

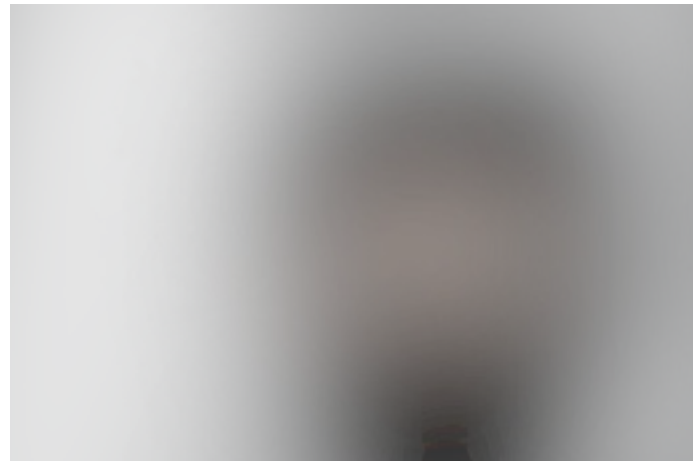


# 5 Ways To Become Indispensable

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The Merriam-Webster Dictionary defines “indispensable” as being absolutely necessary and not subject to being set aside or neglected. Wouldn’t you like to become indispensable to your customers? Sure, you would! While there’s not one sure fire formula to follow to become indispensable, you can do some things to improve your chances that you’ll “stick” to your customers.




Here are 5 tips to improve your odds:

**Put Your Clients First:** This is an easy principle to embrace. If you do this, you’ll likely to inspire your clients to grow a fondness for your commitment to their cause – whatever that cause may be.

**Anticipate and Solve Problems Before They Become “Big Hairy” Monsters:** In order to do this, you absolutely have to understand your customer and be able to empathize with their situation. Prove that you can anticipate and solve problems and you will establish a level of intimacy that shows that you’re someone that they can count on.

**Provide Honest Feedback:** It’s amazing how many service providers are unwilling to provide their customers with honest feedback. Driven from fear of offending the client or a natural inclination to avoid conflict, such firms are doing a huge disservice to their customer-base. In fact, most customers will appreciate your honesty and gain respect for you for telling them what they need to hear.



**Keep Your Promises:** This is absolutely essential to building the intimacy that you need to become indispensable. If they can't trust you, they don't need you. Say what you mean and mean what you say.

**Do More Than You Promised:** Going above and beyond the call of duty is sure fired way to make your client reliant on what you bring to the party, and, the greater reliance the more "sticky" you become. As mentioned above, people want to work with people that they can trust and rely on. Doing more than what is asked is a way to exhibit your pledge to your client's success.

To close, every business aspires to become indispensable to their customers. I know that my firm, N2Growth, seeks that level of customer intimacy with every client, and, I know that we practice the principles outlined above – becoming "very sticky" with the vast majority of the firms that we serve. So, give these ideas a try. I bet that they'll help you to become indispensable, too!

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