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# Love Is A Two Way Street

If your customers "fall in love" with your business you will possess the ability to keep them forever. But you can't just expect love when you're giving nothing in return. That is why, you must "fall in love" with your clients, too.

The act of "falling in love" could be an intense connection, a similar way of viewing life, or a need or want that can alter a person's life. A sense of emotional, physical and mental passion emerges when such an awesome connection is made. Intense love-filled feelings will later wear off, but that initial bond continues to last, holding everything together through all of life's challenges.

If you look at this in a business sense, it's important to take a moment and focus on each of your customers, individually. Think about what the person's real need is in his or her relationship with you.

Most businesses don't think of their customer relationships this way. You are not only providing a good or service to your clients. You are effecting their everyday lives. It doesn't matter if it's personal or business related, maybe you're easing their stress, reducing their fears or helping them achieve a goal, you are doing more for your customers than you'd often expect.

Once your connection with your customers is determined, you have a better grasp on how to impact their lives and you eventually will become a more and more important resource to them.

When your passion and enthusiasm in helping your clients is based on this deeper connection and not simply focused on selling your product or service, you are connecting with your customer in a more respectful and compassionate way thereby "falling in love" with them and building the bond for a long-lasting relationship.

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