

OPERATING METHODS FOR YOUR DISPENSING OFFICE

GS Anderson Consulting, Inc.

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OPERATING METHODS FOR YOUR DISPENSING OFFICE

The ability to function properly in each individual office will vary greatly depending upon the skills and ability of those that are implementing your business plan. Each office must be tailored to the limit of each of those working with you.

Prior to setting your business plan into forward motion, have meetings with hearing aid manufacturers or different vendors in related fields.

This fact finding mission is to broaden your scope and seek new ideas. Pick the minds of those outside your field and institute new variations on old methods. These are non competitors and you should feel comfortable sharing your operating plan and they will do the same. Join the Chamber of Commerce in your area for added exposure and web building.

New information and management methods are sometimes considered, in other words, "thinking outside the box." Your objective should be to learn how to accelerate the buying process effectively.

HOW TO ACCELERATE THE CLOSING PROCESS.

Open House programs, for example, will generate mass quantities of business in one week. Excess of \$75,000 in sales in one week for an individual office is not uncommon with GS Anderson Consulting Inc.

Find the authority or leading person in the industry and pick his brain for new ideas for any new sources of business from different marketing areas.

Discuss different options and methods with the purveyors for different types of business *approaches*.

Suggestions and opinions that are common in their business may be something you can use without having to spend seed money for testing.

THINKING PROCESSES that are "OUTSIDE THE BOX"

This is conceptual thinking that does not deal with tangible issues. An example is; "What it can be," rather than, "What it is."

Be able to think "outside the box" by transforming your ideas and attitudes into written business goals. Stay the course. Write the objective or the very largest part of that goal will fade into compromise. This requires deep thinking and ambition.

**Think of concepts rather than objects.
THE CONCEPT OF DEEP THINKING**

The consultant needs to be able to paint a big picture in an interesting enough way that will hold that prospect's attention. That picture should identify the way the consultant wants the prospect to see your program.

This is a very difficult concept to describe. This presentation will be in more outline form for your own interpretation based upon your clinic and employees.

Deep thinking is imaginative, creative and conceptual. An idea must be approached from every direction with every possibility. It must be non-linear, and time for that type of imaginative thought must be planned for and undisturbed. Schedule time for yourself to do so.

An example of this thought is pre-emptive sales and marketing presentations, also called Zero Sum Gain. That is to say, you set the buying process up so that if your office is not able to "sell" the hearing aids, no one in your drawing radius will benefit either.

Then the only logical choice for the prospect is to return to your clinic when he is more motivated to do so.

When relating your ideas to prospects, patients, employees, and others, present your ideas with the "big picture" image that the target person can relate to. Use metaphors, similes, and analogies to give that person the opportunity to superimpose himself into that situation you are presenting.

"A picture is worth a thousand words" is a statement that appears to fit here and because of the traits of the hearing impaired this concept especially applies.

In a presentation to a patient or prospect, a short story about your experiences or thoughts will keep that person on track with your thinking and YOUR MESSAGE.

PEOPLE WANT TO BE TOLD WHAT TO DO! They pay you to make them hear better and how to do it.

STRATEGY OF ZERO SUM GAIN THINKING

Your objective here is to be the thorn in your TNS's side by keeping the unsold prospect up at night wondering about hearing problems.

You should prepare those seeds in your Zero Sum Gain Thinking Strategy in advance (if you don't make revenue gains no competitor in your drawing radius will either)

Zero Sum Gain seeds are designed to cause fear (insecurity) in the client if he does not buy from you. Those seeds should alarm the prospect when they find out what you said would happen elsewhere, does actually happen. This is called a "memory point."

They will be back!

The non-competitive manager (tactical or reactive type) will try to copy only the ideas that he can "steal" from the closest competitor. Rarely will they do the deep thinking required to develop their own "nuggets" of sales advantage. They may take your plan and use your ideas if they can figure out what you are doing. REMEMBER: Loose lips sink ships.

Find the holes in *their (competitors)* business and develop new conceptualized positions that you use against them.

Also, determine what you respect about their business and emulate those attributes in such a way that it does not *look like* you're copying.

PAINTING THE BIG PICTURE OF YOUR BUSINESS

Growth planning has a specific component that tactfully must be placed in the minds of all those you deal with.

The first thought you must plant is what you believe to be true. You must believe that you are dealing with the best there is in hearing correction and staff capabilities.

Believe that your product and service are better than the competitor's. When you take a patient from your competitor you are doing the patient a great service. Believe that you are changing their lives by saving the patient from less than good hearing by becoming your patient.

Your ability, service, and the correction that you provide for the patient must continue to remain far superior to your competitor's methods.

Most people struggle with the wrong questions. They do not have a clear picture in what direction they should proceed . What am I supposed to do? Who? Why? When? Where? How? They should be asking, "How soon?" and "Why not now?"

Partnering or limited liability partnership arrangements with your consultants can be an excellent path for growth. They can also be dangerous arrangements if not legally designed properly.

Vested interests in your clinic by those specialists working, insure that if they win, you win. They become willing to take the liability, the responsibility, and day to day issues that management presents.

Long term, capable specialists and strong qualified newcomers may want to own a part of the business increasingly with time.

Such arrangements should be negotiated in conjunction with your CPA and attorney, then agreed upon with the consultant.

This method can afford you growth in an exponential way with multiple offices.

GOLDEN HANDCUFFS

Reasons for a partnership with your consultant are as follows:

- 1. May limit some of your liability**
- 2. Planning and follow through are two fold in the office**
- 3. New ideas brought to the table**
- 4. Golden handcuffs help to keep key personnel**

5. Strategic alliance and goals
6. Growth can be accelerated
7. Success oriented with vested interests

DEVELOPING FUNCTIONAL TOP OF MIND AWARENESS

This concept is designed to create the image of *your* company with any specific "reminder" in the marketplace. This image is called "top of mind awareness." A memory point will trigger this "top of mind awareness" thinking.

Logo development is the principle that McDonalds uses as an example. Everyone knows that the golden arches means "hamburgers".

Create and use a personalized concept (or logo) for your area.

One example that we are familiar with is one developed by us, and it is:

100% FREE TRIAL OFFER.
You will be 100% satisfied within 30 days
or
you get a 100% refund.

"Oh that's the hearing aid guy on 14th street", is the association we wish to make with this presentation.

Such "top of mind awareness" business philosophies, are a fundamental way to achieve the basis for your selling criteria in the local markets. This presentation was designed to open opportunities to solve hearing problems.

The words AID or HEARING AID were almost never used in the promotional materials because the sale was hearing not hearing aids.

Logo or sales associations with your company that reinforce top of mind awareness, such as the above, creates so much interest that you could be in the position to refuse the business that you do not choose to pursue.

You can qualify your leads with a much higher degree of end result potential.

This type of offer will afford you the opportunity to "scare" the prospect. "If you get help elsewhere, they may keep some of your retirement money!"

This fear from the lack of security motivates seniors 10 times more than anything else.

MOTIVATE PROSPECTS TOWARD THE SALE:

One tactic is to use the hierarchy of needs described in many other areas of the manual.

Fear and pain are identified during the Discovery or Diagnostic portion of the sale and prepare you for the solution for correction.

“Do something now or your hearing clarity may become another family argument.” The rest of the family suffers the way the patient is suffering at this time with that hearing problem.

This suffering is what you are trying to elaborate and agree upon so that you can quantifiably “fix” with your hearing prescription.

The prospect must feel that their best position is to use you, the consultant, for better hearing or “who knows what might happen elsewhere. ”

These tactics get the interest or intrigue of the customer and will afford you the opportunity to continue with the process of hearing correction.

**THIS CONCEPT CAN BE DIFFICULT TO DEVELOP
IN YOUR CLINIC.
IT REQUIRES THE FULL COOPERATION
OF YOUR STAFF AND YOUR
FULL COMMITMENT.**

**SHOULD YOU NEED HELP WITH THIS PROCESS,
WE ARE VERY WILLING TO HELP YOU.**

JUST CONTACT

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OR

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WE ARE VERY EXCITED TO HELP YOU !