

**20. HEARING AID SALES AND OFFICE  
GROWTH  
THROUGH TRAINING**

To be able to train effectively, YOU must also be an expert in this field. This does NOT mean that you have 15 years experience making the same mistakes over and again.

You must have huge exposure to national markets and trends in salesmanship, marketing and clinic management.

This manuscript shows you exactly how to set up a training schedule and how to manage it. From O.J.T. to technical sales and operations training you will feel more secure knowing that you have followed our rules and guidelines right down to our time management program !

This program includes sections on how you maintain management control and how to hold company meetings.

**ALL IMPORTANT :**

You just cannot hire a consultant or audiologist and show them where their desk and bathroom are.

You must properly train  
for sales and management success.

**REMEMBER !**

*Your degree of correct training will determine how  
you spend your retirement years !*

*If you DO NOT want to be one of those that say, "I  
just can't afford a hearing aid," when you are older.*

*Just read this manuscript and call if you have questions.  
We are happy to help.*

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