

**53. TELEMARKETING GENERAL  
SCRIPT**

***YOUR OBJECTIVE IN TELEMARKETING IS TO OPEN LINES OF  
COMMUNICATION. THESE LINES INCLUDE PROSPECT  
CONTACT AND PATIENT INTERACTION.***

***Through effective telemarketing techniques you will  
reduce the amount of telemarketing you will actually have to  
perform.***

***TELEMARKETING TO THE GENERAL TARGET MARKET  
IS ABSOLUTELY NECESSARY.***

***YOUR OBJECTIVE IS TO REINFORCE  
YOUR MARKETING PROGRAM  
AND  
MAKE APPOINTMENTS  
FOR NEW BUSINESS.***

***Although the "no show" rate for telemarketed  
appointments is high, the calls will help to draw attention to  
your business, and also to other types of advertising you are  
doing.***

***THROUGH OUR PAST EXPERIENCE  
WE CAN GIVE YOU  
SOME ESTIMATES AND SUCCESS NUMBERS.***

*This is of course dependent upon how detailed or organized your telemarketing script is. At our disposal, is a tried and true telemarketing script that is as effective as any we have seen. We can make that available to you also.*

**OUR TELEMARKETING SCRIPT  
INCLUDES:**

- \* *Your presentation*
- \* *Written format for each call*
- \* *How to handle objections*
- \* *How to make appointments or how to close*
- \* *Success ratios per telemarketer for incentives*
- \* *The do's and don'ts when telemarketing*
- \* *Mastering your voice and presentation*
- \* *And much more !*

**IN THE MANUSCRIPT  
WE REVIEW ALL OF THE DIFFERENT TYPES  
OF TELEPHONE CONTACTS  
NECESSARY IN A DISPENSING OFFICE**

*We cover each type of prospect or customer contact from the "cold call" to the "annual hearing aid evaluation," call.*

*This is presented in great detail so that you can become proficient and successful at this most important part of our business.*

**WE CAN HELP YOU CUSTOMIZE THE  
TELEMARKETING SCRIPT  
TO FIT THE PERSON  
DOING THE CALLING !**

**REMEMBER WHEN THE PHONE RINGS  
IT MAKES THE SAME SOUND  
AS THE CASH REGISTER !**

**WHEN YOU READ THIS MANUSCRIPT AND FIND OUT  
HOW TO GREATLY IMPROVE YOUR PROSPECT CONTACT,  
YOU WILL ENJOY  
MORE SUCCESS AND PROFITS FROM OUR INDUSTRY**

**SHOULD YOU HAVE ANY QUESTIONS OR NEED HELP**

**PLEASE CONTACT US AT:**

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

**OR**

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

**TELEMARKETING HELPS YOU IMPROVE  
YOUR MARKETING EFFICIENCY  
WHEN DONE CORRECTLY.**

**~ CALL US ~  
WE ARE GLAD TO HELP YOU WITH THIS !**