

**46. QUICK REFERENCE TO DEMOS  
STEPS TO CLOSE !**

**Over the decades, a size comparison of the hearing aid was considered to be the best demonstration, and was it !**

**Folks, times, prices, technology and information available to the hearing impaired consumer, have changed.**

*In today's market, you MUST demo every phase of our program to enhance the sale. You will demo the product as often as possible without exceeding their saturation point. To exceed that point will cost you the sale and waste your time.*

**YOU WILL USE THE CORRECT DEMONSTRATION  
NECESSARY TO MAINTAIN  
THE MOMENTUM OF THE SALE.**

**YOU MUST KNOW WHICH DEMONSTRATIONS  
ARE APPROPRIATE FOR YOUR  
CLOSING PROCESS**

*Clearly defined in this manuscript are specific instances where the demonstrations are necessary and which demonstrations to use.*

*Not only do we tell you which demo to use but we also explain, in detail, how to perform that demonstration. What to do, when, how, why and where are strongly emphasized in this portion of our manual.*

*We also explain how to use your silent salesman to demonstrate your service. This is very important in your closing process. All resources must be available to you to increase your closing rate and price.*

**WE WILL TELL YOU WHAT QUESTIONS TO ASK WHEN  
INTERVIEWING PROSPECTS,  
SO THAT YOU ARE ABLE TO CORRECTLY  
DEMONSTRATE YOUR PRODUCT.**

*It is all important that you establish the "buying parameters" with the appropriate questions. This will afford you the opportunity to perform your necessary closing demonstration(s).*

*You lead the parade !*

**IT IS CRUCIAL THAT YOU REMAIN IN CHARGE OF YOUR  
PATIENTS. THIS WILL BE DONE BY CONTINUOUSLY SOLVING  
PROBLEMS THROUGH THE USE OF DEMONSTRATIONS.**

*Justifying the cost of the hearing aid is a powerful demonstration that must be done correctly. Using our proven methods will highly REDUCE your returns.*

**YES**  
*we show you how to do this too !*

**OUR OBJECTIVE WITH THIS WRITING IS TO HELP YOU  
WITH YOUR SALES INTERVIEWS  
BY USING THIS QUICK DEMO, REFERENCE.**

***THIS REFERENCE MANUAL IS DESIGNED TO  
OPEN THE DOOR TO THE HUGE NUMBER OF DIFFERENT  
DEMONSTRATIONS WE OFFER !***

**We want you to become part of the top 20% of those  
dispensing hearing aids. These are the folks that DOMINATE  
the market and sell 80% of the instruments dispensed.**

**TO SELL,  
YOU MUST DEMONSTRATE !**

**If you have questions or need help with demonstrations  
necessary to closing hearing aid sales,**

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

**OR**

**E-Mail us at:  
[GARYHEAR@AOL.COM](mailto:GARYHEAR@AOL.COM)**

**We are always so happy to help you !**

***THIS IS A MUST READ !***