

12. GENERAL JOB DESCRIPTIONS ~ DISPENSING OFFICES ~

Everyone in your office is a salesperson ! Everyone in your office must continue to be taught to be a salesperson on an ongoing basis.

Those offices that dominate the market realize that all of the other people involved in the dispensing of a hearing aid control their paycheck.

All offices are different for every reason imaginable. This writing does not generate specific job duties.

This section is designed to identify exactly what each office person or station in that office is to accomplish. What the objective of each patient contact person is and how to get there is our intention with this section.

EXAMPLE: The Personal Care Consultant must know what their goals are in preparing the prospect for the sales interview with the consultant.

This very important section is critical to the, "Big picture" viewed by the prospect. You must paint that picture clearly and easily to proceed with other aspects of the sale.

This important section helps to make everyone in your office a sales person.

It is important that you read more about this.

Call us if you have questions !

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