

OBJECTIVE STATEMENT

GS Anderson Consulting, Inc.

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OBJECTIVE STATEMENT

The purpose and intent of this operations manual is to train anyone who is dispensing hearing aids, to increase their sales volume and decrease their return rate.

When this is accomplished through the open house sales and training program, we both win.

This manual is designed to address many different problem areas ranging from office selection to training, marketing, salesmanship and different operational controls.

Normally an "Open House" program is a five day event which affords us the opportunity to train in any of the approximately 60 different focus areas offered.

As the program evolves, we can hire some of the already pre selected candidates to follow my Operations Manual and then share the profits with that GS Anderson Consulting "Closer."

Having traveled to scores of different open house venues and dealing with hundreds of different consultants across the country, we find that most (99%) are inept to say the least.

The market for the open house program is vast. In almost each and every case, comments such as, "If only I knew how to do this, I wouldn't have to pay you", are most common.

Both the owner and the consultant want to increase profits and neither of which have a clue as to how this is done.

The normal and customary "fees" paid to the open house company are fairly consistent at 15%. Of that 15%, 9% is paid to the closer and he is responsible for all of his expenses, and 3% is paid to GS Anderson Consulting Inc., and we provide the promotional materials and management for the Open House Event. 3% is refunded to handle cancellations from the Open House Event.

Having experienced hundreds of promotions in my personal office and collecting countless ads from around the country, we know what works.

When the program is presented to the owner, consultant or audiologist, the direct mail that we developed will be used after being tuned to their particular market.

We can offer them “training and guidance” to your or to your consultants to the point at which they will be present in the room while we sell.

The charge for one week of intense OJT, will be an additional 10%. The normal net profit in an open house is 45% so they make money, they learn how to market and sell and they will feel that they do not need my services again.

HOWEVER, when they see the depth and breathe of the work we have composed in the Operations manual, they will want further training in other areas. Remember, in almost every case we have heard from sales consultants that, “If I knew how to do this, I’d be out of here!”

Another source of business would be the consultant that replaces the owners “graduate consultant” now on his own

Greed and fear are two of the most motivating factors that will cause them to justify our services.

Fear that their competitors will be trained and dominate the market that they are in, will influence their decision to contract us.

Greed will be the motivator that will push them to learn how to correctly do the program, and then not have to pay us again. They will be “paid” to be trained with the 20% net left after we are paid.

The program will be presented to the owners in this way:

- 1. Be paid to learn how to:**
 - * Increase sale**
 - * Market hearing aids to dominate market**
 - * Train all office personnel in sales**
 - * Organize their operation**

- 2. An outline of the different topics available will be sent to dispensers that answer the ads we place in the trade journal and direct mailed to them.**

They will select those topics which they feel are most important to them.

- 3. I will insist that they fill our pre determined market survey before we commence.**
- 4. A competitor analysis that we have developed will be filled out by them also.**
- 5. A predetermined staff assessment will be presented to us for review.**
- 6. A "Results expectation" will be needed prior to engaging our services.**

With all of the above information presented to us prior to contracting the open house program, we will know what we are dealing with.

We will also know what additional training we can suggest (sell) and the depth of that operations training will be needed.

This information analyzed by us will also help us tailor the marketing and sales campaign training to fit the clinic and environment that they are in.

Our general assessment of the average dispenser, be it an audiologist or a hearing aid consultant, is a highly disorganized individual. They are usually "flying by the seat of their pants," while scrambling for any sale they can get.

Dazed, confused, dejected and struggling because of that lack of technical knowledge for success, is the big picture of what is out there.

The profit margins are so high in this field that even by stumbling, they are able to survive.

Naturally there are different degrees of people dispensing hearing aids that we will target, and they are as follows:

- 1. Someone who been in the business 20 years and knows all there is to know about everything there is to know, but just can't seem to "get them in the door."**

- 2. The consultant or audiologist that talks the client to sleep and takes their wallet for a very "iffy" sale.**
- 3. Brand new consultants that have no idea what makes the whole thing work, but know that there are huge profits in this field, and want some of it.**
- 4. Struggling owners that cannot get a decent night's sleep because they are fearful of taking any risk with advertising money. Nervous Nellies...**
- 5. Older retirees that want one last encore before they are forced to sell out or quit.**
- 6. Audiologists that see their competitors eating their lunch and have no remedy to solve that problem.
(This includes dispensers and consultants also.)**
- 7. The dispenser that has been in the field for a few years and wants to venture out on his own.**

- 8. Countless variations of the above general profile ranging from those that know it all to those that admittedly want to learn more.**

This Operations manual is written so as to address those many different personalities in the field.

Remember that there is only one requirement to sell hearing aids in this country, and that is a high school diploma.

Considering that there are approximately 15 times more consultants than audiologists that fit that high school educational level, this book must be presented to them at their level.

This writing is designed to help us edit the Operations Manual, to fit the market we are targeting.

Thank You

**Gary S Anderson
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***THIS CALL COULD CHANGE YOUR LIFE !
OR MORE INFORMATION:
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OR

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***WE ARE SO HAPPY TO HELP
YOU
DOMINATE YOUR MARKET !***