

**41. PRO-ACTIVE VS. RE-ACTIVE
CLINIC
MANAGEMENT**

**OPERATING A HEARING AID BUSINESS
IN THESE TIMES
IS A DIFFICULT PROPOSITION INDEED.**

The competitive nature of the business is extremely high because of the wide profit margins that the sale of your services and hearing aids command.

***YOU MUST MAINTAIN A PRO-ACTIVE POSTURE
AND STAY AHEAD OF THE COMPETITORS
who would otherwise be pleased to take
your share of the market.***

This section of the training manual is designed to help you identify the difference between pro-active management and re-active management.

***LEARN TO MAKE THINGS HAPPEN
RATHER THAN
LET THINGS HAPPEN***

***EVERYONE KNOWS SOMEONE WITH A
HEARING PROBLEM***

***You must know how to generate more prospects
through your efforts, rather than hope someone walks through
your front door.***

***WE TEACH YOU HOW TO DEVELOP
YOUR PRO-ACTIVE MARKETING AND MANAGEMENT
PROCESS TO ENHANCE SALES
WITH THIS MANUSCRIPT***

**We also teach you to implement this pro-active strategy
with our "Twelve ways to implement new procedures
in your clinic."**

LEARN TO MAKE THINGS HAPPEN !

***IF NOTHING SEEMS TO BE HAPPENING
IN THE CLINIC FOR YOU
OR
YOU CAUGHT YOUR SELF SAYING,
"IF I COULD ONLY GET PEOPLE IN FRONT OF ME,"***

THEN READ THIS MANUSCRIPT !

***IF YOU NEED HELP
PLEASE FEEL FREE TO CONTACT US AT:***

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

OR

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

WE WOULD LOVE TO HELP YOU !