

**BOB SHAFF**



***A Conversation with Bob Shaff, "How to Rebound from COVID-19 pandemic with your customers (and your friends)"***

Thursday, October 15, 2020  
2 pm (Eastern Time)

The COVID-19 pandemic has caused unbelievable sickness and death worldwide. It has caused many businesses to close, and employees to lose their jobs. Economies have been shattered. But another serious by-product that isn't mentioned too often is that our conversations with our customers and friends have been limited. Relationships are strained. Tempers are short. No matter what our industry or our occupation, we are in the PEOPLE business. We crave connections. We miss our previous way of life.

In his stimulating presentation, Bob will offer ideas and actions we all can take to re-strengthen relationships with our customers, our associates, and our friends. The businesses and the people who implement these ideas and actions will quickly recover and thrive as the after-effects of the pandemic subside. The time to plan is NOW.

Bob started his working career selling light bulbs door-to-door in Phoenix, Arizona. He then earned a B.S. degree in Electrical Engineering from the University of Arizona, and then built upon that foundation with a remarkable career in sales, marketing, and management with IBM Corporation. After his IBM career Bob founded his company, Customers for Life Consulting, to help companies get better faster than their competition by becoming more REMARKABLE.

Bob's philosophy is that only engaged employees can create and earn loyal customers, and that the best way to accomplish this is to "Go out of your way, to make it easy for your customers/employees/friends to frequently CONNECT with you...in ways THEY value and sometimes don't expect."

When Bob is not helping his clients, he is highly active as a member of the Rotary Club of Tucson and Tucson Skat club. Please join Bob on Thursday, October 15, 2020 at 2:00 PM EDT to hear the details.