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1ndispensable: How to Become the Company That Your Customers Can't Live Without by Joe Calloway

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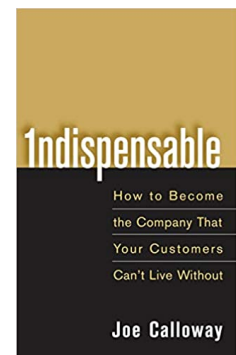
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Category: Value-Delivery

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Why: I am operating in a commodity market and need to stand out.

Goal: Learn how to be the best for my customers in my own way.



Action: Be Famous for 3 Things that Matter.

3 Key Concepts

1. 99% of competitors also offer a comparable product, price, and service.
2. Be famous for a specific group of customers by serving.
3. Master of One: whatever you do, get better at it.

Summary

How to be famous for 3 things?



Align **your skills, your love, and your customer's needs**. Make a list of 3 things and master them. Do people around you recognize these attributes about you yet? No? Keeping working on it.

The problem is that one will be **lost along the way; we** all have to distinguish between **distraction** or **new opportunity**.

Because that new trend always appears better than what you are doing now.

This book simplifies which behaviors the business needs to become indispensable for its customer. For example, Joe said, do 3 things best for your specific customers. Not everything and absolutely not for everyone.

Famous

The river is famous to the fish.

The loud voice is famous to silence,
which knew it would inherit the earth
before anybody said so.

The cat sleeping on the fence is famous to the birds
watching him from the birdhouse.

The tear is famous, briefly, to the cheek.

The idea you carry close to your bosom
is famous to your bosom.

The boot is famous to the earth,
more famous than the dress shoe,
which is famous only to floors.

The bent photograph is famous to the **one who carries it**
and not at all famous to the one who is pictured.

I want to be famous to shuffling men
who smile while crossing streets,
sticky children in grocery lines,
famous as the **one who smiled back.**

I want to be famous in the way a pulley is famous,
or a buttonhole, **not because it did anything spectacular,**
but because it never forgot what it could do.





Famous yet?

They are all the same

99 percent of competitors offer a good product at a competitive price. So it is a minimal business requirement: cost to stay in business. The aim is, therefore, how do we gain a **competitive advantage** over others. **This book says we should become famous!**

Read more about competitive advantage: "[The Mind of Strategist](#)" by Kenichi Ohmae and "[What I Didn't Learn in Business School](#)" by Jay B. Barney & Trish Gorman Clifford.

Master of One

Whatever you do, get better at it. Then get better again. Because your customer's needs change with time.

1. Do what you are good at.
2. Do what you love to do.
3. Do what your customers want you to do.



Classic business mistake: Go after more customers by expanding service offering too far and then fail to deliver the best quality to existing customers.

It is proven to be more effective to increase business with existing customers by striving to serve better than going after new opportunities. But, I know... that new opportunity always looks like a golden ticket to success.

To solve this problem, check out [The Dip: A Little Book that Teaches You When to Quit by Seth Godin](#). You will basically need to set a goal like 100 days, 100% more sales, etc., as a goal as a stick to it, before deciding to pursue the new shiny opportunity. **It comes back to being disciplined.**

“ Whatever you do, get better at it. Then get better again.

Joe Calloway

Then be famous for it

Here are 5 drivers (behaviors) that you need to have to be famous for that one thing you master.

1. Create and sustain momentum

Decide to GO. Buy that ticket now! And keep deciding to go forward.

2. Develop habitual dependability

You must **deliver** best quality product and service **consistently**.

3. Continuous connection

Make contact early and often. “What have we done for them lately?”

4. Big picture outcome

Help your customers achieve their long-term goals. Not only for that transaction.


5. Engage, enchant, and enthrall

Wow factor – go beyond expectation by investing in people relationship.

“It is a professional responsibility to be absolutely delightful.”

To sum up, to be famous among your customers mean you must deliver the best of what you love to a specific group of people. Keep in mind, it is always a people business.

Goal check: I learned what it means to be the best and be famous for 3 things.



Wasu's Review
(4.5 / 5.0)

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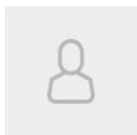
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