

## **"The Romance After the Marriage"**

(Approx. 200-250 words - Read time 2-3 minutes.) "

I hope you bear with me this week with my sense of humor and unusual analogy, but the more I wrote on this subject the more it made sense and the parallels became quite clear, even startling.

There are people that likely treat their customers better than they treat their spouse and vice-versa, that said, one thing is certain. If you want to succeed in Business and have a life full of happiness, you'd better figure out how to master both! Do you remember when you first met your spouse how hard you worked at creating and leaving a positive impression? You always put your best foot forward and were on your best behavior, you dressed well and were always clean and tidy. After all you were trying to get them to choose you over all the other options out there, right? You were showing them what makes you unique, even special and dramatically different from all the other apples on the tree.

Let me see, this could be called, "selling by attraction". Promises were made as you started to like each other even more; a mutual respect and admiration for each other had begun, "the start of a beautiful friendship". Wow, this is getting good! Next there was the agreement, the contract, the marriage, where lifetime guarantees were offered and accepted by both parties. There were many representations and promises made that would ensure a lifetime of love and happiness together.

So how's that working for you now? Are you still providing the same level of service, commitment and quality of workmanship you promised in the beginning? Or, are you maybe taking some things for granted now and not fully appreciating what you have quite as much as when you started in your relationship! Are you keeping it interesting all the time and constantly thinking of new ways to "Wow" your partner on a daily or weekly basis? Hmmm! Yes but, "he said", "she said", "somebody said", it isn't my fault you know! Wait a minute. Didn't you read the fine print where it said it was going to be hard work and long hours? The playing field would not always be level, the rules might change and there might even be some irrational and unreasonable moments just to spice things up a little. There will of course be love and joy and happiness in the mix too and it's these moments that have the ability to supersede anything else.

Difficult, yes! Worth it, even more. Yes, the rewards always prevail over the effort. It's time to be appreciative and grateful for what you've got and work on ways to make it more interesting and better, all the time. Kerry and I celebrated our 27th anniversary this summer and our son will turn eleven this

fall. Hard work sometimes, you bet! Worth it, absolutely! I'm sticking to my guarantees and my contract, how about you?

**Okay, so maybe you might think my analogy of getting and keeping a customer compared to choosing your life partner is a bit goofy, I'll have to live with that.** At least while I've got you thinking about it, why not start today to have a look at how attractive you might appear to your customer. Is there one thing you could do today that would make a lasting impression on your customer and perhaps rekindle the romance? What would the equivalent of giving flowers be when it comes to customer appreciation?

**When was the last time you checked in with your customer with a survey to see how you were doing?** Please don't leave anything to chance, check in on a regular basis to let them know you care, you appreciate them and value their Business. Remember, people come back to you for reasons that are important to them, not what you think matters to them. Think about all the effort and expenses it took to get that customer to choose you. Now think about how you are going to treat the most valuable asset of your Business as if you want them around for life. There's always other options just around the corner to tempt your customer away from you. It's time to deepen that relationship and keep it alive.

**Stay tuned for our next issue titled, "Surviving your first impression".**

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