

35.

**OPEN HOUSE
SET UP AND PROCEDURE**

**TRAINING MANUAL AND
GUIDELINES FOR THE OPEN HOUSE
CLOSING CONSULTANT**

**THIS MANUSCRIPT IS DESIGNED TO
INFORM
THE OPEN HOUSE CLOSER
HOW TO
MANAGE
AND
OPERATE THIS EVENT**

Each clinic employee and consultant will be taught how to handle their station during the open house event. You will realize and understand that this is new territory for them and they heavily rely on you, to guide the program.

You will be involved with office set up, flow of work, salesmanship procedures for all present, and your own personal closing abilities will be explained.

**YOU WILL GUIDE AND TRAIN
ALL
EMPLOYEES TO CONFORM
TO THE OPEN HOUSE PROGRAM YOU WILL MANAGE.**

*This manuscript contains your list of **VERY** important list of rules to follow. As the open house host, you do not want to be involved with a disorganized or unprofitable program.*

This list of very special rules to follow, contain the procedure necessary to sell as many prospects as possible while trying to eliminate any confusion and misunderstanding.

THE OPEN HOUSE GUIDELINES
SECTION WILL
TEACH YOU HOW TO ORGANIZE THE EVENT

This section of the manuscript will identify and explain how you train the resident employees and owner to operate while this open house takes place. Who does what, when to say what, what to do if, how do we do that, and what is next, are the subjects you need to cover during an open house training session prior to opening time.

This training manual will become all important to you when you are learning to become an open house closer or host.

Included is the theory behind all of the instruction you will present, in addition the tactical explanations to the employees will be simple to present.

The flow of work will be explained and understood before the first prospect is seen. Ultimately important and absolutely necessary is this training. Remember thousands of dollars are at stake during this Open House Event.

**SHOULD THE OFFICE BECOME OVERBOOKED,
YOU MUST
HAVE THE RESIDENT CONSULTANT
DO SOME OF THE TESTING !**

You must know what to teach that consultant what to test, and never allow him to know your presentation or he will no longer need your services !

**ALL OF YOUR GUIDELINES
AND
SALES PROCEDURES ARE LAID OUT FOR YOU
IN CHRONOLOGICAL ORDER .**

**YES
HOW TO SELL HEARING AIDS IS 30 MINUTES OR LESS
IS AN ART FORM IN ITSELF.**

**YES
WE TEACH YOU THAT PROCESS ALSO !**

**TO BECOME A SUCCESSFUL OPEN HOUSE
CONSULTANT you must read this manuscript !**

**After you read this very thorough information, should you
have any questions please contact us at:**

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

OR

**JUST CALL US AT:
210 - 896 - 3030**

**WE ARE SO HAPPY TO HELP YOU BECOME
A SUCCESSFUL
OPEN HOUSE CONSULTANT !**

(REMEMBER IT GETS YOU OUT OF THE OFFICE TOO !)