

21. HEARING AID SALESMANSHIP - THE OLDER VERSION -

Years ago, hearing instruments were relatively inexpensive compared to today's price for help. The stigma that only "old" people wore hearing aids was prevalent, which led to huge resistance to the purchase of instruments from what looked like used car salespeople.

The consultant was taught to "bond" with that prospect to show that they were "friends" and that the consultant could "be trusted."

Long dissertations about hearing maladies and audiogram explanations were an attempt to use that audiogram as their tangible sales tool. (The joke in the industry in the 1980's was that you would put them to sleep and steal their wallet.)

Today's prospect/patient is younger, more business savvy and highly informed through the use of the internet. The patient to be, is armed with more information which allows them to "shop," than ever.

YOU MUST BE PREPARED TO CHANGE YOUR PRESENTATION, OR FALL BY THE WAYSIDE !

This is not to insinuate that the old presentation is all wrong, however it must be revised to fit the new prospect and the new marketing designed to get that prospect in front of you.

At \$6,000.00/per pair, that hearing impaired prospect does not care if you are his friend or not. He is interested in results without the hearing aid salesman's presentation or image.

You must learn to demonstrate your expertise in the many different outlined phases of this new presentation. Your new sales presentation using some of the "old methods" will pre-empt those "killer objections" that stop you dead in your tracks !

***LEARN TO ADJUST YOUR OLD PRESENTATION
TO FIT TODAY'S
MARKET AND SAVVY HEARING IMPAIRED
BUYER.***

After reading this section, you will be able to communicate with this new buying mentality. You will understand what makes the new prospect react to your new presentation by understand the less successful older methods.

**THIS INTERESTING SECTION IS QUITE NECESSARY
because
understanding where you have been will help develop the
change necessary to chart your new course.**

**IF YOU NEED HELP AFTER READING THIS SECTION
WE ARE SO WILLING TO HELP YOU.**

IF YOU NEED QUESTIONS ANSWERED.

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

OR

**EMAIL US AT:
GARYHEAR@AOL.COM**

We are more than happy to help you succeed !