

5. COLD CALLING YOUR FILES

**YES ! EVERYONE HATES to cold call patient files !
When done incorrectly the *salesperson* takes the negative responses from the prospect as a personal failure.**

WE teach you to have armor plating and how to dramatically improve your call/success rate ! YES, less hang ups mean more appointments. This section contains REAL DIALOGUE for hearing appointments, that apply to all dispensers in our industry !

**We are very happy to share this with you !
If you have questions**

**Please call:
210 - 896 - 3030**

OR

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