

Remember a Name and Build a Relationship

By Caterina Rando, MA, MCC

As a direct seller in today's varied, specialized and competitive marketplace, you may often feel like a face in a crowd, trying to stand out and be noticed. What can you do to get people to notice you and remember you. The answer is simple, notice and remember them.

When I want to meet people, I walk up to them, extend my hand and say "Hi, I have not met you yet, I'm Caterina." This assertive introduction is always welcomed and a conversation easily starts. By acting confident, I feel confident and people appreciate being noticed.

Once you introduce yourself, remember their names. Learning names is a simple skill that can be easily developed. To remember names, use the following tips:

- Tell yourself that you are going to remember the names of new people you meet.
- When introducing yourself, relax and focus on the other person's name. Repeat it back to them by saying "Nice to meet you _____".
- Make sure you pronounce the name correctly.
- If you are not sure how to spell the name, ask. This will help you remember it.
- Use the name in conversation in the first two minutes.
- When you end your conversation, use their name again.
- Ask for a card and connect the face with the name on their card.
- When you have a few moments, scan the room and repeat to yourself the names of everyone you have met.
- On the way home, run a video in your mind of all your new acquaintances and their names.

The next time you run into someone you have met in the past and you greet them by name, they will warm up to you and be impressed by you. Success in business is built on successful relationships. Remembering names is the first step to making any acquaintance grow.

When you make an effort to notice and remember people, they will remember and notice you. You will become well known in the circles you move in. You will feel more confident and successful, and increase your business savvy and overall success. The extra effort to notice and remember others will always bring positive results.

Caterina Rando, MA, MCC, shows women in direct selling how to book, sell, recruit and lead with ease. She is the creator of the Direct Selling with Ease® and Recruiting with Ease® programs and is a contributing author to *Build It Big- 101 Secrets from Top Direct Selling Experts* and *More Build It Big*. To read more articles, listen to business building podcasts and find out about her programs, visit

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