

22.

***HOW
PATIENTS AND CONSULTANTS
THINK***

This is PSYCHOLOGY 101 ! It is imperative to always consider how the person you are talking to is interpreting what you are saying not only verbally but visually.

What picture are you painting with your words or presentation? Are you digging yourself a hole to fall into or are you hitting the "Hot Buttons," that are all important to your interview? These are important questions indeed !

How do you see your self? Are you a salesman selling hearing aids which are little electronic plastic "things," or are you solving hearing problems ?

How does that prospect see you? What is their first impression ? Are you perceived as a "medical" professional or a huckster selling used cars ?

MOST OF ALL SELF THOUGHT IS NEGATIVE !

The prospect has in his mind that he is making a BIG mistake and you are a bum for selling him "XYZ" ! Buyers remorse starts to fester and now the big problems arise.

With our program, learn to demonstrate or prove that what you say will actually happen and learn how to make the sale "stick."

Your natural tendencies to be too over critical of yourself and your presentation will be significantly reduced. You will learn not to take the loss of a sale as testimony to your poor salesmanship.

Learn the effects of the subconscious vs. the conscious mind set. Subliminal messaging is how you will gain momentum in the NEW sales presentation. Guiding the way the patient thinks will create the desired footpath to success in fitting the hearing impaired.

**After you read this very important manuscript,
you will be able to present your expertise
with more precision and ease!**

***BY KNOWING HOW THE PROSPECT THINKS
YOU WILL KNOW HOW
TO PRESENT YOUR INTERVIEW SUCCESSFULLY !***

**IF YOU NEED HELP OR HAVE QUESTIONS
FEEL FREE TO CONTACT US:**

E-Mail us at:

GARYHEAR@AOL.COM

OR

Just call us at:

210 - 896 - 3030

**WE WANT TO SEE YOU DOMINATE
YOUR MARKET !**