



Networking is a Contact Sport

by Joe Sweeney

Memorizing Names

Additional Resource: *The Memory Book* by Harry Lorayne & Jerry Lucas

• Intro	<ul style="list-style-type: none">• <i>Toughest part of networking</i>• <i>Valuable asset</i>
• Purpose	<ul style="list-style-type: none">• <i>You build an instant rapport and make a strong impression with new contact(s)</i>
• Some Hints	<ul style="list-style-type: none">• <i>Concentrate & listen closely when the introduction is made & immediately repeat the name to verify you said it correctly</i>• <i>Ask for business card and then repeat the name several times during the first few minutes of conversation</i><ul style="list-style-type: none">– make a note spelling the name phonically if difficult to pronounce• <i>Use an association technique that works for you, i.e., name matches</i>
• Follow Up	<ul style="list-style-type: none">• <i>Send a note to new contact and schedule a one on one meeting [FORM]</i>