

**54. TELEMARKETING SCRIPT
~ HEARING AID PROSPECTS ~**

**NO ONE HATES TELEMARKETING
MORE THAN
YOU AND YOUR STAFF DO !**

The reason for that is because it is done incorrectly and the amount of "hang-ups" and rejections is VERY high. After a while, one would tend to take those rejections personally and this is where the discontent with telemarketing enters.

**THIS MANUSCRIPT CONTAINS ONE OF THE
MOST EFFECTIVE TELEMARKETING
SCRIPTS KNOWN IN THE
HEARING AID INDUSTRY !**

This script is perfect for our target market. It is tried and truly effective. The number of "positive responses" far out-numbers some of the telemarketing presentations, we have witnessed.

As you know, when success is generated from any type of repetitious endeavor, enthusiasm builds and success continues to become enhanced.

**WE PRESENT A THOROUGH
EXPLANATION
WHICH IS DESIGNED FOR YOUR TRAINING PURPOSES**

In this day and age it is important to spend time with your telemarketing people. Teaching them to operate this highly organized script, will generate more appointments for you.

Your cost to telemarket will drop because all of those new appointments will fill the available time allotted for testing.

This organized training will also teach the telemarketer to create a "positive image" of your company and you.

The "Do not call," lists must be adhered to by the telemarketer. Training will reinforce the legal ramifications of calling people on that list.

***WE STRONGLY SUGGEST THAT YOU ALSO READ
OUR SEVERAL OTHER SELECTIONS
OF OUR PROGRAM FOR
SIGNIFICANTLY MORE IN-DEPTH
TRAINING !***

The telemarketing guide we offer in this section closely coincides with our script. The guide is broken down into sections that are thoroughly explained so that you are able to use it for training purposes.

***KEY QUESTIONS ARE USED
FOR OUR SPECIFIC
TARGET MARKET***

The questions are organized in chronological order designed to "ease" the prospect into making an appointment with the third party present.

***THIS "MOST IMPORTANT" TRAINING IS
ABSOLUTELY A
"MUST READ" FOR YOUR CAREER.***

You get more "bang for the buck," by saving time and money when telemarketing is done correctly.

**WHEN DONE CORRECTLY, YOUR BENEFITS
WILL BE:**

- * **Your employees will be happier and more willing to the telemarketing.**
- * **Your sales will increase at a fraction of the cost per test.**
- * **Your employees will spend less time on the phone and labor cost will drop for marketing.**
- * **Employees will have more time for other duties.**
- * **Everybody wins !**

***YOUR INVESTMENT IN THIS SECTION
WILL WELL PAY FOR ITSELF
THIS IS A MUST READ !***

Should you have questions or need guidance for special circumstances, we are so willing to help you.

JUST CONTACT US

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

OR

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

**We want you to dominate your market.
We will help you!**