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Financial Professionals®

MDRT Minute

To Remember Names, **BE DR. SUAVE**

You can't expect a potential client to believe you will take care of their business, if you don't care enough to remember their name. Having quick recall of names can be considered the heart (and start) of good business. To remember more names and faces, **BE DR. SUAVE**.

“B” is for Belief. If you say to yourself, “I’m not good with names,” you have just programmed yourself to forget the next name you hear.

“E” is for Exercise. Remembering names takes effort, until it’s a habit and becomes second nature. The bad news is this takes practice; the good news is it does not take as much as you think. Remember practice does not make perfect, it makes permanent.

“D” is for Decide. If you decide to remember the next name you heard your chances would increase.

“R” is for Relax. Stress is a major obstacle to memory. Deep breathing, restful sleep, yoga, and monitoring your self-talk, are all good methods for controlling stress levels.

“S” is for Say it. “Hi Ed, nice to meet you.” Just by saying the name and hearing it again increases your odds of recalling it. Also by saying the name, it means you heard it correctly.

“U” is for Use it. Use the name intelligently three or four times within the context of the conversation. Note: Use it, do not abuse it. Using it more than four times can be an abuse.

“A” is for Ask. Asking is great for unusual and unique names. “That’s a great name, how do you spell that?” or “What’s the origin?” Remember everyone’s favorite subject is himself or herself.

“V” is for Visualize. A name is a left-brain word, but it has no right-brain picture. Take the person’s name and turn it into a “reminder picture” and connect it to the person for greater recall. When you meet a “Mike,” picture him singing on a microphone. Visualize a “Mary” carrying two lambs under each arm.

“E” is for End. Always end a conversation or meeting by saying goodbye using that person’s name. One of the best first impression skills ever developed is the ability to meet a person and remember his or her name.

When you can enter a room, confidently meet 20 or more new people and leave saying good-bye to every one of them by name, who will they all remember ... You. And that’s a standout skill in business!

Jim Kwik is cofounder and executive trainer of Kwik Learning, LLC, a training and consulting firm that helps professionals and organizations achieve greater success through rapid learning. A member of the American Society for Training and Development, Kwik recently was honored by the Business Council of Westchester as one of 2004’s Rising Stars — 40 Under 40. His entire 2005 Annual Meeting presentation, “Speed Reading and Memory Enhancement,” is available from the MDRT Power Center (www.mdrtpowercenter.org).