

GS ANDERSON CONSULTING Inc.

**SALES & MANAGEMENT
TRAINING FORMAT**

GS Anderson Consulting, Inc.

www.GSAndersonConsulting.com

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GS ANDERSON CONSULTING Inc.

**SALES & MANAGEMENT
TRAINING FORMAT**

DIFFERENT PHASES OF SALES TRAINING

~ PRACTICAL ASPECTS ~

OUTLINE

PRACTICAL APPLICATIONS

This outline places emphasis on the most important SALES TRAINING phases to complete. You will be informed as to how to set up and hold every phase of the sale, dispensing salesmanship and follow up visits.

***The sales training process
is as follows:***

- * **Greeting customers: Who and how long?**
- * **Interviewing: Patients, employees and purveyors.**
- * **Testing: All different phases required.**
- * **Patient contact: When and how long?**
- * **Completion of work: Each function.**
- * **Dispensing: What to, how to, how long.**
- * **Follow up visits: When, how long, who, why.**
- * **Marketing designed to keep you selling.**

**Review the GS ANDERSON CONSULTING INC.
index of approximately 60 +
different training areas
available.**

CRITICAL PHASES OF THE SALE

Greeting and patient history phase

Discovery phase time limits, including testing.

Solution phase format including demonstrations

Closing phase time limits and "how to" process

Dispensing phase and sales process

Saturation points with those that do not have "superior knowledge," which may cause inattention and you lose forward momentum in any of your:

Four sales and fitting phases.

TIMING AND ATTITUDE

Minimum and maximum time limits are always approximate because of the general type of person you are attempting to help.

The type of patient you care for will help you to determine the amount of approximate time necessary to complete a sale.

GS Anderson Consulting Inc. has developed reliable guidelines for average time limits used for each of these four sales or fitting phases.

A huge (and expensive) mistake would be to miss a sale because your abilities and sales efforts are wasted with an inattentive prospect !

Our definition of the saturation point is: That certain amount of time and information presented to the prospects which allows their minds to "wander" or affords them the opportunity to say that they need to go home, and "think about it.

We can train you to present just enough pertinent information for the prospect to digest, so that the sale becomes probable.

We will train you to reduce the devastating effects of that "buyers remorse" reaction. The objective is to teach you to mentally prepare the client, so that they will allow you to "fix" their hearing problem, with confidence and respect.

THE CRITICAL POINT we can teach you is how to instill confidence, without losing the prospect, because you exceeded his attention span or saturation point.

**CLOSING PHASE
USED
DURING THE FITTING INTERVIEW**

**GS ANDERSON CONSULTING INC.
Training in this section is extremely important !**

The last thing that we want to happen is for you to finish the sales agreement, expend the time for fitting and dispensing, do the appropriate follow up, and then at the end of the 30 day trial period, "BUYER'S REMORSE" sets in, and the patient cancels.

NOT A GOOD THING !

GS ANDERSON CONSULTING INC. can offer highly specialized consultant training to develop curiosity and excitement in the minds of the patients which is necessary to insure the sale.

**This phase of the training is
VERY IMPORTANT
and what we consider to be the
foundation of your solid sale !**

We will teach you to build the right types of expectations and a certain degree of "gratefulness" in the patients' minds for the hearing help that you give them. This process we teach you, will be one of the KEYS TO A SUCCESSFUL PRACTICE !

Steps will be taken to instruct you to insure that the instruments are **WORKING WELL** and the patients are happy to hear what they are supposed to hear, **ACCORDING TO YOUR** expected results.

Knowing how to stay in control and being the person fitting the aid through the "perceived or assumed authority" position will prevent the patient from constantly being in the office and nitpicking the instrument.

This training we offer will make your position as a hearing aid fitter much more enjoyable and profitable.

Showing and teaching you why there is a difference between the patient fitting the instrument based upon what he "likes," versus YOU fitting the instrument, based upon what you and the patient **BOTH WANT**, is the difference between unproductive busy work and time to fit more hearing instruments.

HOW TO REDUCE THE
"I WANNA CANCEL THIS ORDER"
patient

WE WILL TEACH YOU TO BE IN CONTROL

AND

KEEP EVERYONE VERY HAPPY

You must learn to take an "Assumed authority" position throughout the patient/consultant tenure.

You will learn how to maintain this assumed authority throughout the presentation and dispensing.

This "thank you for helping me" attitude of the patient and the control you need to make the patient hear with the best possible results, is only the matter of mental positioning of that patient.

***SOME ADDITIONAL TRAINING
FOR MANAGEMENT AND OWNERS
WILL INCLUDE
SOME OF THE FOLLOWING AREAS :***

We will strive to teach this type of authority position which should become pervasive through out your dispensing career.

Open house and special promotion salesmanship and follow through is vitally important with the cost of hearing instruments today.

***INTERPRETING SALES FEEDBACK AND USING
A SALES MANAGEMENT INFORMATION
SYSTEMS
(M I S) FOR OFFICE CONTROL***

All business must have CONTROLS such as: sales, appointments, market tracking expenses, cash, employee functions, and company time.

There must also be a very clear delineation of the chain of command in addition to individual job descriptions which will vary from office to office.

Patient control and written strategy for this roadmap that will be developed with our help. All of the above controls will have hard copy feedback to the owner/manager.

**HARD COPY SALES AND MANAGEMENT
INFORMATION SYSTEMS**

(M I S)

**ARE
NECESSARY FOR EVERY BUSINESS.**

**WE OFFER MORE
ADDITIONAL
TRAINING IN THE FOLLOWING AREAS:**

- * Economy of paper work, handling and flow of who handles what and when.**
- * How different forms are handled and stored for sales, marketing, patients from computer.**
- * Monitoring results/controls with different statistics for sales, cash, operational costs, for budgeting.**
- * Charts and the use of the computer for all to monitor for sales/consultant follow up.**
- * Patient dispensing, follow up records and CYA documentation.**

- * Lists and records of promotions , sales results, and cost effectiveness needed for future promotional budgeting/planning. Marketing effectiveness to also include consultants success and costs .**

- * Measurement of cost effectiveness and sales successes ratios.**

- * How to handle things once and learn to place items commonly used at the point of next use.**

- * Handling appointments for dispensing an other deliveries.**

- * Documentation for potential patient and other office problems.**

This list of GS ANDERSON CONSULTING INC training venues is by far not all inclusive. This general list is often requested by your competitors out in the field.

THEY WANT TO DOMINATE THE MARKET FIRST!

**Offered here, is just an example of
what is available on our 60 subject index.**

If you would like more information:

**CONTACT
GS ANDERSON CONSULTING Inc.**

EMAIL US AT:

GARYHEAR@AOL.COM

OR

JUST CALL US:

210 - 896 - 3030

WE ARE VERY HAPPY TO HELP YOU.

**The objective is to train you to be the dominant force
in your hearing aid market !**