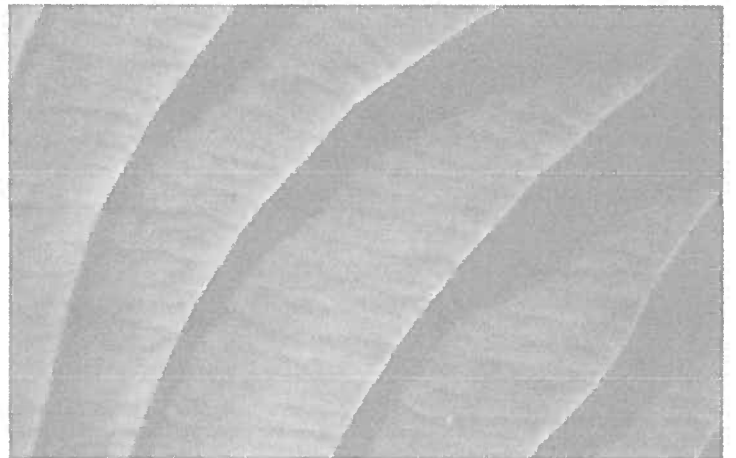
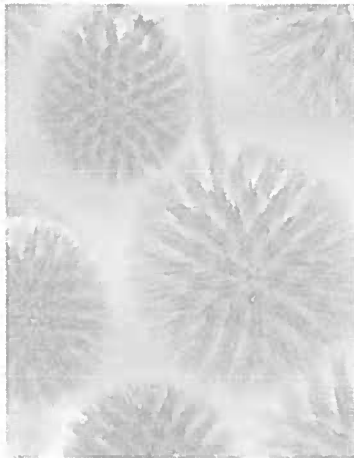


inspiration track

inyu training™
training for salons and spas



the name game

[workbook]

intended outcome Our names are very important to us. We are flattered when someone remembers our name. The same experience is true for our guests. Remembering a guest's name gives us an opportunity to make a stronger connection throughout their entire service experience. This simple and fun exercise will support your team through memorization techniques designed to create positive lasting impressions for each guest.

“Words have meaning and names have power.”

- Author unknown



Say My Name!


Being referred to by our names increases the personalization, rapport and builds on the quality of the relationship.

The Walt Disney Company not only puts the names of its “cast members” on their employee’s name tags but they also include the hometown. Why do you think they do this? Disney discovered that this information increased the conversation and built a deeper connection between cast members and guests.

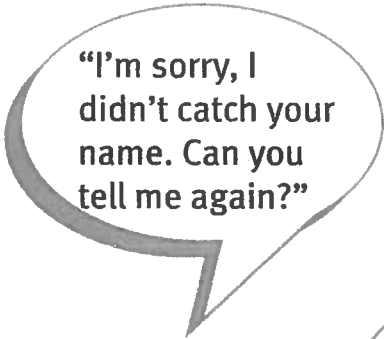
Trick 1: Repeat the name immediately!

Reinforce your use and comfort with the name by repeating it back to the individual. Make eye contact and look closely at the face. If shaking hands, hold the connection for 3 seconds. Listen to the name and imagine it written in large bright letters around their head. While seeing the image, say the name to yourself in their voice three times.

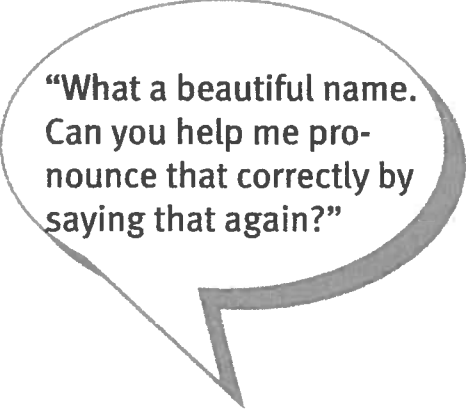
If you didn’t get the name or are not sure if you heard them correctly then say, simply ask again.



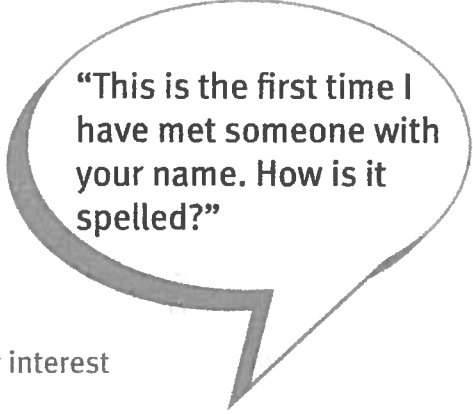
“Hi Chelsea!
It’s nice to meet
you!”



“I’m sorry, I
didn’t catch your
name. Can you
tell me again?”



“What a beautiful name.
Can you help me pro-
nounce that correctly by
saying that again?”



“This is the first time I
have met someone with
your name. How is it
spelled?”

Showing interest in someone’s name is a sincere way to show interest in who they are.

Trick 2: Design a mnemonic device to reinforce the recall
Do you remember the technique to memorize the color spectrum?

ROY G BIV

Red, Orange, Yellow, Green, Blue, Indigo, Violet

This technique is called a **mnemonic device** or a memory aid that uses associations such as a sequence or alliteration.

Associate the name with the way the person looks. For example, if the person has long blond hair and is named Pam, think of Pamela Anderson. Think of her as a lifeguard on beach. The more sillier the device, the easier and more memorable the recall. You can also use a mnemonic phrase to aid the memory with initials: Linda Smith who wears silver rings might be “Likes Silver;” Mike Gibb might be “Mighty Gorgeous.”

You can also make a physical or personal connection to the name.

Its important to not make a strong connection to something the guest is wearing since they may not have this on the next time you meet. So finding a unique characteristic about the person’s appearance supports memorizing their name and attaching it to them.

- Create a connection between the name and the face. Does the person remind you of someone you know with the same name?
For example: Lora has freckles just like my Aunt Lora.
- Create a rhyming connection with their name, and use your client card to write down their name immediately.
For example: Messy hair Mindy came on a day that was windy. Use your client card to write down their name immediately.
- Create a mnemonic device.
For example: Pamela Arbor talks really loud. You may recall her name with “PA.”



Trick 3: Repeat, Repeat, Repeat

Repeat the name. Make sure the pronunciation of the name is correct. If possible, repeat the name several times during the conversation. The more times the name is repeated, the easier it will be to memorize.

“So Sophia, tell me what you like most about your last haircut?”

“Well, Bill, I understand that this is your first time with us.”

“What do you think of this weather we are having, Paula?”



Trick 4: Review to Retain

Add the name to a contact file. If possible, exchange business cards; it's a tangible memory cue. Look at the card upon receipt and examine the spelling. Later, write on the back where the meeting took place and the date. Also add any memory aids, such as visual ones: "large, blue eyes;" or personal ones: "shy and quiet." List any interesting facts or comments. Add vivid and descriptive details to aid recall:

Caroline Roberts: long brown hair, working Mom of 2 kids (Brandy and Jack), attending sister's wedding in the summer, just bought a new car.

Periodically review the contact file and visualize the face that goes with the name.

Try to recall the new name at several intervals during the next 24 hours, stretching the time span for each attempt.

Bonus Trick: The Perfect Handshake

Establishing your signature handshake goes hand in hand with remembering a name. A handshake often occurs during introductions when names are announced. If a handshake is sloppy or awkward, it can distract a person from what is said, making it much harder to remember names.

activity



Stand up and shake hands while introducing yourself to a partner.

How would you describe the handshake of your partner?

- A. Aggressive and bone-crushing
- B. Passive and dead-fish
- C. Firm, confident and deliberate

Now add the introduction: Did they look you in the eye? Did they say your name slowly and clearly?

There are many details to balance in a good introduction. Let's begin with the handshake. It should have web-to-web contact. The fleshy area between the thumb and the forefinger should connect with the person you are meeting. Web-to-web contact assures an assertive grip that conveys integrity and trust.

Try to initiate all your introductions rather than waiting to be introduced. There are benefits to reaching out first. The person who reaches out first establishes power and influence in almost any situation. If you feel comfortable and in control you are more likely to focus on remembering names.

Allow for participants to practice their signature handshake. Coach them to include eye contact, tone, and proper body position.

The Name Game

activity



Your facilitator will share the pictures and names of 10 “new guests” who will be visiting your salon today. As your facilitator shares the names and pictures, use the tips we shared today to remember each name. You will be challenged to see how many names you can recall.

Facilitator Directions:

1. Review the photos with the names with your team.
2. Hand out the photo sheet (page 9) to each team member or group.
3. Have everyone number 1-10 on a piece of paper, and allow 3 minutes for them to write down the names they recall.
4. Review the correct answers.
5. Celebrate successes!

**“The beginning of wisdom is to call things
by their right names.”**

- Chinese Proverb

the name game





Jane Allen



Jake Ellis



Elise Stevens



Amy Bird



Rachel Harris



Susie Gibbons



Scott Phillips



Tom Walker



Cathy Young



Tanya Jones

1



2



3



4



5



6



7



8



9



10

