

Customer's name is key to success

By Bernadette Trujillo-Vadurro
For The New Mexican

According to Dale Carnegie, the best-selling author of *How to Win Friends and Influence People*, the most important sound to every human being is the sound of their name. Yet, how many times do we forget to register a person's name in our mind when we first meet them?

In both business and social situations, we are often distracted by what the person looks like or what they are wearing, or worse, we might be thinking of something else when we are introduced.

When we are distracted, the customer's name never gets mentally recorded.

The key to your success is

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to remember your customer's name and use it.

There are three methods that can help you remember a person's name.

The art of repetition

When you are introduced to someone for the first time,

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Key: Use these three methods to help you remember a name

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whether they are a client, a customer or a new acquaintance, make sure to focus on the person during the introduction. Make direct eye contact and smile while listening.

During the introduction, repeat the person's name verbally once and mentally three times to plant the name in your head. Repetition is one of the best techniques to help you remember names.

Generally, it is recommended to use a person's name three times during the course of a conversation, upon greeting the customer, during your conversation with the customer and when closing the conversation. However, if you are engaged in a short conversation once may be plenty. You also don't want to overuse the customer's name.

The art of visualization

In my seminars, I frequently ask attendees the following question: "How many of you would like to get rid of your biggest debt in the next 30 days? Maybe you'd like to get rid of your house payment or your car payment?"

I ask for a show of hands of those wishing to eliminate their debt.

I then put up a slide that says, "Burn-a-debt." I offer that, while I can't help them get rid of their debt, I can help them remember my name, Bernadette. I've used that visualization for many years, and it works amazingly well.

While traveling around the country, I have had seminar attendees approach me to say, "I remember you from a seminar three years ago." They say they remember me, in part, because of the vivid visualiza-

Your customers know you are interested in them when you use their names and remember something about them.

remember the actress, a better association might be the song by Kim Carnes *Bette Davis Eyes*. The act of association means taking a person's name and face and creating a mental anchor to an association you have selected.

Using a customer's name can also be used to defuse an angry or upset customer. You can bring a customer back into the solution by gently using their name as a way of getting their attention.

By saying something like, "Betty, I see the problem you have presented, and it is a serious concern. How can we move toward resolving this for you today?"

I would caution, against using a person's name when you are angry or frustrated.

If the tone of voice is angry, upset or outraged, the person's name may reflect your state of mind. In these instances, double check your frame of mind before you say the customer's name to ensure you say it politely and respectfully.

The second tool to enhancing customer loyalty is to either write or tuck a personal fact away about the customer that you will remember later.

Remembering to inquire about the customer's children, spouse, grandchildren, a trip