



# Aaron Wallis

## Career Success Masterclass

### Day Eleven - Improve Your Memory for Sales Success

**Free Interview Preparation Advice – The easy way to prepare and ‘WOW’ at interviews**

**Day Eleven – Improve your Memory for Sales Success, Memory Techniques to help you remember facts, numbers, names and faces**

#### Introduction

A good memory is truly important for a sales professional to possess. Your memory of faces, names, facts, information, dates, events, circumstances will certainly help to improve both your sales and your ability to build long term business relationships. In this e-book you will learn certain techniques to help improve your memory and in turn your sales figures.

#### What is Memory?

Your memory is composed of millions of complicated neural connections in your brain. The ability of your mind to retain past experiences in a highly organised manner gives you the potential to learn and create. Your experiences are the stepping stones to greater accomplishments and at the same time your guides and protectors from danger.

Unless you have an illness or handicap, a poor memory is often attributed to lack of attention or concentration, insufficient listening skills, and other inherent bad habits; however, it can be honed and developed using the right methods.

Many people believe that their memory gets worse as they get older. This is true only for those who do not use, or exercise, their memory properly. Memory is like a muscle - the more it is used, the better it gets. The more it is neglected, the worse it gets. However, people increasing in age can overcome this dilemma and can even further improve their memory by continuing their education, by refining their minds, by keeping themselves open to new experiences, and by keeping their imagination working.

memorisation or retention of data operates by loading images, sounds, taste, smell, and sensation (touch) in a very organised and meaningful combination in our brain. There are three types of memory.

- 1) Sensory Memory is where temporary information is briefly recorded. Images such as a picture in a magazine and the design on your customer's clothing are momentarily stored in the sensory memory. It will be quickly replaced by another sensory memory unless you do something to retain it.
- 2) Short-term Memory, characterized by 20 to 30 seconds of retention, involves a limited amount of information, and is necessary in traditional processing of experiences and ordinary data gathering (everyday sensation and perception).
- 3) Long-term Memory involves consolidation and organisation of complex knowledge and information for further reference and other cognitive (mental) processing such as the application of learning or information into meaningful experiences.

Short-term and long-term memories are concerned with how you continually organise data that are stored in your brain. In short, human memory is like a vast and complicated yet organised library.

#### Sharp Memory Factors

If someone was to read a list of words to you, it's most unlikely that you will remember all the words in the list. You'll be able to recall most of the words at the beginning, some at the middle, and a few at the end. These effects are known as primacy (words at the beginning) and recency (words at the end).

The only way that a normal person can effectively recall all of the words in the list, is if he applies a mnemonic technique to help him remember. You'll also find that it's easier to recall a word if it's repeated several times in the list, or if it's related to the other words in any way, or if it stands out among the other words (for example, the word "ruby" will stand out from a list of vegetables).



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Contrary to popular belief, being smart is not synonymous to having a good memory or good retention. You don't have to force yourself to study and understand more in order to improve your memory; the key is actually in your lifestyle, your attitude, your diet, and your habits.

#### **You Are What You Eat**

Your brain is the greediest organ in your body, and it requires a very specific type of nutrition from your diet. It shouldn't be surprising then that your diet affects how your brain performs, and it performs well with a steady supply of glucose. Before you go out of your house in the morning, it would be great if you can give your brain the fuel it needs by eating a hearty breakfast. For lunch, a salad packed full of antioxidants, including beta-carotene and vitamins C and E. For dinner a combination of proteins and carbohydrates. This combination of foodstuffs should help keep your brain in tip-top condition by helping to reduce damaging free radicals (damaging molecules). As you grow older, your brain has lesser capacity to defend itself from daily threats like free radicals, inflammation, and oxidation.

Free radicals are like cavities to your teeth; they slowly build up if they're not cleaned out. As the brain cells grow older, they sometimes stop communicating with each other. As an effect, it slows down essential processes like thinking, short-term memory retrieval, and regenerating new cells. Therefore, anti-oxidants are essential to maintain not only good health, but a good memory as well. Good sources of anti-oxidants are:

- Vitamin A and beta-carotene: Carrots, spinach, melons, winter squash
- Vitamin C: Citrus fruits, broccoli, strawberries, tomatoes
- Vitamin E: Nuts, seeds, vegetable oil, wheat germ

Studies show that fatty food that causes atherosclerosis (clogging of arteries) are also the same type of food that disrupts neural activities. Cut back on the fat and replace it with foods rich in anti-oxidants. Nothing will replace a well-balanced meal, but to make sure that your body doesn't lack any of its nutritional needs, it would be a good idea to take food supplements. As the name implies, they're supplements, and not replacements.

Scientific research also indicates that eating fish can indeed sharpen your memory. Most fish fat contains the polyunsaturated fatty acid DHA, which performs a significant part in the brain development of young children. Tests show that kids who consume adequate foods containing DHA score better on IQ tests than those who take lesser amounts of DHA. Fish also contains omega-3 fatty acids which opens up new communication centres in the brain's neurons.

Another significant finding suggests that smoking can affect the ability of the brain to process information properly. Chain smokers have higher risks of impairing their visual and verbal memories.

Caffeine and alcohol causes anxiety and nervousness. This may hamper information from properly entering your mind because memory works best when you are relaxed and focused.

#### **Reduce Stress**

Medical researches show that people who are always anxious produce "stress hormones" like cortisol, which damages brain cells. Make it a point to do something that will relax you everyday. This could be meditating, yoga, drinking tea, taking a long bath to name a few, whatever works for you!

A very effective method to reduce stress is deep breathing and visualizing the expected outcome of any situation to turn out well.

Cardiovascular exercises like walking improves blood circulation and are good for the heart and brain. Research also indicates that walking helps release hormones that aid in regenerating new brain cells. If you're bored with just plain walking, engage into sports that you love. Play football, squash, tennis, or anything else that interests you. By exercising, you can lessen your chances of developing high blood pressure which contributes to memory loss when you get older.

So get up and get moving. Not only will you be getting a fit and healthy body, but you'll also sharpen your memory and improve your creativity. Not to mention the fun and camaraderie you'll be getting with your teammates and opponents!



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Just like any muscle, you also need to exercise your brain so that it doesn't deteriorate. Engage in games that will help you think. Talk to people, read informational books, listen to educational MP3s, and make it a habit to continuously learn and experience new things. Remember that when your neurons die, they don't come back to life anymore. So use them or you'll lose them!

If you feel that your memory really isn't how it used to be, go and see a physician. Sometimes, memory loss can be a symptom of more serious diseases and can go undetected for years because you don't really feel anything else other than memory loss.

#### Attention

Before you can expect to remember or memorise a thing, that thing must have been impressed clearly upon the records of your subconscious. And the main factor of the recording of impressions is that quality of the mind that we call 'Attention', which is the ability to focus and give meaning to a particular data or stimulus.

Our capability to process information is somewhat limited. Therefore, we must constantly select and decide which data are relevant and which are not. Stimuli or sensations that you perceive and organise into meaningful thoughts are selectively analysed by your brain. If the stimuli or data is relevant or applicable for further use or access, your brain transfers this information to the long-term storage centre. However, for this to happen, attention must take place

One of the most common causes of poor attention is the lack of interest. You are more inclined to remember the things in which you have been most interested, because in that emanation of interest there has been a high degree of attention exhibited. A person may have a very poor memory for many things; but when it comes to things in which his interest is involved, he often remembers the most intricate details. This is called involuntary attention. This type of attention does not require special effort or exertion because it follows upon interest, curiosity, or desire.

The other type of attention is called voluntary attention. This form of attention is granted upon objects not necessarily interesting, curious, or attractive. This requires the effort and usage of the will.

Every person has more or less involuntary attention, while only a few possess developed voluntary attention. The former is initiated by instinct, while the latter comes only by practice and training.

For attention to take place, you must diligently practice the art of voluntary attention. Here are some successful strategies to help you acquire this essential skill:

1. Turn your attention upon some uninteresting thing and study every detail until you are able to describe them. This will seem boring or tiresome at first but you must stick to it. Do not practice too long at a time at first; take a rest and try it again later. You will soon find that it comes easier, and that a new interest is starting to manifest itself in the task. For example, pick a flower. Touch it. Smell it. Feel its texture. How many petals does it have? How long is the stem? What is the colour and shape of the petals? By doing this simple task, you will be surprised at the quantity of little things that you will notice. This method, practiced on many things, in spare hours, will develop the power of voluntary attention and perception in anyone, no matter how deficient he or she may have been in these things. Begin to take notice of things about you: the places you visit, the people in the rooms, etc. In this way you will start the habit of "noticing things," which is the first requisite for memory development.

2. Eliminate distractions. Even though you may have heard of multi-tasking, it is very difficult for people to do more than one thing at a time. For example, you're researching for an important meeting. You wouldn't be able to absorb properly into your mind what you are studying if your radio is playing loud rock music, or if you're hearing the video games being played by your son. As much as possible, avoid any possible distractions such as TV, radio, or other people chattering.

3. Retain focus and concentration in the process of learning or memorisation. Let's say you're busy preparing for an important presentation tomorrow. A new employee was introduced to you while you are working. In this case, there would be much less chance for you to remember anything about that new employee because you are concentrating on something else which you regard as more urgent or important. If you want to remember something well, shift your focus on that one thing and wilfully commit it to memory.

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4. Keep track all of your thoughts. Whenever you become aware that your thoughts are losing, yell "STOP!" in your mind. This will bring your drifting to a halt and redirect your attention to what needs to be done. Remember that good concentration breeds good memory. If you find that your thoughts are travelling, be conscious that your attention is drifting.
5. Get interested. To have good memorisation skills, you should also like what you are doing. You should put your heart in every activity you're working and doing. Don't push yourself to do something that you have no interest in. As Leonardo Da Vinci said: "Just as eating against one's will is injurious to health, so study without a liking for it spoils the memory, and it retains nothing it takes in."
6. Get motivated. Goals and timeframe nourish motivation. And motivation promotes a sharp memory. To further motivate yourself, reward yourself for any tasks that you have accomplished. Set a particular incentive for every objective. For example, treat yourself to your favorite restaurant after finishing a project. When you've accomplished a bigger task, go on a holiday. Just set something gratifying to indulge in after completing a certain undertaking. By rewarding yourself in every success you account for, you will aspire for more and will develop interest on your activity. In the process, your interest will make you more productive and successful.
7. Give your subconscious a mental command to bear in mind what you want to remember. You may say, "Here, you take note of this and remember it for me!" You'll be astounded by what the subconscious can do for you.

#### Basic Memory Tools

Remember, no one is born with a bad memory. Unless factors such as your lifestyle, health, or other conditions has affected it, you can sharpen your memory with the proper knowledge and practice. Here are the basic concepts of memory.

#### Association

If you want to efficiently remember something, it is necessary that you regard it in connection, or in association with one or more other things that you already know. The greater the number of other things with which it is associated with, the better chances you will be able to recall it.

Two popular techniques of association are **acronyms** and **acrostics**.

An **acronym** is an invented combination of first letters of the items to be remembered. For example: an acronym commonly used to remember the sequence of colours in a rainbow is the name **ROY G. BIV**: Red, Orange, Yellow, Green, Blue, Indigo, and Violet. Sometimes, the acronym can be more familiar than the complete name itself, such as **RAM** (Random Access Memory) or **SCUBA** (Self-Contained Underwater Breathing Apparatus).

On the other hand, an **acrostic** is an invented sentence where the first letter of each word is a cue to the thing you want to remember. For example, **Richard Of York Gave Battle In Vain**, to again remember the colours of a rainbow. **Every Good Boy Deserves Fun** is an acrostic to remember the order of G-clef notes on sheet music - E, G, B, D, F. Another acrostic would be for the order of the nine planets of our solar system - **My Very Eager Mother Just Sent Us Nine Pounds** (Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune, Pluto).



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### Visualization and Imagination

Images are internal sensory representations that are also used in the creation of memory. They can bring words to mind, which can arouse other images or pictures. The formation of images appears to help in learning and remembering what has been learned or experienced in the past.

Images and words can help you in remembering things by bringing pictures in your head instead of just words or figures. Images and the formation of which, in the process of learning or remembering, can help you in improving your memory. Here are some of the valuable methods which you can use in achieving an imaginative memory:

1. Learn to think with both words and figures. For example, in reading a book, it would be helpful to stop for a while and reconstruct the suggested scenario inside your head. This way, you are also increasing the chances of not only recording linguistic data but also some of the essential cognitive aspect of remembering, like the reconstruction of perceived or imagined senses in your brain. The smell and taste of ice cream, the redness of a strawberry, or the thickness or thinness of blood described in a crime novel that not only gives chill or excitement in reading but also makes your reading experience more memorable!
2. In learning new ideas, associate these concepts with a very particular image or picture that is very personal or relevant to you. Put some premium on what you already know or on what is easily conjured by your brain in experiencing these words (like in learning a new language or subject). Put some personal relationship with these words like knowing the origin of their meanings (etymology) or by giving them a concrete symbol in your head.
3. If you're reading a very technical manual, what you can do is imagine yourself doing the scenario suggested by the book. This is also what we call as vivid reading. Words and sentences become alive not with their meaningful connections but with their correlative value with reality. In fact, writing prose or poetry involves a highly developed skill in imagery and mental mapping. Poets and creative writers are said to be good not only in remembering details or facts, but also in the creation of worlds or situations found within the mind.

### Clustering

Grouping of details and data in recalling names or numbers is very essential in the process of retention. The associative power suggested by groups or grouped items help us further organise or give direction in memorisation. Pairing words, for example, either synonymously or with their opposing meanings, like "man" and "woman" helps us remember data more easily because they are not only singularly meaningful but at the same time relative to other words or data that we already know from the past.

Clustering numbers (memorising telephone numbers by threes or by fours) or in whatever relevant grouping, is one tendency that leads to easy access from these numbers or even word groupings. Clustering is one way we can further improve our memory. Examples of these include:

1. Grouping by numbers, colours, or under the same category.
2. Grouping words and concepts by their opposing meanings or through antonyms: (bitter vs. sweet, love vs. hate)
3. Grouping words into pictures or through subjective organisation.

Subjective organisation depends on the way we recall or organise our materials by our own categories or devices. For example, learning a list of new words or vocabularies can be developed through subjective interpretations of these words or groupings. The better we organise or become aware of how we build a system of information, the better it would be in performing cognitive or mental tasks such as memorisation or application of our memory.

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One example of this is cooking. We may follow a recipe or procedure dictated by the recipe. But the way we cook food or give meaning to the process of cooking is different from one another. Thus, the procedure is also similar in getting information and knowledge. It would be better if you:

1. Think of the process of how you solve your problems or in getting the necessary information.
2. Know your capacity in the process of learning or memorisation. Are you the type of person who easily gets the information by clustering them into meaningful categories, or are you the type of person who learns better if you follow a direction or picture inside your head?
3. Analyse the situation, the details, or experiences. Try to remember the relevant facts and remove unnecessary data or information.

#### Overcoming Forgetfulness

Friedrich Nietzsche once said "The existence of forgetting has never been proved: We only know that some things don't come to mind when we want them,"

We forget where we put those keys, that much-needed item on the shopping list, or worse, those very important answers in an exam that might spell the difference between a passing mark and a failing grade.

A variety of factors contribute to the way our brain stores and supplies information. Although schools of thought and psychology are still debating on how the human mind works, they agree for one thing that memory is affected by our overall experience - from our genes, to the kind of childhood we had, down to the food we ate for breakfast this morning.

Some scientists liken the mind to a video camera because of its ability and nature to record everything a person experiences. Thus, looking for a particular event in your past is similar to searching for a scene in a video footage: a person can select the target scene, view it in slow motion or fast forward, even pause or zoom in to a particular detail. It is from this view that techniques to retrieve memory using hypnosis, meditation, therapy and other similar forms come from.

On the other hand, despite the mind's "videographic" eye, it was discovered that the mind does not have perfect archival properties, similar to a videotape that can gather mildew, lose sharpness, and age over time.

The brain is also likened to a computer chip. While it may hold very large amount of information, its capacity to store data nevertheless has its limitations. To make way for "new data," the mind reconstructs the stored information from time to time. Thus, events may not be perfectly remembered. Over time, some elements may be lost; details may get blurry or gradually be gone. "Trigger" elements such as a song, a photograph, or a kind of smell may bring back a long-forgotten memory. Still some fragments of our past can be gone forever.

#### Forgetting

Forgetting is what we refer as the temporary or long-term loss of details, stimuli record, or memory materials that has been learned or stored in our brains. A forgotten item may be stored in memory but unavailable for retrieval or recall. There are several theories or explanation regarding forgetting.

**1. Decay of Memory Traces** - This is the oldest explanation regarding forgetting. Memory is said to have a natural tendency to decay with time. When a word or a name of person is no longer relevant, such memory item may eventually lose its significant place inside our brain.

**2. Distortion of Memory** - Some experiences may be learned or retrieved in a much distorted form. Such inaccuracy may lead to a different or false memory or may even defeat the process of retrieval since what are being accessed are wrong traces or leads in our brain.



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**3. Interference** - This experience may have been a result of in-between situations or uncontrollable variables during the experience of learning or memorising. This also includes what occurs before, during, or after learning. Activities done before a task may confuse the retention process or what psychologists call as proactive inhibition. The more previously learned task there are, the greater the forgetting of the new tasks or operation. However, the more meaningful the material to be learned and retained, the less effect of such proactive kind of inhibition. On the other hand, an opposite effect happens during the retroactive inhibition, in which there are interfering activities occurring after a learning period. Usually, people who have to learn a second task forget more of the first than those who are given only one task to do. That is why, it would be advisable to master a particular task or skill before going on to the next activity, because retaining too much information require complex interactions of your memory and psychomotor skill. Such example is proven during the period of learning how to drive. Motor skills and various movements are necessary and may sometimes look confusing at first since they require synchronicity. However as we slowly start to learn to put individual bodily tasks into a cohesive and unified action, we begin to think in a very precise and completely organised manner. This means we have already learned or memorised different tasks and have already put them into order. Therefore, in order to remember more, one must have mastery of a particular task or skill before engaging in other activities which require particular specialization.

**4. Motivated Forgetting** - This is a variable in forgetting which involve the individual's motive or desire to remember or forget. People seem to repress certain memories or suppress the process of retention or memory retrieval. More often remembered are pleasant events than unpleasant ones. Emotion also plays an important aspect in this explanation regarding forgetting. Some people prefer to forget experiences that are sad or traumatic. This may be a wise move. If you spend less time recollecting your failures and disappointments in life, you'll have better capacity to retain the positive and essential information in your mind. Because negative thoughts aggravate stress, you should learn to relax and forget about past mistakes. The past is done. Focus and retain only positive thoughts.

**5. Lack of Cues or Guides** - We are able to retrieve material to the extent that we have cues to remind us of it. When we remember something, it is as if we search our memory with the help of cues or guides that point the way to the desired materials. When we forget, it is because we may lack the necessary cues or guides in getting back the information stored in the vast neural connection of our brain.

#### Overcoming Forgetfulness or Absentmindedness

Here are some effective techniques to overcome forgetfulness or absentmindedness:

**1. Write down your detailed list of "things to do."** Group or arrange your tasks into categories (and subcategories if applicable). Cross off activities that you have done and add new tasks along the way. If possible, stick your notes in objects that are familiar to you (television, fridge, front door, bathroom mirror, etc.)

**2. Associate a task with a routine activity or with something that you regularly do.** Let's say you always forget to bring your mobile phone every time you go to work. See to it that before you brush your teeth or take a shower, you put your mobile phone inside your bag. Just make a task that you often forget a part of your daily routine.

**3. Focus and say your task out loud.** Have you ever experienced coming up to your friend because you want to ask something? Next thing you know, you completely forgot the things you're about to ask. The solution here is to focus on one task at a time, and repeatedly say out loud what you're going to do: "I'm going to ask John about the rules of joining his squash league" If in case you still forget about what you're going to do, try going back to your place of origin where you said the task out loud. Often, that specific place would help you to recall your task by associating that location with what you have said.

**4. Don't procrastinate.** If you have a certain activity that needs to be done, get it over with as early as you can. When you need to pay your bills, do it now before it becomes overdue and before it starts charging interest.

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#### How to Remember Names and Faces

You have probably heard a similar statement that says, "The most beautiful word an individual can ever hear is his or her own name being called by another person."

However, this poses a great threat to people who have trouble remembering names, especially as a sales person frequently attending important business meetings and gatherings. If someone approaches you and called you by your first name, wouldn't it be embarrassing if you don't reciprocate by saying his or her name back!?! And of course, it's more humiliating to directly ask his or her name when that person expects you to know it.

The same thing stands true for remembering faces. Wouldn't it bother you to have met successful entrepreneurs in a gathering, only to forget how they look like when you get home?

More often than not, the difficulty in remembering names and faces is caused by the fact that names and faces in themselves are uninteresting, and therefore do not pull in or hold attention as do other objects presented to the mind.

Here are effective strategies to help you remember names and faces easily:

- 1. Repeatedly say the name many times over in your mind.** If possible, use the name as often as possible.
- 2. Instead of merely listening to the faint sound of a name, focus on hearing it clearly and concentrate on firmly implanting it on your memory.** Look into their eyes to register their eye colour and repeat their name in your mind with the colour of their eyes. The next time you forget the name, just recall the face and or eye colour and you just might have a good chance of remembering their name.
- 3. After hearing the name and meeting the person write it down later on and describe them, perhaps on the back of their business card.** By doing this, you are acquiring the benefit of a 'double sense impression' by adding eye impression to ear impression.
- 4. Connect a new person with a well-remembered individual of the same name.** Associate Simon Bailey with an old customer of the same name, or associate them with someone famous with the same name or similar appearance. If nothing springs to mind break their name down to associate the first name and second name and visualize a scenario, i.e. 'Simon' Cowell entering the Old 'Bailey' to remember 'Simon Bailey'.
- 5. Reminisce the atmosphere or environment.** Recalling what you felt or what you did, when you met a person, could trigger memories of how he or she was introduced to you, how he or she looked like, and other aspects regarding the person.
- 6. Analyse the distinctive features of the person's face.** Notice what makes that individual stand out or different from the rest. You may notice the eyes, nose, ears, lips, hair, or other parts of the face. Such notice and recognition tend to induce an interest in the subject of features. It forces you to focus on the person's face the first time you meet him or her.
- 7. Link a name with a visual object.** Let's say you just met Mr. Quinlan. To remember his name, you can visualize a land full of queens ('Queen Land' = Quinlan). Imagine the queens dressed in elegant dresses and wearing shiny crowns with big jewels. If Mr. Quinlan is interested in fishing and you want to remember that too, then imagine the queens with fishing rods in elegant dresses by the edge of a river! The funnier, the better!
- 8. Visualize the faces of persons you have met during the day just before you sleep.** Visualise their name and their appearance, remember their distinctive features. Imagine them in your mind and recall their name, their interests, their company and what they do. Think of their networks, how can you help them, how can they help you. What are you going to do over the coming days to maximize this contact. Visualise the outcome.





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### How to Remember Numbers

In almost everything we do, there are numbers involved - telephone numbers, credit card, bank account sort code and numbers, passwords, and many others! Contrary to words that can be associated with an object, numbers are difficult to remember because they are abstract. If I say think of a pen, your mind immediately visualizes the pen. But you will have a hard time committing 4768 to memory.

Your senses, particularly the ears and eyes, may prove to be effective in recalling numbers. Here's how it works:

Repeat the number several times to yourself. It may be difficult for you to remember a number such as "4768" as an abstract thing, but easy for you to remember the sound of "four-seven six-eight."

You may also visualize the number. Write it down several times to lodge it to your memory bank. An even better idea is to create a vivid image of that number for better memory retention. Visualize "4768" on a Las Vegas billboard in large neon luminous colour! You can even intensify the image by making a jingle or slogan like "4768, you're a number I really hate!"

### Association

The Law of Association may be used advantageously in memorising numbers. For instance the birth date of your dad (1947) with the Paris student riots (1968) link '47 and '68 and imagine your dad taking part in the Paris riots to remember your pin number.

### Converting Numbers to Words

One very common yet practical technique to remember numbers is to transform them to words. Probably the easiest way to do this is to assign each number 1 to 9 a letter equivalent: A=1, B=2, C=3, D=4, and so on. Using this technique, 476 turns into DGF. The letters DGF doesn't make much sense, so you have to turn it into an acrostic. How about "Dancing Green Frogs?" The next time you want to recall 476, just imagine those waltzing jade amphibians!

### The Picture Code

Using this technique, you assign an image to each number 1 to 9 that is similar to its appearance. See how the numbers below look like the objects they are representing:

**0 = ball**

**2 = swan**

**4 = sailboat**

**6 = bomb**

**8 = hourglass**

**1 = magic wand**

**3 = fork**

**5 = seahorse**

**7 = crowbar**

**9 = balloon**

memorise all the symbols above and their number equivalents. If you find that these symbols do not stick in your mind, then convert them to something that you can associate and remember better. After memorising the images, you can begin using this method.

Let's say you want to remember the street number of your friend's home, which is 289. You can then visualize a swan (2) swimming with an hourglass (8) at it's back; and tied to the hourglass is a big red balloon (9). Or let's say you want to remember 471. You can imagine a sailboat (4) with a crowbar (7) hanging at its side; and glued to the crowbar is a long wand (1).



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#### How to Remember Places

Different people have different abilities. Some are bestowed with the gift of direction. They are the ones who never forget how to arrive at a place of destination, no matter if they have to go through a labyrinth-like path to get there, and even though they've only been to that place once.

The first concept necessary to develop a good sense of direction is to have a deep interest in the places. You should begin to "take notice" of the direction of the streets or roads over which you travel - the landmarks; the turns of the road, even the natural objects along the way.

One of the first things to do, after arousing an interest, is to carefully note the landmarks and relative positions of the streets or roads over which you travel. So many people travel along a new street or road in an absent-minded manner, ignoring the features of the land as they proceed. This is fatal to place-memory. You must take notice of the thoroughfares and the things along the way. Pause at the cross roads, or the street-corners and note the landmarks, and the general directions and relative positions, until they are firmly retained on your mind. When you go jogging or walking, start to see how many things you can remember. And when you return home, go over the trip in your mind, and see how much of the direction and how many of the landmarks you are able to remember. Take out your pencil, and attempt to make a map of your itinerary, giving the general directions, and noting the street names, and distinct features of objects along the way.

Then as you travel along, compare places with a map, and you will find that you will take an entirely new interest in the trip. You will see that you can now notice things you were not able to recognise before.

#### How to Remember Events

Can you still remember what your breakfast was 3 days ago? Can you recall what your boss announced yesterday regarding the company's new mission statement?

Don't panic if things like these escape your memory. You're not alone. Sometimes, we become too engrossed with a lot of our daily responsibilities that we tend to forget events or happenings we haven't paid much attention to.

If you will give to the occurrences of each day a mental review in the evening, you will find that the act of reviewing will engage the attention to register the events in such a manner that they will be available anytime for future retrieval.

Try this exercise. Sit down alone one night and spend fifteen minutes attempting silently to remember exactly the important happenings of the day. You may find that you could recall only little at first. You may not even recall what you had for breakfast. But after a few days of practice, you will find that you could recall more. Events will come back to you more precisely and more clearly than at first. If possible, relate to people close to you, the events of the day instead of recalling them to yourself. If the people you're relating the events to are interested in them too, you would become more motivated to remember them.

# Aaron Wallis

## Career Success Masterclass

### Day Eleven - Improve Your Memory for Sales Success

#### Conclusion

You've learned a handful of basic techniques for memorising things more effectively: forming vivid and funny images, making associations, converting numbers to picture words, and many others.

Remember, there is no "right" or "wrong" way to memorise something; the idea is to simply take the information and techniques and adapt them to the specific task or activity at hand.

But above everything else, practice memorising things every day. Consider this: If someone teaches you how to drive a car, and you study the car owner's manual carefully, and learn perfectly everything there is to know about driving a car, that doesn't mean you can jump in a car and start driving flawlessly!

You know what you need to do. Keep on practicing the memory techniques you've learned until they become second nature. Look around you and find things to memorise, such as your cousin's telephone number, your favourite recipe, your national insurance number or driver's license, or whatever! Go for it!

**Good luck with your sales interviews and I hope these techniques will help you remember all of the facts and figures you need to secure your dream role!**

**Tomorrow we shall look at Improving Time Management and Time Management Techniques for sales Success**