

## Jog Your Memory Report

By: [Billy McDermott](#)

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### LIST THE NAME OF THE FOLLOWING

THOSE PEOPLE WHO:

are members of the PTA

are our baby-sitters parents

are the parents of my child's friends

are the people in our car pool

are the people we knew at our old jobs

are the people we met camping

are the people we work with

clean our clothes

cuts our grass

deals with the public, such as police, fire, postman, city officials

delivers packages

does our income tax

does personal counseling: such as church leaders, doctors, lawyers, etc.

gave me a ticket

goes bowling with us

goes hunting/fishing with me

has a Laundromat

has children just starting junior high school, high school , college

has children with special talents that should be developed

has never been able to get started or failed in business but still has strong desires

has talents but is held back

hold very responsible positions that are stressful and put pressure on them

hung our wallpaper

I respect

installed our appliances

installed our telephone

is a deacon in our church

is a professional

is active in their church

is ambitious, aggressive and "on the go"  
is considered a leader  
is considering a new profession or changing jobs, or recently changing jobs  
is going to college, business school, trade school, etc., or just graduated  
is in a book club  
is in a garden club  
is in a management, supervisory, consultant, or trainer capacity  
is in a teaching position in school or business  
is in clubs and various group organizations or active in civic affairs  
is in Rotary, Lions, Kiwanis, Masons  
is Jaycee President  
is looking for more out of life  
is my barber or hairdresser  
is or was child's kindergarten teacher  
is our boss  
is the architect who drew up our house plans  
is the band director at school  
is the credit manager at the store we shop  
is the purchasing agent where I work  
just started selling or is an experienced direct salesman  
lives next door/across the street  
manages a ladies figure salon  
owns a nursery  
owns a slipcover and drapery business  
owns a taxi service  
owns and manages the jewelry store downtown  
owns beach/mountain cottage where we vacationed  
owns our apartment  
owns the pet shop  
owns their own business  
painted our house  
people you always seem to like  
plays bridge with us  
redid our upholstery  
relies on ideas for his livelihood - authors, designers, promoters,  
advertisers  
renewed my drivers license  
repaired our TV  
sells aluminum awnings  
sells ice cream in the neighborhood

sells us gas and services our car  
shows genuine respect for other people  
sold my wife her wig  
stores our winter coat  
teaches ceramics  
teaches our children  
teaches Driver Ed  
want to have freedom  
wants to set a good example for their children to follow  
was in my college fraternity/sorority  
was my military buddy  
was our old high school teacher/principal  
was part of wedding party  
was photographer who took our wedding pictures  
was recently married and just starting out  
went with us to the races  
works for a pest control company  
works for the travel agency  
works on the rescue squad

#### THE INDIVIDUAL WHO IS A . . .

Accountant  
Actor/Actress  
Air Traffic Controller  
Airline Ticket Agent  
Anesthetist  
Antique Dealer  
Art Instructor  
Association Members  
Auctioneer  
Bakery Owner  
Bank Teller  
Baseball Player  
Basketball Player  
Bench Machinist  
Brick Mason  
Bulldozer Operator  
Bus Driver

Business Machines Salesman  
Candy Salesman  
Carpenter  
Cement Finisher  
Chiropractor  
Church Group Member  
Cloth Cutter  
Computer Programmer  
Contractor  
Cookware Salesman  
Crane Operator  
Dance Instructor  
Dental Hygienist  
Dentist  
Dietitian  
Drafting Manager  
Editor  
Electrician  
Engineer  
Farmer  
Fashion Model  
Fire Chief  
Florist  
Football Player  
Forester  
Furniture Dealer  
Garage Mechanic  
Golf Pro  
Grocery Store Owner  
Health Spa Friends  
Highway Patrolman  
Industrial Engineer  
Insurance Adjuster  
Insurance Agent  
Interior Decorator  
Judge  
Lab Technician  
Librarian  
Lifeguard/Swimming Teacher  
Mailman

Mechanic  
Milkman  
Minister  
Missionary  
Mobile Home Salesman  
Mortician  
Motel Owner/Manager  
Motor Home Dealer  
Moving Van Operator  
Music Teacher  
Newspaper Pressman  
Notary Public  
Nurses  
Office Manager  
Optometrist  
Paper Boy's Parents  
Paper Mill Worker  
Pharmacist  
Phone Operator  
Physical Therapist  
Physician  
Pilot/Stewardess  
Plant Foreman  
Podiatrist  
Police Detective  
Printer  
Race Car Driver  
Railroad Ticket Agent  
Real Estate Agent  
Rental Car Agent  
Research Technician  
Restaurant Owner  
Seafood Eatery Owner  
Seamstress  
Secretary  
Security Guard  
Sheriff  
Shoe Repairman  
Social Worker  
Soft Drink Distributor

Statistician  
Student  
Surgeon  
Telephone Lineman  
Tool & Die Maker  
TV Announcer/Producer  
Typesetter  
Typewriter Salesman  
Waitress  
Warehouse Manager  
Welder

LET'S NOT FORGET . . .

Aunt  
Brother  
Cousin  
Daughters  
Grandparents  
Parents  
Sister  
Sons  
Uncle

OR HOW ABOUT THE PEOPLE WHO SOLD US OUR . . .

Air Conditioner  
Amway  
Avon  
Boat  
Business Cards  
Camper  
Car/Tires  
Carpet  
Diet Products  
Encyclopedias  
Fishing/Hunting License  
Furniture  
Glasses/Contact Lenses  
House

Kitchen Appliances  
Lawnmower  
Luggage  
Mary Kay  
Motorcycle  
NSA  
Nuskin  
Nutrition Products  
Suit, Tie, Shoes  
Surfboard  
Tupperware  
TV/Stereo  
Vacuum Cleaner  
Wedding Rings

#### JUST WHEN YOU THINK YOU FINISHED . . . A 31 DAY PLAN

- 1) People you pay regularly: Make a list of the names of the persons to whom you pay on a regular basis, such as every week or every month. For starters, list your grocer, milkman, gas station owner, garage owner, cashiers of the electric, gas, or telephone companies.
- 2) People you pay occasionally: Today talk to your druggist, jeweler, painter, decorator, clothing storeowner, shoe storeowner, furniture dealer, and so on. Include anyone you buy from now and then.
- 3) Professional People: You deal with professional people frequently. Everyone has contacts with doctors and dentists. If you have children of school age, you are probably acquainted with a number of teachers. Other professional people may be lawyers, bankers, and clergy. Put their names down and go out and talk to them.
- 4) Organizations you belong to: What about the church you worship at, and the clubs, lodges, and association meetings you attend? Make a separate heading for each and list the names of your friends and acquaintances among the members. Then contact them.
- 5) Social Acquaintances: You mix with people socially, at your home or their homes or during evenings out. Also your neighbors.

6) School Classmates: What about the people you went to school with? A number of them may live in your area, so cast around for their names. Don't forget the night schools, trade schools, professional schools, and so on that you may have attended in recent years.

7) Previous jobs: If you had another job in your present community before you entered your new position, you have a circle of friends and acquaintances with whom you used to work. Also, you must know people whom you used to think of as competitors, or who were in a competing business. Make a list of their names.

8) Relatives: How about your relatives and those of your spouse's? Their names should be written down, by all means. You already have much information about them and they can be approached under favorable conditions.

9) Your spouse's organizations: If your spouse belongs to a bridge club, other clubs, or any other organization...or a sporting team, hunting club, or a business association...he/she has a circle of acquaintances you will want to consider as possible prospects.

10) Recreation Contacts: Do you like playing golf or tennis, or have a hobby in which you are active? If so, you must have met a number of people through this sport or hobby: and this source automatically supplies you with a list of names, doesn't it?

11) Military Buddies: If you are a veteran, how about the names of the men and women you have come to know because they were also in military service? This list of names is strong because of the strong bonds military brings.

12) Newcomers to town: You can find the names of these prospects through Chamber of Commerce lists, welcome wagon lists, utility companies, newspaper society pages, church bulletins, etc. Help them get situated.

13) Present Customers: Make an extra-unscheduled call to your customers, and tell each one about a new product or a special price you are offering today only.

14) Newlyweds: Visit your library or newspaper office, and list every couple that got married during the past month. Most wedding announcements will give the couple's address, where they work, etc.

15) Cold Canvass: It's fun and interesting to go out one day a month. You never know what you'll find: but chances are it will include new customers. If it's raining, be upbeat, enjoy yourself, customers will appreciate your positive outlook.

16) Referrals: Call 25 friends, customers and associates: ask each one for the names of at least two people you can talk to today. For best results, ask for specific categories of people-for example: "Who's your best friend? Your barber? Your neighbor? In your car pool?" Aim for situations where you can use your friend's or customer's name when you contact those referrals.

17) New Business Owners: Go back and search through those recent newspapers again: this time reading who has recently incorporated or who are establishing DBA's. Call on them.

18) Promotions and Transfers: Go through the papers again for people on the move, promotions, transfers, and new positions. Call and congratulate them.

19) Graveyard shift workers: Ever think about all those people who work the midnight shift? They never get contacted by anybody because they are sleeping when you are working! So, sleep today and go out visiting at midnight, and visit the all night service stations, coffee shops, convenience stores; talk with cabbies and police officers.

20) Telephone Yellow Pages: Let your fingers do the walking. Make a list of all the names of owners given in display ads: then either call them or visit them.

21) Fund Raisers: Obtain a list of area clubs and organizations from your chamber; then, today call all the officers listed and talk to them about how they can use your products to raise money for their group. If your distributor doesn't have such a plan work one out yourself. Remember, you can offer them a part of your profit because they'll be doing most of the work and doing it in volume.

22) Business Cards: Go through that collection of cards you've been gathering from salesmen and others you talk with. Call each one and ask for the opportunity to talk about your products this time.

23) New Homeowners: When a person buys a home, they become prospects for many different kinds of products. Evaluate your own product and determine how they would benefit the new homeowner. Then check courthouse and tax

records for names of area people who have purchased homes. Call on them today.

24) Prior Cancellations: Go back and search your old records and make a list of all those people who had to cancel or postpone their orders or appointments, but to whom you never got back to. Give them a call to see if their situation has changed. Chances are great that the reason they had to cancel last time will no longer be valid.

25) Telephone Survey: Open a white page of your telephone directory and start dialing.

Using the same approach you do with any prospect, ask for an appointment to show your products. Keep track of the results and see how many numbers you have to dial to make a contact, how many contacts to set an appointment, and how many appointments to close a sale. Then on this day next month try to increase your batting average.

26) Today's Paper: Go through this morning's paper writing down each local name you can find and why he or she is mentioned (social, hobby, speaker, honorees, businessman). Then, determine how each person can use one of your products.

27) Clerks, Secretaries: If you normally call on people who are at home during the day, spend today calling on woman working in stores and offices. Because they work, you will never catch them during your normal canvassing. If you normally visit businesses, talk with people at home today.

28) Exchange Customer Lists: If you have been selling direct anything, any length of time at all you have probably made contact with other salesmen. Pick one whose products are not in competition with yours; get together, and trade customer lists. This will give you each new faces to call on, and the best part will be that you know they all like dealing with direct salespeople.

29) Special Offer Handouts: Select one of your products or services and come up with a special offer, one "too good to refuse." Have some flyer announcing the offer copied at a local quick copy shop, with your telephone number on it.

30) Bird Dogs: Offer people the ability to earn money. For every person they send your way and that person buys, pay them a flat fee or a percentage of your profit.

31) The House or Business Next Door: Go to the person next door to each one of your clients and introduce yourself as Joe's salesman and ask if they might be interested in your product. You're already in the neighborhood, so what is more convenient then to develop new customers what in areas you do business already.

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