

## **8.                   DISPENSING METHODS                           TO                           REDUCE RETURNS**

This section of the **SALES AND MANAGEMENT** manual is the meat and potatoes of the business. This manuscript is *where the sale* is made, and we explain the tactics necessary to honestly and thoroughly fulfill the prospects expectations.

The GS Anderson Consulting Inc. manual specifically identifies the steps necessary and the theory necessary to sell/close at this stage. These are, "The nuts and bolts, and the, "How to," of one of the final sales processes, without being technical in any way.

This section is written so that the licensed consultant or audiologist can easily become part of the 20% that sell 80% of the instruments dispensed. Our objective is to put you at the top of the list in hearing aid dispensing.

This is one of the final phases in the sales process (remember you have not yet exceeded the states 30 day return privilege) that is critical to the owner or consultant.

This phase is designed to identify the process necessary to prevent you from having to refund money because of any lack of sales ability.

Some consultants or owners insist that high dollar deposits or "hard" contracts will secure the sale. Imagine yourself in front of a judge with a crying 80 year old woman who insists that she cannot hear ! Hopefully the newspapers will not find that situation out either ...

**WE are so happy to help you over this hurdle with  
our easy dispensing sales process.**

**Just read our many different  
success manuscripts !**

**WE are happy to help you.**

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