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Expert Explores Why Business is Just Like Dating and Relationships

The award-winning book, [**Kiss Your Customer: 77 Reasons Why Sales & Service Are Just Like Dating & Relationships**](#), takes a fresh and creative look at the eerie similarities between business success and relationship success. Author Andy Masters explores not just the irony--but what we can learn from relationships to apply to business, and what we can learn from business to apply to relationships. He uses fun and entertaining examples from each along the way.

So, how are business and romance similar?

“First, it’s about the process: Find ‘em, and then keep ‘em happy!” Masters says. *“There is a great irony between the sales process and romantic courtship. There is also a great irony between keeping your customer happy, and keeping your significant other happy.”*

He explains that the keys to success include being creative, little things mean a lot, and what he jokingly refers to as his personal expertise, learning to face rejection. *“Success in business and in life is about building relationships. And the keys to building those relationships really are the same,”* he adds.

Here’s just a sampling of his illustrations and advice:

VALENTINE’S DAY

In business--it's OK to send your best customers or clients flowers, candy, or a gift with a card signed from the team saying *“WE LOVE YOU!!”* It just might bring a smile to their face. We need to show our loyal customers that we appreciate them this time of year, as well.

In relationships--send a dozen roses to your significant other to arrive the day BEFORE Valentine's Day, with a card which reads: *“If you received these tomorrow, it wouldn’t be a surprise. Besides, you deserve your roses before anyone else in America!”*

LEARN TO APOLOGIZE WITH GRACE & HUMOR

Mistakes are opportunities to strengthen relationships. So when appropriate, you can still be clever and have fun with apologies, too--in either business or relationships. For instance, there are several companies which produce customized chocolate gift items which include edible logos, edible photos, and up to 60 characters of edible text (*so, yes, you can literally eat your words*).

Once I sent a chocolate apology with an edible photo of myself. The text read: *“Sorry, please don’t bite my head off!”* They loved it.

By the way, if you or your company makes a lot of mistakes—you can preorder 100 of these and get a volume discount!

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LOVE AT FIRST SIGHT

So, is it possible to achieve “*love at first sight*” in business? Absolutely. Consider those instances when you first laid eyes on a product--when you had the feeling right away that THIS ONE was for you. Or, what about when you first met a salesperson or someone who provided a service such as a dentist, financial rep, or real estate agent? Some are much better than others at first impressions.

Please, no more bland business cards. No more squirt bottles. No more thermal mugs with your company logo. Despite what you might believe, people don't want to see “*Ed's Manure Hauling*” every morning when they drink their coffee (*Sorry, Ed*). Give them an item with THEIR company logo. Give them a baseball with their kid's favorite baseball team on it. Bring them something that's going to help their business or make their life easier. What clever or personalized item would make that client go “WOW”?

TRUSTING FATE IN BUSINESS AND RELATIONSHIPS

Fate can be a wonderful thing in business and in life. However, we can't fall into a trap of simply trusting fate in our lives. Sometimes fate needs a good kick in the butt. So, what can we learn about both business and relationships....from turtles? No, not to take things slowly. A turtle is the only species that doesn't get anywhere in life without sticking its neck out.

Fate has a very small window. While fate is a friend, fate only presents us with brief moments of opportunity in life. When one does, we have two choices: We can grab that opportunity and run with it, or we can keep watching it go by.

BALANCING BUSINESS AND WORK RELATIONSHIPS

The book and program really are about how to balance that happiness in both work and life. I created a concept called “*15 Minutes or Less, 15 Dollars or Less*”—in which each of us can make an amazing impact on someone's life using just 15 minutes or less of our time, and 15 dollars or less of our money. This could be sending a small personalized gift to your client, stopping on the way to work to pick up your employee's favorite candy, or just sending a quick fun email or text to your significant other for no reason.

By the way, 15 minutes per day is just 1/100ths of your time. We must chisel out 1/100ths of our time for the most important people in our work and in life.

CONFIDENCE

Confidence comes when your strengths lift you higher than your faults bring you down. I believe people spend too much time worrying about the things they're not good at in life. “*I don't look my best. I'm not good with finances. I'm not good at this part of my job.*” It brings us down. Forget that. Everyone is NOT good at a lot of things. Consume your thoughts and

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energies on the great things you have to offer, and you will be excited and confident to share those things with the world every day.

IMPORTANCE OF HUMOR IN BUSINESS

People are more willing to date you, hire you, and buy from you if they like you. And humor plays a big role in this. Since the recession, companies have been downsized and running trim. Managers and employees have now been asked to wear so many hats, and do more with less. The time to make the workplace fun again has never been more important! People are tired of being stressed. We need have FUN at work again, we need to LOVE our jobs, and LOVE our clients.

IMPORTANCE OF HUMOR IN RELATIONSHIPS

A survey of 1,000 women by Harlequin Publishing found the most important trait in a mate was sense of humor, even more important than good looks and physique. This principle sure proved true for Andy, as well.

“I once stole a line from Dr. Evil of the Austin Powers trilogy, where he was chit-chatting with a female love interest at the breakfast buffet and said, ‘Try the Hot Pockets. They’re breathtaking.’ I always thought that was funny, so one night on a first date, I leaned over and said ‘Try the chicken fingers. They’re breathtaking.’ Later in the evening, when the moonlight struck her eyes, I said to her softly in a romancing voice ‘You are even more breathtaking than the chicken fingers.’

I know...pretty cheesy. However, I wound up marrying her less than two years later!”

About the Author: Andy Masters is an award-winning author and international speaker who has written 4 books, earned 4 degrees, and is a member of the National Speakers Association (NSA). Andy presents entertaining and impactful programs on sales, service, and work-life balance topics. Visit www.andy-masters.com or email andy@andy-masters.com for book information and schedule availability.

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