

**59. THE HEARING IMPAIRED'S GENERAL  
PERSONALITY PROFILE  
FOR SALES**

**~ SALES TOOLS ~**

**ARE YOU THE RIGHT PERSON  
TO HELP A HEARING IMPAIRED PROSPECT, WITH THEIR  
HEARING PROBLEM ?**

*In our opinion, that senior age group of those with a hearing problem, exhibit some unusual personality traits. Although it may appear unusual to some dispensers, our 25+ years exposure to this target market has taught us that certain traits of the hearing impaired are very consistent .*

*Prospects that have like traits, will do business with the consultant that they "feel" comfortable with. Likewise that consultant in their opinion "deserves" to be paid.*

**YOU MUST UNDERSTAND AND APPLY THE APPROPRIATE SALES  
TECHNIQUES NECESSARY TO ADDRESS THOSE TRAITS.  
ONLY THEN WILL YOU QUALIFY  
TO BE THEIR HEARING CONSULTANT.**

*Remember that the "hearing impaired," are people in need, and they "need" to have someone help them with their problem.*

*That hearing impaired person must have confidence in your ability and also feel that they can "communicate" their problems to you. Their methods of communication will involve several different types of that unusual behavior.*

**THOSE UNUSUAL OR PECULIAR AND PERVASIVE  
TYPES OF BEHAVIOR  
ARE PREDICTABLE, AND TARGET MARKET WIDE**

**WE LIST ALL OF THOSE PARTICULAR  
BEHAVIORS THAT PERTAIN TO  
THE HEARING AID INDUSTRY  
IN THIS READING**

*In our manuscript, we list those sales tools necessary to address those traits that all prospect and patient contacts, should include.*

**REMEMBER:** *These hearing impaired traits are pervasive through-out the entire market.*

*You will find that those individual traits are explained in detail and then referenced to every phase of your sales presentation.*

**YOU MUST REMEMBER  
HOW IMPORTANT  
THE TRAITS OF THE HEARING IMPAIRED ARE  
TO THE HEARING AID INDUSTRY !**

**THIS MAY BE YOUR MOST IMPORTANT READ  
IN THESE  
MANUSCRIPTS.**

***WE HIGHLY SUGGEST YOU READ  
THIS MANUSCRIPT !***

***~ IF YOU HAVE QUESTIONS OR NEED HELP ~***

***PLEASE  
FEEL FREE TO CONTACT US***

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***We want you take command of your target market  
and***

***dominate  
your competitors !***