

Free Report:

## **Why your staff NEEDS memory training to stay competitive!** By Bob Miller [www.MemoryMagic.info](http://www.MemoryMagic.info)

ARE YOU ANNOYING YOUR CUSTOMER FROM THE VERY FIRST CONTACT?

A True Story:

**I called a company that I bought a product from. The receptionist answered the phone. I said, “Hello, this is Bob Miller. I need to speak to \_\_\_\_\_, the sales rep.” She responds, “I’ll check if he’s in...” A moment later, she gets back on the phone and says, “I’m sorry he’s not in. Can I take a message?” I respond, “Yes. I have a question about the product, and I need him to call me. My phone number is \_\_\_\_\_.” And then it happens. It almost always happens. That one question that I always know is coming; the one question that bugs me and is SO NEEDLESS. She asks, “What was your name again?”**

Why does this bug me? Why should it bother you, if this is your employee? Because, when the receptionist answers the phone, she has ONE responsibility: the person on the other end. All she has to do is get the name, and direct the person to wherever or whoever. JUST GET THE NAME, and help them. (Yes. I know that she has other tasks to do at her desk. But, when she answers the phone, the customer or prospect on the other end of the line is her one task.)

When a voice on the other end of the phone asks me my name a second time, it communicates a number of things to me:

1. This company (represented by the voice of the person who answers the phone) doesn’t really care about ME as a customer.
2. This company hires people who aren’t efficient in their jobs.
3. If she can’t get my name the first time, will someone get my message?

This is just one example of how the simple task of remembering someone’s name can make a BIG impact on a company.

Here's another one:

### A LOST SALE DUE TO DELAYED RESPONSE TIME:

**I was speaking face to face with a salesman about prices on certain products. The salesman couldn't tell me the prices. He had to look them up and "get back to me." This salesman may have lost his sale because when a customer is ready to buy, the salesman should be ready to sell. IF the salesman knew the prices; had them memorized; THEN maybe he would have had an instant sale.**

Now, the skeptic may argue with "But the company probably has hundreds of different products with different variations and options!" OK. Let's assume that they do. How would a potential customer feel when he asks a salesperson about prices on a product and the salesperson IMMEDIATELY answers with every price of each variation of the particular product inquired about? If it were me, I'd be impressed. I would feel that I was speaking with a person who really knew his business. It would instill CONFIDENCE IN ME ABOUT THE WHOLE COMPANY.

Here's a more positive example:

**GO WHERE EVERYBODY KNOWS YOUR NAME...** I went through the drive-thru at a bank. During the transaction, the teller called me by name. I liked it. For a moment I thought, "Wow. She knows me!" And then I realized that she hadn't called me by name until AFTER I sent in my deposit statement. Of course, she was just reading it off of the statement- which is perfectly OK. But how much more impressive would it have been to me if she had called me by name AS SOON AS SHE SAW ME?

Many, many people like to do business with people that know them. This is an impersonal world. If a company can add some friendliness to their transactions with customers, then the company has an edge over the competition. Any company can be efficient. Your competitors probably are. Any company can have good prices and good products. And many do.

So, if your company wants to attract and retain customers, then you need to do more than other companies. Other companies attract customers through advertising, and sales, and unique products. And yours can too. But there is another way to attract and retain customers that has NOTHING TO DO WITH YOUR

PRODUCTS. The way to retain customers is to SHOW THEM THAT YOU CARE ABOUT THEM.

People will do business with people that they know and like. Some customers will stay with a business even if it has higher prices, just because they like the company. I know I will.

Imagine this: a customer walks into the lobby of a bank. The receptionist at the front desk, greets the customer by name, and asks how she can help. As the customer walks to a teller, another employee greets her. And then the teller greets her by name. How would the customer feel about this? GREAT! This is something that no internet bank can offer her. But few “brick and mortar” banks offer this either.

### WHY TAKE THE TIME TO LEARN MEMORY SKILLS?

In my Memory Workshops, I enumerate three reasons why a company, or anyone, should learn memory skills:

1. It demonstrates CARE for the person whose name you remember.
2. CONVENIENCE: It is a time-saver, and a work-saver. There is no need to stop and look up prices, or to write down some minor piece of information on a scrap of paper.
3. CONFIDENCE: It builds confidence in the customers that are doing business with you. And it builds confidence in the staff who are demonstrating and using their memory skills. They feel like confident, efficient staff who know their jobs. And that confidence will exude into all parts of their job.

So, just answer these questions:

Do you want your prospects to feel like your company really cares about them?

Do you want your staff to know their products so well that they can quote features and prices to a prospect without need to look them up in a book?

Do you want every competitive edge that you can get to beat out the competition?

MEMORY TRAINING will help your company to do all of these things.

I really believe that **this will all result in more income for the company.**

The company will make more money through

✍ Retention of current customers because they are more satisfied with their experience and inter-personal interactions with the staff.

✍ Increased sales because the sales staff will be able to demonstrate more care to prospects by remembering names of family and other important facts.

✍ Increased sales because there won't be as much of a need for a salesperson to "check the prices/features and get back later" to the customer.

✍ Increased sales because the staff will exude confidence and knowledge about the product line. This confidence will influence more customer commitment.

### A DIFFICULT TRAINING PROGRAM?

Does this sound hard? Is this Memory Training something that takes years to learn? No. The principles can be taught in an afternoon. But the practice of it needs to be continuous. A learned skill that isn't put into practice is no skill at all. But the methods, once learned, can be applied immediately.

Here is a comment from a student at the last workshop I did:

"I was amazed to discover that I could remember a list of 10 items easily!"

Your staff needs to learn three very basic memory techniques. These three techniques will help them to be more efficient, be more personable with customers, and help them to save time (and money) for the company.

These three skills that are taught in the Memory Magic Workshop are:

1. How to remember someone's name.
2. How to associate a few basic facts about a person (or product.)
3. How to remember an information list of any length.

A secondary skill that will result from remembering a list of information of any length is that you'll also be able to give speeches without notes. When I do my three hour Memory Magic training workshop, I give many speeches and lessons throughout the workshop- all without notes. And you can too!

## HOW TO MAKE YOUR PROSPECTS REMEMBER YOU:

There is one more very important reason that you and your staff need to have memory training, and need to learn how to remember people's names.

Here's another true story:

**I went to a business networking meeting. There were 20 people there. They were all regular attendees. I was the only guest. Each person had a minute to introduce themselves and their company. When they were done it was my turn. I recited each person's name! They were impressed. Then I told them my name and what I do.**

Do you think that when I told them my name and told them about my company that they were listening? You can bet on it. I had rapt attention from everyone. When the meeting was over, do you think that they will remember someone WHO REMEMBERED THEM? You can bet the farm on that!

I know this from experience that people remember people who remember them. As a professional magician, I would often remember the names of everyone in the audience. I'd include it in my act. When the magic show was over, did people talk about the magic tricks the most? No. They were all talking about how "the magician remembered everyone's name." The best trick in the show wasn't a trick.

It was just a skill. And you can learn it! And so can your staff. Now you may not have an occasion where you need to remember the names of 80 people all at once. But can you imagine what kind of impression you'd make if you were introduced to 10 people at a business meeting and you remembered them all? Would they notice? Yes. Would these business people remember you? Of course!

**"BUT YOU HAVE AN INNATE GIFT, RIGHT?"**

No. ANYONE CAN DO THIS!

I don't have any special innate memory ability. I can forget stuff as easily as anyone. Memory is a learned skill. Once you're taught the basic principles, you can just keep practicing these skills and getting better and better. I don't just do a training workshop for a company and then cut out leaving you to try and remember to practice.

I also provide training after the workshop in the form of regular emails. After a workshop is over, each attendee has an option of receiving regular emails from me for the next 10 weeks. The emails contain reviews of the material taught in the course. They also contain self-tests that each person can do to check their recall. These emails are very important because people need to be reminded to put their newly learned skills into practice. IF the attendees read the emails and apply what they've learned, then you'll see wonderful results in your company.

I want to help your company to be as efficient, productive and friendly as possible.

So, call me today. I'm Bob Miller.

My office number is 507-281-2213. CALL ME NOW! Why wait to take a step toward CARE, CONVENIENCE and CONFIDENCE?

I can also be reached online at [www.MemoryMagic.info](http://www.MemoryMagic.info) .