

## HOW TO REMEMBER NAMES

Remembering a name immediately establishes you as someone who listens... someone who cares... two very important values in sales and life. Here's how...

### 1. Give full attention (focus)

Make a conscious effort to listen and remember.

Introduce yourself first so you can give your full attention to others.

Focus on physical characteristics to form a detailed impression.

### 2. Repeat the name

Repeat the name silently to yourself.

Say the name within 20 seconds of the introduction to confirm it's correct.

Use the name again mid-conversation.

Repeat the name when saying goodbye.

Write it down after leaving.

### 3. Make an association

Imagine writing the name with your fingers while saying it silently to yourself (using very small movements so you don't draw attention to your hand).

Connect the name with a famous person or image. Imagine a Jerry as sports agent Jerry Maguire or a Marilyn as Marilyn Monroe.

Come up with a rhyme or alliteration associated with a physical attribute, unusual feature or overall impression of the person (Bob is a slob... Dave needs to shave... Tall Tonya... Frank's flat forehead).

Picture the name written (in your favorite color) on the person's forehead – a favorite trick of President Roosevelt (FDR), who, according to CNN, amazed his staff by remembering the names of nearly everyone he met.

