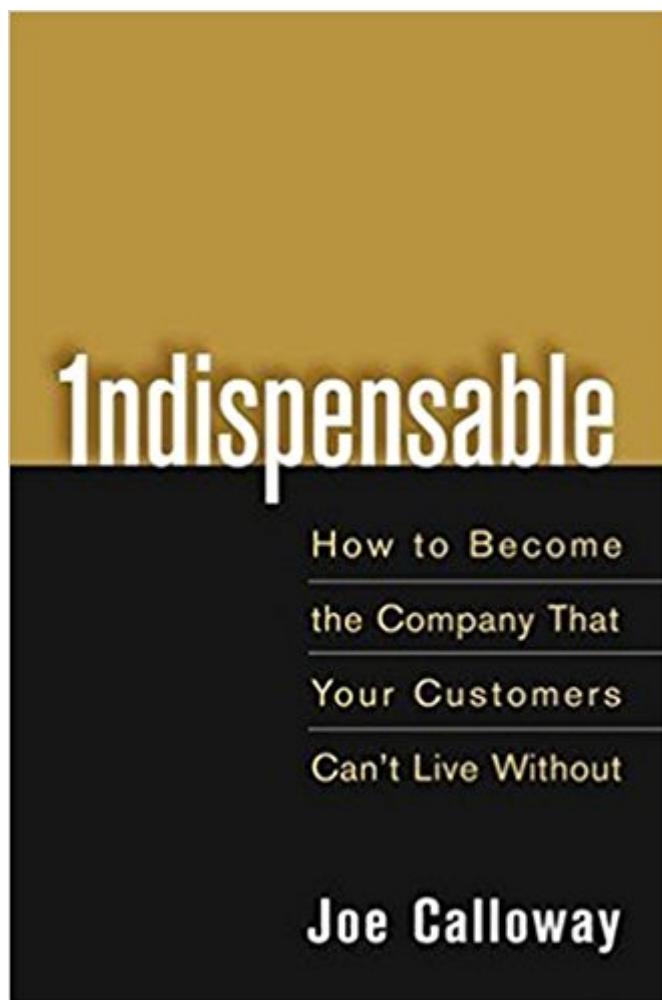


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# Indispensable: How To Become The Company That Your Customers Can't Live Without



## **Synopsis**

A five-step strategy for turning a commodity into a necessity When products and services become interchangeable, price becomes the ultimate determinant for consumers. *Indispensable* shows businesses how to break out of that cycle by using The Five Drivers-a strategy that takes companies to the next level of performance. Renowned business consultant Joe Calloway looks at how real companies have made their product or service "mission critical," and satisfied customers in the process. *Indispensable* goes straight to the heart of the issue and reveals how successful companies-of any size, in virtually any manufacturing, selling, or service endeavor-achieve market leadership through The Five Drivers of fierce customer loyalty. *Indispensable* shows readers how to:

- \* Create and sustain momentum: overcome organizational inertia and keep moving forward \*
- \* Develop habitual dependability: make consistency of performance a defining characteristic \*
- \* Connect continuously \*
- \* See the Big Picture Outcome: create compelling customer experiences \*
- \* Engage, Enchant, Enthrall: make magic in the marketplace

With interviews, detailed case studies, and dozens of real-world, effective customer service ideas and initiatives, *Indispensable* is just what today's forward-thinking businesses need.

## **Book Information**

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## **Customer Reviews**

Intense business competition has made many products and services interchangeable, and made price the ultimate determinant for consumers. When customers know they can get the same product at a lower price from someone else, they will. That is, unless you give them something they can't get anywhere else. *Indispensable* shows businesses how to break out of the commodity trap and create

customer loyalty that overcomes the power of pricing. The Holy Grail of business is the customer so loyal that they'll do business with you and only you when it comes time to buy. The company that can build that relationship with its customers becomes truly indispensable to them<sup>151</sup>;and destined for market dominance. In *Indispensable*, renowned business consultant Joe Calloway looks at how real companies have made their products and services indispensable to their customers, and how you can do the same in your business. Using case studies, interviews, and real-world scenarios, Calloway reveals the Five Drivers of success that virtually all indispensable companies share: They create and sustain momentum, overcoming organizational inertia and moving forward constantly They develop habitual dependability and consistent performance for their customers They maintain a continuous connection by persistently communicating with their customers They adopt a big-picture perspective by understanding their own, and their customers', long-term goals They engage, enchant, and enthrall, giving their customers more than they need<sup>151</sup>;and more than they expect These Five Drivers are what take businesses to the next level of customer service performance. Calloway offers dozens of examples of how to develop these characteristics in your organization, and presents detailed case studies that help you put them into practice immediately. The book also includes dozens of real-world, effective ideas and tactics that you can borrow and use to design your own customer service initiative. *Indispensable* shows business leaders how to use customer service to build companies and brands that customers won't want to live without.

Praise for *Indispensable* "I loved this book. Joe continues to teach a practical and powerful road map for a company's success through personal connecting and service. Read this book and become truly indispensable to your customers." <sup>151</sup>Fred Wilson Chairman and CEO, Saks Fifth Avenue "If your key customers don't think of you as indispensable, they should. In his latest straight-talking book, Joe Calloway tells you why that is true and teaches you what you need to know to make it happen." <sup>151</sup>Larry Morse President, Quill Corporation "I hate business books. . . too many graphs, studies, and analysis. They make me work. They make me have to figure out how the information will help me. Not this book. Joe has already done the work so I don't have to. Joe tells me great stories of real companies full of real people that entertain me while I learn the lesson. He gives me understandable, easy-to-implement lessons that I know I can do. I hate business books, but I LOVE this one." <sup>151</sup>Larry Winget Author of *Shut Up, Stop Whining, and Get a Life* "If you want to run a truly superior business, this book is practical, sensible, down- to-earth advice on providing customer service that will simply separate you from the competition." <sup>151</sup>Joe

Scarlett Chairman of the Board, Tractor Supply Company "Joe Calloway has provided us with another gift&#151;indispensable. In his book, he takes us on the journey of companies that every day maintain their focus on an ever-ascending, ever-improving path. The journey never ends, but far from discouraging, Joe's book only adds to the joy and glory of the climb. This is a gift that should be opened and shared and provides a lifetime of opportunities for us all." &#151;Marti Eulberg Executive Vice President, Sales Operations Volvo Cars of North America, LLC

This book is okay - to be honest, I thought the case studies would have more facts and figures and statistics, but they were just his opinions of places he frequents (and the companies featured are probably his clients, which means he's obviously biased). He also kept reiterating the same basic points over and over again - I guess just to make sure he filled enough pages with ink. The points in the book are so general and basic that I don't think there was anything that you won't read in other classics like Good to Great.

With the amount of business books published every year there is the constant pursuit of trying to find something truly original. Well, with this book....keep looking. It's a solid book to remind you about the basic (and maybe not so obvious) tenants of business success that everyone should be striving to achieve. There are some really gems of advice buried in the pages though and since it's only 220 pgs it won't take too long to read and find. Solid but not groundbreaking is my opinion and if you are really trying to improve your business success....it's worth your time.

Calloway's book starts with 5 promising but not earthshattering "drive behaviors" that result in becoming indispensable. But the book quickly becomes lots of duh's. Among his 28 indispensable lessons: #1 "Sell the same thing as everybody else and have the lowest price." Duh.#7 "Know your customers." DuhAnd lots and lots of stories...Serious students of business development should pass on this book.

I'm going to give every book that can't change fonts one star, even before I read it!

Building customer loyalty today requires far more than good service, competitive pricing and attentive sales contacts. In the rapidly changing global market, avoiding the dangers of becoming a commodity is reaching critical stages of reality.Calloway uses believable case studies and interviews with real people to introduce his drivers of success. These are used as illustrations to

encourage readers drastically change their service approaches to become the clients' first and only choice. Feedback is always welcome John Hogan HoganHospitality com HospitalityEducators com

Meet Joe Calloway, a consultant on branding and competitive positioning. He's delightfully candid, direct, instructive, and stimulating. As you read this book, you will get to know Calloway as a human and consumer with feelings...that certainly come out in this text. I thoroughly enjoyed page after page of stories of how companies become indispensable...or not. The conversational tone is captivating and motivating. You'll read about the Five Drivers: create and drive momentum, develop habitual dependability, continuous connection, big picture outcome, and engage, enchant, and enthrall. The chapters illuminate these drivers and deliver even more. I found myself looking at my business relationships much differently--both as a consumer and as a deliverer of goods and services. Between Calloway's lessons, countless examples, and case studies is an intricate fabric of a clear message. Be indispensable or lose to the competition. I won't tell you more details--there's too much to try to convey the depth of this book in a review. Read it. Expect to be thoroughly engaged by this book, eager to return to it every time you put it down. And, expect to send it to someone who really needs it when you're finished!

When I saw the raving testimonials on the back cover by executives from Saks Fifth Avenue, Volvo, Tractor Supply, and Quill Corporation, I was dubious. What could be so great about this book? I'm a believer. From understanding how to compete against the "lowest price" provider to unique case studies ranging from a revolutionary bank and W Hotels to a pancake restaurant and selling guru Geoffrey Gitomer (Little Red Book of Selling), Calloway has written a compelling business book that will force you to examine your own business in a way that inspires performance improvement. Those who haven't spent time "in the trenches" of business or management probably won't get it, but for those who have to constantly find ways to improve productivity - this is the book to read this year. You won't find a book with more practical or engaging case studies anywhere.

I read dozens of business books each year, and have more than 40 "customer service / customer focus" books sitting on the shelf next to my desk -- but I would easily put this book in my top 3! Very well written, great ideas, real-life examples -- all delivered in a lively, honest - even fun format. I have read Joe's other book too (How to become a category of one) -- also a book full of super ideas. This book is absolutely worth buying and reading. I highly recommend "Indispensable" -- I liked it so much I gave copies to all my staff and a few of my top clients! John Spence --- [...]

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