

2. **AUDIOGRAM USED THROUGHOUT THE CLOSING PROCESS**

The new "Closing Process" is primarily used throughout your entire patient/dispenser relationship. This dynamic new process we have developed has two completely different sales formats.

There is the intangible and the tangible portion of this new presentation and will be performed simultaneously.

In the section we will discuss your tangible presentation. We will use the prospect audiogram as part of our sales tool.

Tangible support and demonstrations will assign your authority position through the superior knowledge position you have and will demonstrate.

With a documented and confirmed hearing problem, your findings will be permanently identified on the audiogram. Any future problems or findings can be referred here as your reference.

Changes to the hearing or hearing problems will be noted and supported by your documentation. This documentation will be used as your professional guideline and position.

We will show you exactly how to use this in your presentation as a wonderful sales tool !

Read more about this and call if you have questions or need help

**Just call us:
210 - 896 - 3030**

OR

**E-Mail us:
GARYHEAR@AOL.COM**