

## **10.                   EVOLUTION AND MECHANICS                                           OF THE                                           HEARING AID SALE**

**GS Anderson Consulting Inc. starts this 50+ page section with some history of the hearing aid salesman. Why we are looked upon as “used car” hawkers and shysters, is not a mystery.**

**Read this opening section to get a perspective of how the senior hearing impaired prospect may view your sales interview.**

**Following this short evolution is the entire sales presentation in a step by step sequence. Throughout the presentation you will be shown the different sales phases interjected, for your organization. This particular presentation is presented in outline form.**

**The balance of our other manuscripts are highly expanding each very important area in this presentation.**

**The four interview hurdles to overcome will lead you to the salesmanship process necessary to make your patient happy to pass his 30 day trial period and then send referrals.**

**The mechanics of the sale and how each person in the office becomes an integral part of that sale is explained in this highly detailed section. How it all works, is the objective here...**

**Everything and everyone are part of the sales process. Exactly what each person is to do and how, are chronologically explained. The four phases of the interview are also presented in this sales process.**

**We want to show you why another sequential phase cannot be started until the previous phase has been successfully completed.**

**This is all done without  
excessive dispenser conversation.**

**This is a very important section that helps identify  
the format of your presentation.**

**It is crucially important** that these steps are followed  
in sequence so you can dominate your market  
and become part of the  
20% of the dispensers that sell 80% of the instruments  
nationally !

We are so willing to help you with this, and by  
reading this expanded section you will see how to become part  
of the  
top producers in the country !

We are going to help you dominate your market and  
***MAKE YOUR COMPETITORS BEG FOR MERCY !***

***Read more and call us !***

***210 - 896 - 3030***

**OR**

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