

Learn How to Get People to Remember What You Say, Even If They Are Not Trying To

By Kare Anderson

Here are five successful ways to get people to remember what you say:

1. People remember more when they are in motion. Say your main points while turning, shaking hands, when they are reaching for something, while demonstrating a product, pointing to something, and so on.
 - * Things are most memorable when you're both in motion, next most memorable when the other person is in motion even if you aren't, third most memorable when you are in motion, and fourth most memorable when you are both watching motion.
 - * The more dimensions of motion involved (up, down, left, right, forward, and back) the more memorable the experience will be. Involve motion to reinforce memory in exhibit demonstrations, staff gestures and walking, video vignettes, parts of the exhibit.
2. Relate your benefits to your listener's three "core life experiences": family (theirs, yours, or a metaphorical family of services or products), where they work or have worked, or where they live or have lived.
3. Refer to a) one of their currently pressing interests (not your product), then to b) how you share a common interest in the topic, and c) how it relates to you and to your product's main benefit.
4. Use specific, emotion-laden language when stating the positive, and report the negative neutrally.

This method is called "triangling to agreement"

You - Us - Me approach

Example:

YOU: "I gather you are the expert

US: and that by discussing this with you

ME: I'll get more ideas about how our products can best serve people in your situation."

5. Characterize your benefits in direct relationship to some specific and negative "hot button" or strong positive preference your listener has stated.