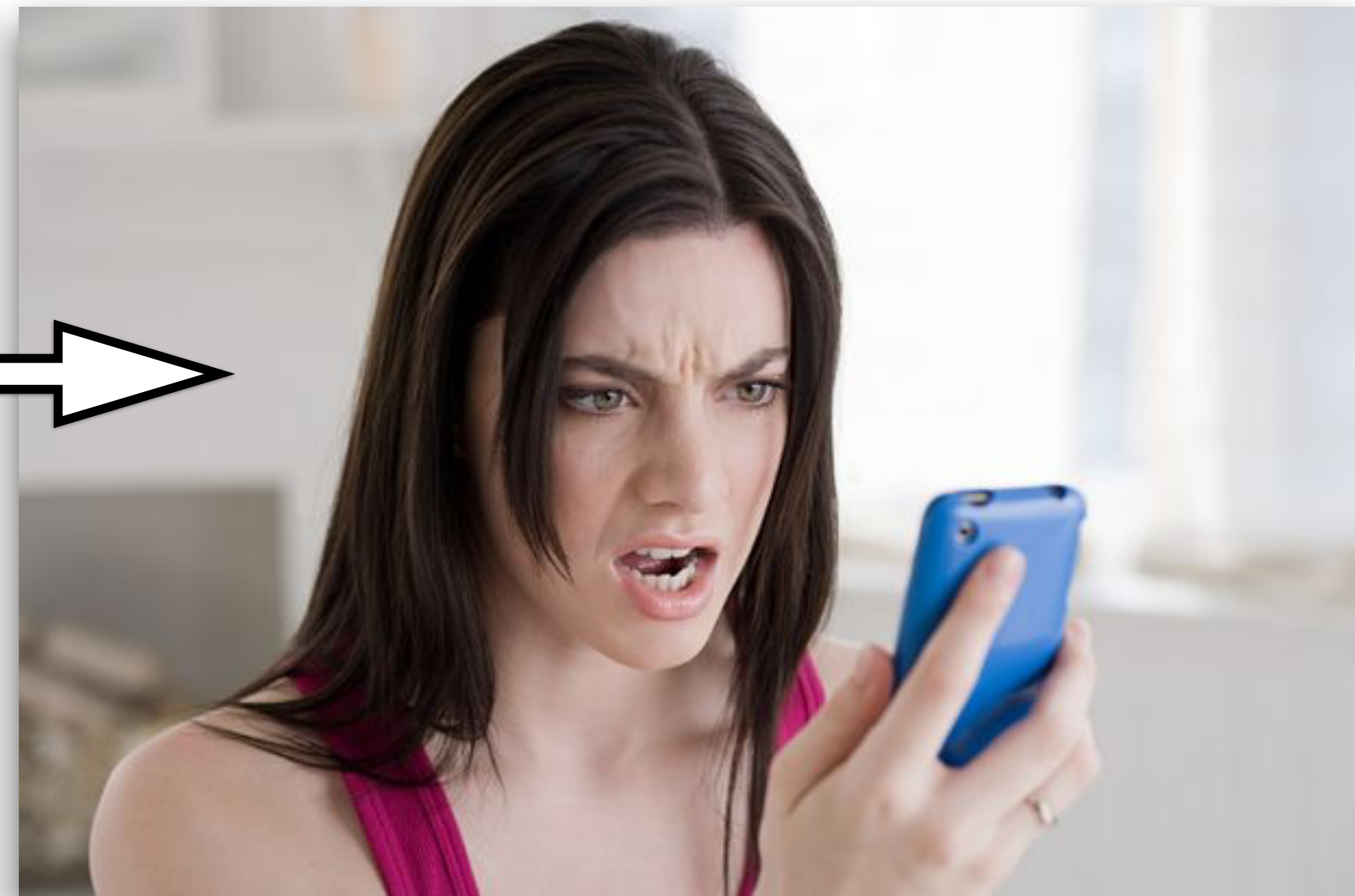
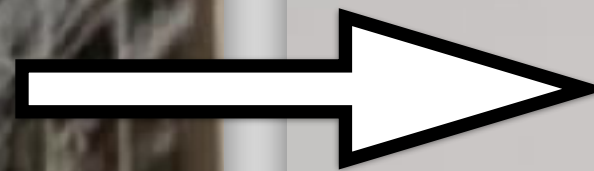




Your **WOW!**

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**





**Scores UP 21 points  
in 90 days**

# Westar Energy®







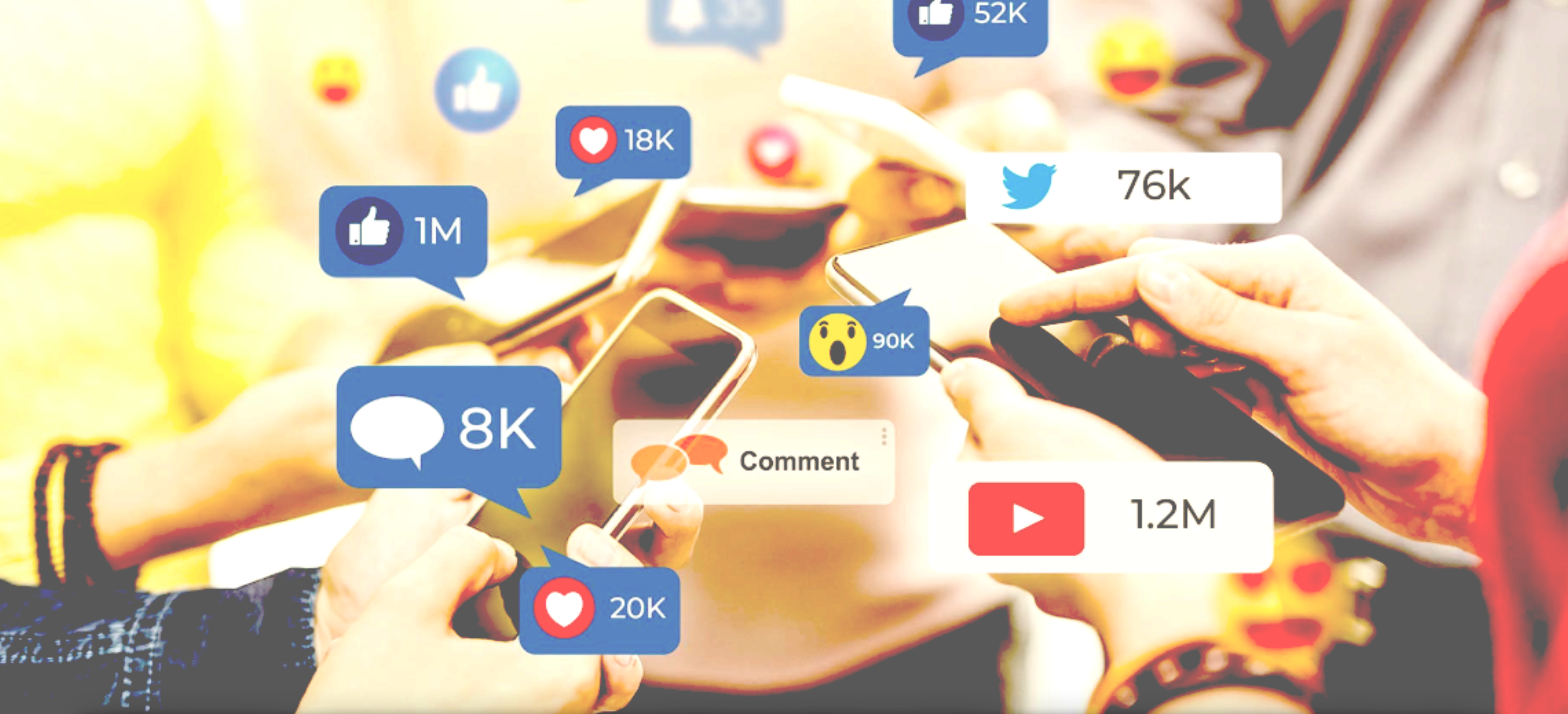
# TOYOTA

## OF PUYALLUP



Freshly baked Otis-Spunkmeyer cookies.





# CAN CREDIT UNIONS GO VIRAL?









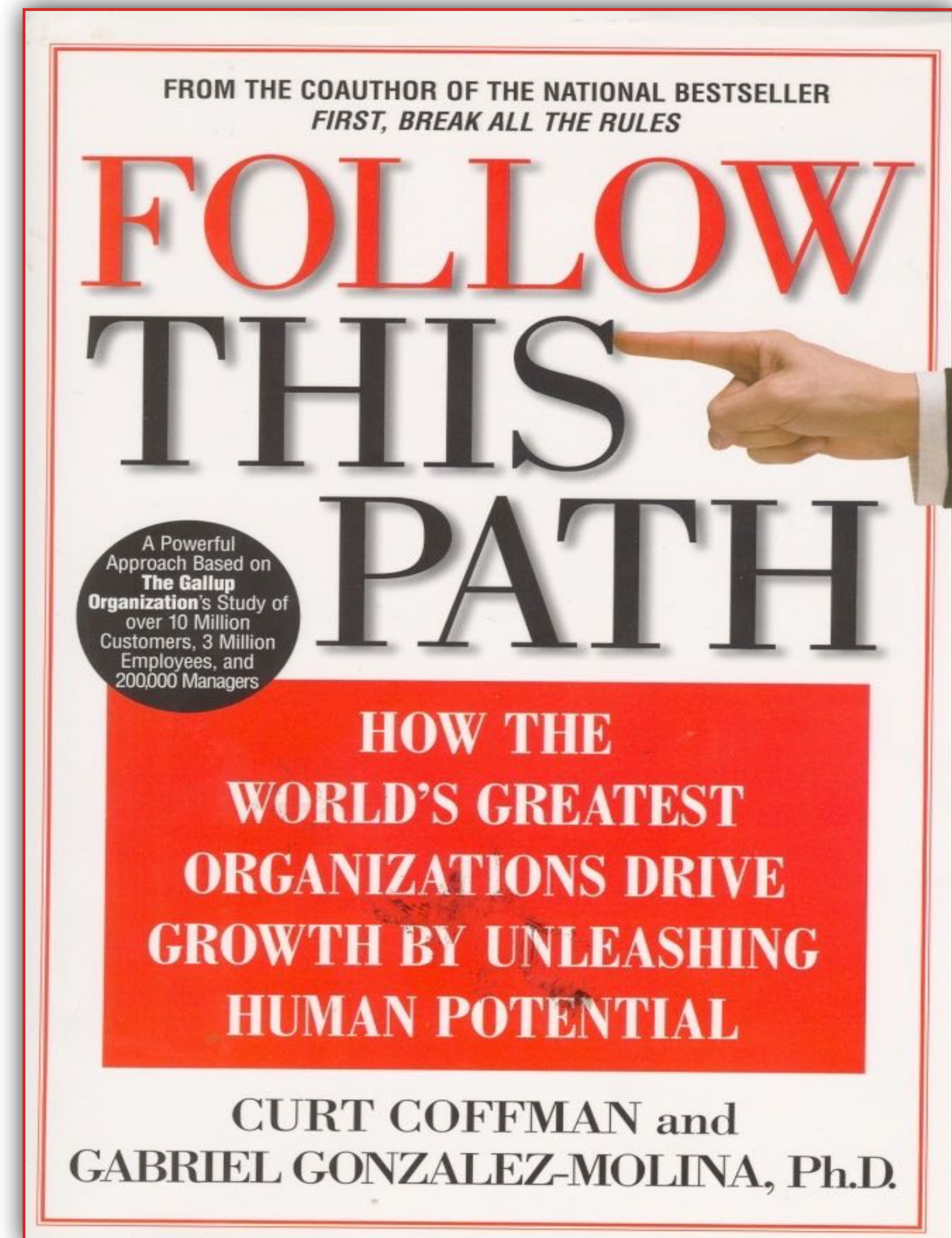


**DO YOUR MEMBERS  
FEEL GUT-PUNCHED**

**or  
LOVED?**



# Gallup Case Study: The Large Bank





# A Top 5 Financial Institution...

**11%** Customers LOVE The Bank


**22%** Pretty Satisfied

**38%** Would Switch if Bank was Closer

**28%** Not Happy w/ Anything

*\*Gallup case study – Follow This Path*



A close-up photograph of two hands, one from a darker-skinned person and one from a lighter-skinned person, joined together to form a heart shape. The background is a soft, out-of-focus blue. The text is overlaid in the center of the heart shape.

They Deposit \$8,136  
More/Per Customer



A close-up photograph of two hands, one from a darker-skinned person and one from a lighter-skinned person, joined together to form a heart shape. The background is a soft, out-of-focus blue. The text is overlaid in the center of the heart.

6% more 'loving the bank' translated to...



A close-up photograph of two hands, one from the left and one from the right, holding each other. The hands are positioned to form a heart shape. The background is a soft, out-of-focus blue. The text is overlaid on the image, with the first part in white and the second part in a bright cyan color.

6% more 'loving the  
bank' translated to...  
**\$1 billion in  
Deposits.**

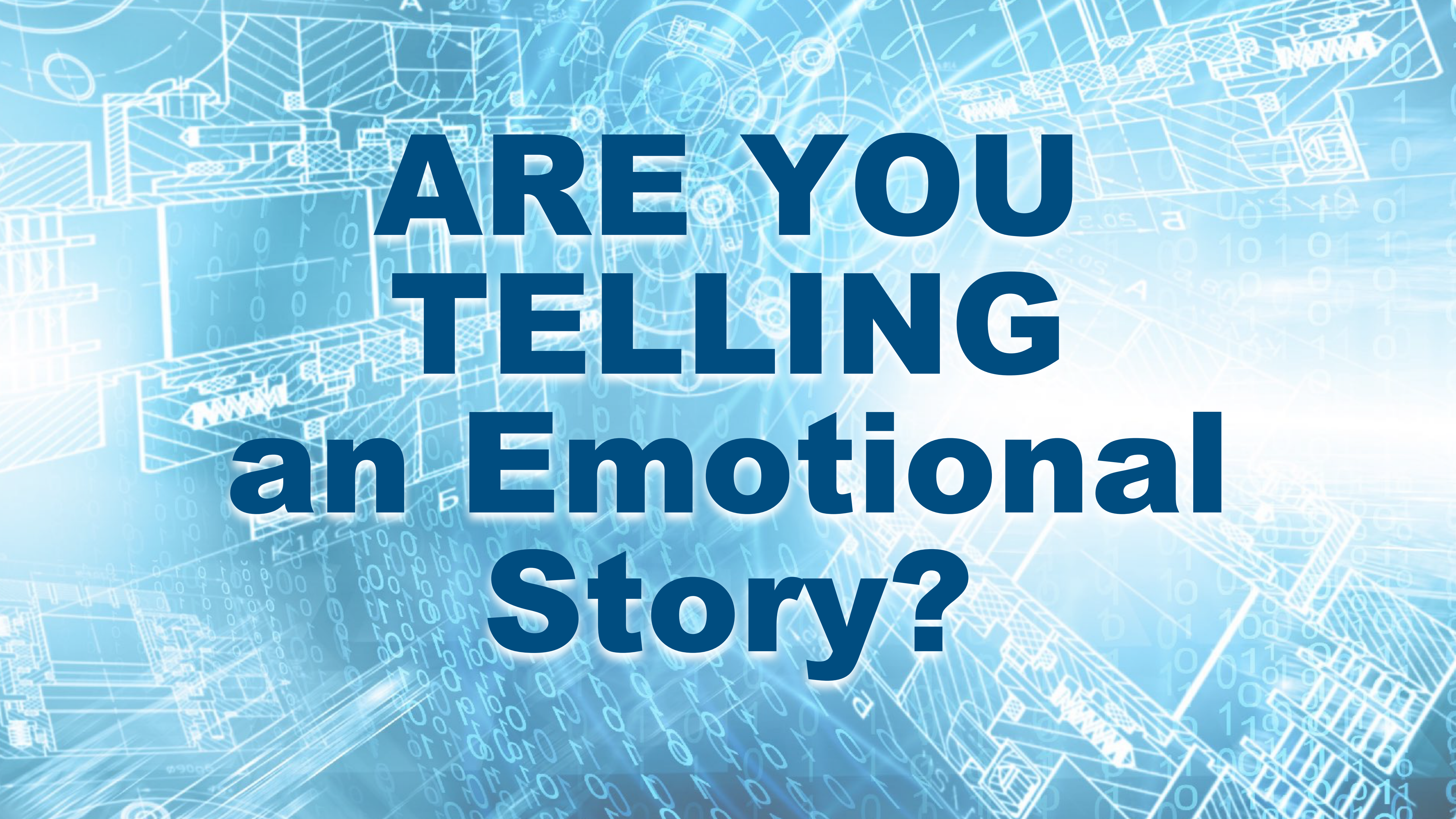




# **John Hixon Hixon's Market Sweetwater, TX.**





The background is a light blue gradient with a complex pattern of white technical drawings, including architectural floor plans, mechanical parts, and various geometric shapes. Overlaid on these drawings is a semi-transparent layer of binary code (0s and 1s) in a lighter blue color, creating a digital or data-driven aesthetic.

**ARE YOU  
TELLING  
an Emotional  
Story?**





# 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"





**200+ FREE ROSS SHAFER  
VIDEOS YOU CAN  
USE FOR YOUR OWN  
COACHING & SELF-MOTIVATION**

**[www.YouTube.com/user/RossShafer](http://www.YouTube.com/user/RossShafer)**

Download Free e-Books



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

**Loyalty Happens**

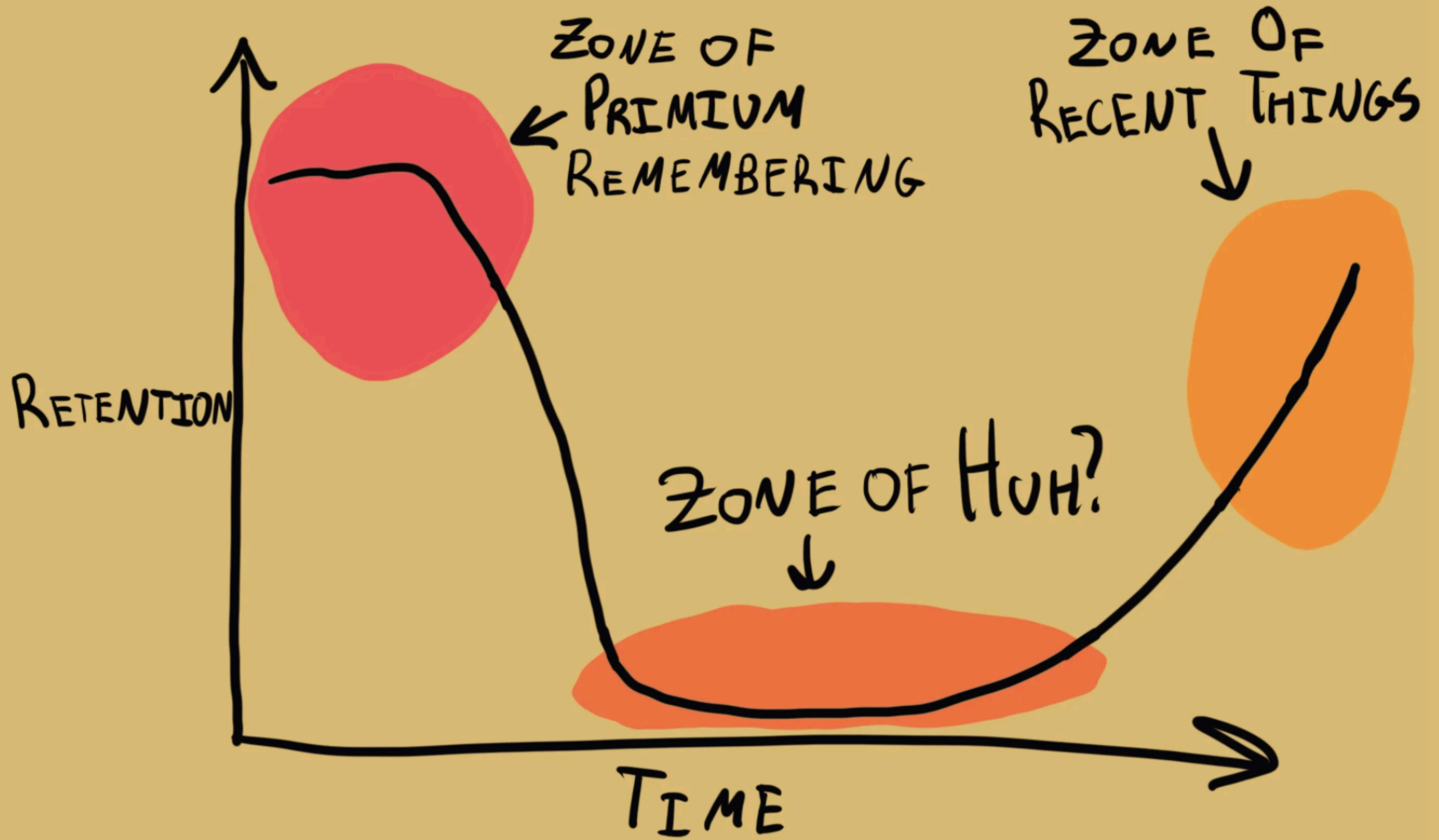
**in**

**‘The Final**

**Moment’**



# PRIMACY EFFECT







**WORLD  
NEWS  
TONIGHT**

WITH  
**DAVID MUIR**









**BE VERY  
CAREFUL**  
**re: Customer/  
Client  
Evaluations**





If you would like to be contacted by [redacted] regarding your comments, please include the following information:

Name \_\_\_\_\_  
Street \_\_\_\_\_ Apt.# \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Province \_\_\_\_\_  
Country \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone # \_\_\_\_\_  
Email \_\_\_\_\_  
Dates of Stay: From \_\_\_\_\_ To \_\_\_\_\_  
Room No.: \_\_\_\_\_

**Please rate your satisfaction with each of the following:**

	▼ VERY SATISFIED ▼ SOMEWHAT SATISFIED ▼ NEUTRAL ▼ SOMEWHAT DISSATISFIED ▼ VERY DISSATISFIED
Overall satisfaction with this experience .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving a warm and sincere greeting upon arrival .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Staff greeting you by name .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Staff remembering you as a regular guest .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Timeliness of check-in .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving the room you expected .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Ability of the staff to anticipate your needs .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Cleanliness of the guest room .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Condition of the guest room furnishings .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Cleanliness of the hotel .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Condition of the hotel furnishings .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Quality of the food .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Receiving a fond farewell when you checked out .....	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

	▼ VERY LIKELY ▼ SOMEWHAT LIKELY ▼ NEUTRAL ▼ SOMEWHAT UNLIKELY ▼ VERY UNLIKELY
How likely are you to recommend this [redacted] to friends or associates..	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
If you travel back to the area, how likely are you to return to this [redacted]	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Did you experience any problems during your stay?  
 Yes  No

If you reported any problems, how satisfied are you with the resolution.....

	▼ VERY SATISFIED ▼ SOMEWHAT SATISFIED ▼ NEUTRAL ▼ SOMEWHAT DISSATISFIED ▼ VERY DISSATISFIED
	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Comments:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please suggest any service, product or amenity you would like added, or please let us know which exceptional ladies and gentlemen have made your stay more memorable.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Hotel Code: 0037 6-66350 (06/04)



**Please rate your satisfaction  
with each of the following:**

Overall satisfaction with this  
experience .....

Receiving a warm and sincere  
greeting upon arrival .....

Staff greeting you by name .....

Staff remembering you as a  
regular guest .....

▼ VERY SATISFIED

▼ SOMEWHAT SATISFIED

▼ NEUTRAL

▼ SOMEWHAT DISSATISFIED

▼ VERY DISSATISFIED



**Don't make people think too hard  
about YOU.**





# THE CALLAHAN TRUCKING COMPANY NON-SURVEY



Please check  the face that best describes how we treated you.



How did you feel after doing business with us?







# WANT ROSS SHAFER TO SPEAK AT YOUR MEETING?

**CONTACT:**

[Alex@ArmstrongSpeakers.com](mailto:Alex@ArmstrongSpeakers.com)

207.751.4317 (direct)

Download Free e-Books