

**60. TURNOVER FROM OPEN HOUSE CLOSER  
TO  
RESIDENT CONSULTANT**

***DURING AN OPEN HOUSE EVENT, THE VISITING SALESPERSON  
MUST TURN THE NEW PATIENT OVER TO THE CONSULTANT  
THAT WILL DISPENSE AND FIT THE HEARING AIDS.***

*This is the most important transition point in your sale.*

*You must be able to instill enough confidence in that  
hearing impaired person, to "allow" the resident consultant to  
"take over" the paperwork and other procedures.*

*We tell you exactly how to make this transition without  
jeopardizing the sale. The new patient must accept the  
permanent consultants responsibility's and direction.*

***WE WILL SUPPLY YOU WITH ALL  
OF THOSE AREAS THAT  
MUST  
BE TACTFULLY AND SMOOTHLY DISCUSSED  
WHILE IN THE NEW PATIENTS PRESENTS.***

*Our list includes the fundamental points to cover in  
detail, and the reasoning behind each subject. This discussion  
is designed to continue solidifying the sale.*

***ANOTHER SECTION ON SPECIAL CONSIDERATIONS  
IS PRESENTED FOR YOU  
TO CONTINUE TO SOLIDIFY YOUR SALE  
AT THE OPEN HOUSE EVENT.***

***REMEMBER: You must continue to build the patients confidence, in order to insure the union with the resident consultant. The strength of this union will reduce cancellations.***

***IN REALITY  
THIS IS ANOTHER DEMONSTRATION, WHICH IS  
DESIGNED TO "SELL" THE SERVICES AND ABILITY  
OF THE EMPLOYEES AND THAT PERMANENT  
LOCATION.***

***This manuscript is most important for the open house consultants and resident consultants to understand while hosting any promotional event. We explain exactly how this works so that you can help cast your new sale, in stone.***

***AFTER READING THIS SECTION, SHOULD YOU HAVE ANY  
QUESTIONS OR NEED HELP***

***PLEASE  
FEEL COMFORTABLE TO CONTACT US***

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

***OR***

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

***We want to help you be successful with your promotions !***