

7. DISPENSING SALESMANSHIP

As you have know from previous sections of this Operations Manual, there are different areas within our system in which you must apply salesmanship !

Starting with the marketing, to having your waiting room full of prospects then to agreement signatures only is a portion of your sale. Dispensing is where your sale starts !

You will learn to quantify the expense of the hearing aid with the results expected and documented !

An acquaintance in L.A. held open houses with other companies. They had very high return rates of approximately 30 % (however they NETTED approximately \$77,000 per open house). The resident consultants were not taught to sell at dispensing !

They had no idea how to demonstrate and sell at dispensing. After struggling, desperation would set in and consequently they would revert back to their old ways and lose the sale. This 30% return rate cost the owner of the office thousands of dollars because of his lack of training.

Knowing how to sell at dispensing through the use of appropriate demonstrations and ability is one of the final steps in the closing process.

Doing this correctly will decrease your returns and greatly increase your net profits.

We can show you how to do this with ease and expertise.

Contact us and make money !

Just call:
210 - 896 - 3030

OR

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