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.

My Personal Review:
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!

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