

29. MARKETING HEARING AIDS

~ PRINCIPAL AND THEORY

Your marketing program in the hearing aid business must conform closely with the target prospects in your area and the ability of your staff in the office.

The marketing program, which we clearly define with further reading must include subtle changes based upon local market conditions.

THIS IS WHAT WE CALL THE PRO-ACTIVE MANAGEMENT APPROACH

This "pro active" management program we offer puts you in control of your advertising dollars. You will be able to quantify the advertising budget into a quantifiable "more bang for the buck," posture.

**YOU WILL UNDERSTAND HOW TO WORK WITH MORE
STRATEGIC PLANNING
AND
USE A TACTICAL APPROACH TO SPENDING MONEY.**

By understanding the key ingredients to this process your ability to function more effectively in your clinic will be greatly enhanced.

**LEARNING HOW TO THINK AND STRATEGIZE MORE
CLEARLY, USING OUR PROGRAM, WILL HELP YOU SET THE
NECESSARY BUYING CRITERIA, THAT YOU WANT YOUR
PROSPECTS TO HAVE.**

How to create the "WOW !" effect which motivates your prospects to the dispensing step is what we offer in this "MUST READ" section.

**YOU WILL UNDERSTAND HOW TO SET UP
YOUR
OFFICE IMAGE WITH TOP OF MIND AWARENESS**

Anytime a potential prospect hears about hearing aids or competitors advertising, he should think of your office and service. This is done with our office recognition system.

**IF YOU WANT EVERYONE IN TOWN TO THINK OF YOU
WHEN THE SUBJECT OF HEARING AIDS ARISE, READ
THIS SECTION TO UNDERSTAND HOW TO SET THAT
PROCESS UP.**

*IF you need help just
E-Mail us at:*

GARYHEAR@AOL.COM

OR

*Just call:
210 - 896 - 3030*

WE are so happy to help you !