



Sharpen Our Skills

What's in a Name?

S.O.S. Class 7

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Visibility leads to the *Credibility* that leads to your *Profitability*.

What's in a Name?

You're at a mixer and in walks this person – you know the person, but from somewhere else. So guess what, you can't remember their name. You've always been taught the sweetest sound to anyone is someone calling them by name. You don't want to be caught not remembering that person's name so what do you do?

Your Response

1. Introduce yourself – assume that person is in the same situation so make it easy on them.
2. What if they don't say their name? Worst case scenario – own it. Something like, "I'm sorry I just can't place your name". Guess what – you're human, we all forget.
3. So how do you remember that person's name?
 1. When someone introduces themselves – repeat it back. – "it's nice to meet you _____"
 2. Try and use their name during the conversation.
 3. Definitely use their name when your conversation is finished.

Wear Your Nametag

I've heard every possible complaint about wearing nametags, and all of them can be validated. Case in point:

*Nametags look silly.
Nametags ruin my.
But I already know everybody.
But everyone already knows me.*

Your nametag is your best friend for several reasons. First of all, a person's name is the single context of human memory most forgotten. And people are less likely to approach you if they don't know (or forgot) your name. Secondly, it's free advertising for you and your company. Third, nametags encourage people to be friendly and more approachable.

