

**50. SEVEN STEPS TO THE SALE
DESIGNED
FOR THE BEGINNER**

***SO YOU FINALLY GOT YOUR LICENSE
AND NOW YOU ACTUALLY HAVE TO
MAKE A LIVING !***

~ CAN YOU IMAGINE THAT ~

Everyone has to start somewhere in the sales program. Hopefully you were given some sales training, unlike some dispensers we have seen out there. The probability is that the sales trainer is not up to date with the latest sales techniques.

We want to give you the ability to make your way through any sale with confidence and success. The seven step process that we explain here is designed to do just that.

***YOU HAVE A CHOICE HERE AT THIS POINT
IN YOUR LIFE...***

You can be one of the 80% majority out there that sell 20% of the hearing aids or, you can become a major hitter that is part of the elite 20% that sell 80% of the instruments dispensed. The choice is yours...

***THESE SALES TECHNIQUES
AND
OUR FAMOUS SALES TRAINING PROGRAM
WILL MAKE YOU THE DOMINATING FORCE
IN YOUR MARKET AREA !***

(PSSST: YOU WILL MAKE MORE MONEY TOO.)

Our organized and proven sales program is backed by our 25 + year experience and exposure to hundreds of sales offices and audiology offices across the country. We are willing to share this program with you if you would like.

**WE START WITH THE
ALL IMPORTANT
GROUND RULES IN THE SALES PROCESS**

These rules are presented in detail so that each step is very clear for you to follow. We guide you through each of the four phases of the sales interview with detail and expertise.

You will learn what questions to ask and how to demonstrate your answers, should objections arise.

**THE SEVEN STEPS TO A SALE IS OUTLINED
WITH THE FOUR PHASES NECESSARY
TO CLOSE, ARE DETAILED.**

The psychology of the hearing aid sale is explained so you are able to recognize your momentum during the presentation. You will be able to handle the sales agreement and close with ease.

**THE ABILITY TO RECOGNIZE WHETHER THE SALE
IS EMOTIONAL OR LOGICAL WILL
GREATLY ENHANCE YOUR CLOSING
MOMENTUM.**

We teach you how to sell regardless of a logical or emotional buyer (or even a combination of the two).

We spend more time with the actual closing process here because the objective of "the seven steps to the close," is in fact the conclusion of the sale.

WE ARE VERY SPECIFIC AS TO WHAT YOU SHOULD SAY AND DO AFTER THE CLOSE.

If you have any questions or 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 WANT YOU TO THRIVE
AND
WE WANT YOU TO WIN !**