

**57. THEORY AND OBJECTIVES
DURING
A SALES INTERVIEW**

**THIS MANUSCRIPT MAY NOT FIT DIRECTLY INTO OUR
OTHER AVAILABLE CATEGORIES.
HOWEVER, THE FOLLOWING CONCEPTS SHOULD BE
PERVASIVE THROUGHOUT THE "THOUGHT PROCESS,"
DURING
ANY SALES PRESENTATION OR INTERVIEW.**

**SOME OF THESE PHILOSOPHIES
ARE AS FOLLOWS:**

- * *You are NOT there to sell hearing aids. You ARE there to sell hearing.*
- * *You are helping people.*
- * *No one wants to BUY a hearing aid. They must be sold!*
- * *Many more tenants are presented in the manuscript to use as your guidelines for sales.*

**KNOW WHEN TO SELL HEARING AIDS
DURING
YOUR PRESENTATION**

There is in fact a very small percentage of your time when hearing aids are sold. Knowing when to perform that "selling" process is YOUR KEY, with these new dispensing methods.

WHO THEY BUY FROM AND WHY

Everybody that needs a hearing aid must deal with a professional that dispenses it. What qualifies you to be that person? Why do you think that you deserve their money? More importantly, why does the prospect think you deserve his money? And so on... We address many questions like this in this presentation.

WHO ARE YOU REALLY HELPING THE SPOUSE OR THE HEARING IMPAIRED ?

We agree, that is an interesting question and many arguments could be presented from both sides of the table.

HOWEVER, knowing the correct direction for the sales interview is an absolute must. We teach you how to determine who the real prospect is, in this writing.

THE RIPE FRUIT THEORY

This philosophy must always be used to determine whether business is available for you to market or not. We show you how to address this issue when you read this manuscript.

LEARN HOW TO DEVELOP PROSPECTS INTO SALES

YES, learn how to ripen the fruit a little faster with our presentation. READ this manuscript ! Digging for the pain is an art in itself, we give you the brush!

**THERE ARE TWO TYPES OF LANGUAGE TO USE
IN THIS INDUSTRY**

**GOOD WORDS
AND
POISON WORDS**

*Know which words will stop you dead in your tracks
when you do not even know it !*

**IF YOU HAVE QUESTIONS AFTER YOU READ
THIS PRESENTATION
PLEASE
FEEL COMFORTABLE TO CONTACT US**

WE ARE SO HAPPY JUST TO HELP YOU !

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

OR

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

***We want to see you dominate the market and
closing the close ones on the fence,
makes you win !***

GO FOR IT !