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FIGHTING FOR YOUR BUSINESS®

GUEST COLUMN

By Scott Bornstein, Memory Training Expert

Never Forget a Name Again Your Business Success Depends on It

Do you like it when someone remembers your name? This is such a simple task. Yet for the vast majority of businesspeople, it is the single most important ability that fails them.

One CEO told me how she was at a convention last year looking to connect with a prospective client. She located him and introduced herself, to which he huffed, “This is the third time we’ve met!” Then he turned and stormed away. She lost more than a customer that day; she surrendered his loyalty, network, and future purchases to lesser-deserving competitors. And yes, her self-confidence took a beating too—all in about two seconds.

Malcolm Gladwell’s book *Blink* forcefully demonstrates how we reach powerful, important, and, occasionally, really good conclusions—in about two seconds. That means your customers, at each touch point, each and every time, are judging your company’s competencies, brand, and competitive advantages.

Which two seconds will be the tipping point in your customer’s mind—remembering that name, fact, or detail? Recalling that sales script, list of product advantages, menu of services that differentiate you from your competition? Being a model of engagement, enthusiasm, and sincerity? These are not just training questions. These are *memory* training questions, and each successful customer relationship depends on it.

Memory Basics: Names and Faces

Your Stone Age brain, hardwired to focus, recognize patterns, anticipate trends, and respond to repetition is being tasked to filter 4,000+ messages a day, problem solve on little information and less sleep, endure countless interruptions, and remember critical details with little or no formal memory training.

A key principle in the neuroscience world of the brain and memory is “three times is a trend.” Your memory seeks validation for what it knows, and three times is the threshold to confidence.



When meeting someone new, **focus** and make it a point to use his or her name three times **aloud**. Take two seconds, “blink” your eyes as if clearing your mind, and focus on the person and his or her name. Repeat the name: “Pleased to meet you Greg,” and use it twice more during the conversation. Focus.

Simultaneously, look for **patterns**, ways to make the name unforgettable. For instance, my name is Scott Bornstein. Hmm, Scott’s drink is **scotch!** Bornstein, picture a newborn baby in **Einstein’s** arms. My initials: **S.B.**—middle name is not **Oscar**. Make it funny,

outrageous, notable.

MemoryPower Generates Viral Marketing

I was speaking recently at a global meeting of the Entrepreneurs’ Organization in Marrakech, where another presenter spent five minutes—off-topic—raving about his family vacation to Dubai. All staff at the hotel had been memory trained to remember and call guests by name within two hours of check-in. Scary was the word he used; smart, actionable, easy to accomplish is what I call it.

That’s because that’s what I do—teach MemoryPower to motivate employees, get the right processes in place, and close the gaps between what should be known and knowing it. Want your customers to talk you up to CEOs from 38 countries? Then make doing business with you unforgettable. That’s viral marketing!

Are you doing enough to train your employees “how” to be expert, and your customers how to “remember” your brand, message, product, or service the way you want? If you’re not sure, call a memory expert and find out.

Scott Bornstein is a leading memory training expert, lecturer, and author. He conducts programs for executives, hospitality & sales, workforce learning, and student achievement. Go to [memorypower](http://memorypower.com) to learn more.