

Top Three Ways to Become Absolutely Indispensable!

Want to stand out from the crowd in a big way? The art of being indispensable is your answer.



The official dictionary definition of indispensable includes words like: absolutely necessary, essential, and incapable of being disregarded or neglected.

In a business sense, this would mean that every time an individual needed something that pertained to your industry, they would automatically think of YOU. Being indispensable means that YOU are their 'go to guy (or girl)'. You are the one that comes to mind. If this sounds too good to be true, I'm here to tell you it's not. Here are 5 solid keys to becoming indispensable in the mind of your customer:

1. Building Team Value

Building a solid team that provides quality customer service is **your competitive edge**. Other businesses may have similar services or products, but what they can't replicate is your people, how they treat your clients, and how your clients walk away feeling after doing business with you.

The best way to become indispensable is to start with building value. When your staff feels valued, they will in turn, make your customers feel valued. This is a huge factor in building customer loyalty.

If you aren't making your team members feel valued, the negativity may be passed right on to your customers. Step one "building team value" is the foundation of becoming indispensable. If you need employees and want to build that high energy, efficient, excited dream team...value them. Take care of your staff and they will take care of your clients.

Serious leaders know that the key to cultivating a winning atmosphere is to first get everyone on the same page.

2. Go the Extra Mile

In order to become indispensable you may have to be a bit unconventional. If you've ever had a "we don't do that here" mindset, today is the day you should throw those thoughts out of the window.

You've heard the term "dress to impress", right? That might be a good starting point, but today's savvy customers want a business they can believe in. Don't just look the part...be the part.

Some of the lost art of customer service lies in actually going that extra mile. Strive to make each encounter an above average experience and do whatever it takes to win your customer over.

Let's say you own a restaurant and one of your customers picks up a carry-out order. After a few minutes they call to let you know that one of the side-dishes was left out of the bag. A simple solution would be to apologize and let the customer know that you'll have it ready for them to pick up. But what if you asked for their address and delivered the missing side dish, along with a gift card for 50% off of their next order. What kind of impact do you think that would make on the customer, and how many friends do you think they would tell? When you have a "go the extra mile" mindset, even problems become opportunities to become indispensable.

3. Consistency Builds Trust

The final key to becoming indispensable is through consistency. Consistency involves **follow through and reliability**. It's easy to lose customers if you are inconsistent. We live in a busy world. Once your client has found you and made the decision to use your product or services, they want to forget about you.

Forget about you? Yes, actually that is a natural stepping stone on the path to becoming indispensable. You don't wonder which doctor you are going to visit every time you get sick, do you? No, you chose your doctor, you trust him with yourself and your family, his phone number is programmed in your phone, and then you forget about him until you need his services again.

Your ultimate goal in becoming indispensable is to "wow" your customer with your level of service, consistently give them what they expect, and be willing to go the extra mile by providing services that they **don't** expect.

By doing these three things you will have a success formula that will make you indispensable. You won't have to worry about losing your customers to the competition because YOU provide so much more than just a sale or a half-hearted service.

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