

# Jared Mace Script

New HAE'S

# NEW HAE CHECKLIST

- ☐ Did we make a positive first impression?
- ☐ Did we welcome them with a smile?
- ☐ Was the office clean and organized?
- ☐ Did we make them feel like a VIP?
  - Did we offer coffee, tea, water? If so, did we make it for them?
  - Did we open the door for them?
  - Did we get up and greet them?
  - Did we bring the paperwork to them?
  - Did we offer to hang up their jacket?
- ☐ Build rapport - What did you find interesting about them?

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- ☐ What did you have in common? (People, Pets, Places)

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- ☐ Did I get them to laugh?
- ☐ What brought them in?

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- ☐ Have they ever had their hearing tested before?
  - If so, when? \_\_\_\_\_
  - What were the results? \_\_\_\_\_
  - What was recommended? \_\_\_\_\_
  - If hearing aids were recommended, why didn't they buy? \_\_\_\_\_
  - What has changed since then? \_\_\_\_\_
- ☐ What kind of issues or difficulties are they having with their hearing?  
(Find their pain-this is the most important part!)
- ☐ Nod, Pause, Echo ("I'm having trouble in restaurants." --- "So you're having trouble in restaurants?")
- ☐ Why have you waited so long?
- ☐ Take notes. Listen attentively. Don't interrupt!
  - 2:1 ratio-Did I talk twice as much as they did? Yes or no?
  - Did I look them in the eye? What color were they? \_\_\_\_\_

- ☐ What are the 3-5 most important things they want to hear better?
  - 1.
  - 2.
  - 3.
  - 4.
  - 5.
- ☐ What did they know about hearing aids prior to coming in?
- ☐ Transition into testing-explain what the testing procedure includes
- ☐ Explain Audiogram
- ☐ Explain how our hearing system works
- ☐ Did I get them to see the importance of doing something sooner than later?
- ☐ Did I get them to see the importance of hearing aids?
- ☐ Otoscopy
- ☐ Test hearing
  - Pure tone air
  - Pure tone bone
  - Speech reception threshold (SRT)
  - MCL
  - UCL
  - Word Recognition
  - QuickSIN (Speech in Noise)
- ☐ Go over results (in layman's terms)
- ☐ Program hearing aids-Demo
- ☐ Go over features and benefits-use the ones that apply most to them
- ☐ Go over different options of hearing instruments and different payment methods
- ☐ Closing statement/Recommendation
- ☐ Handle objections
- ☐ Wrap it up
- ☐ Thank them for their business and welcome them to our family-ensure them that they are going to be in great hands
- ☐ Send thank you card
- ☐ Deliver as quickly as you can!

# Script

*Before bringing the patients back, make sure your office is clean and organized. Have your PCC bring in their paperwork so you can read over the questions they have answered. Circle in red points of concern. Read the notes in sycleNet so you can prepare mentally and game plan. Forget everything else and be in the moment with them. They are the most important thing at that time.*

Good afternoon! Thanks for coming in. Are you John Smith? It's a pleasure to meet you. And you must be Jane. It's nice to meet you. Are you guys ready?  
*(Look them in the eyes and smile when you shake their hand. Also, match their pressure of the shake-it creates a similarity. \*Don't match the limp fish or the hand breaker)*

So where are you guys from? Do you have any big plans for the \_\_\_\_\_?  
*Find a point of connection. Get them to laugh. Spend 5-10 minutes building rapport before moving on. Thank the wife for coming in. You want to get the spouse on your side. When doing the test, tell the spouse I can see why he/she is having difficulty hearing your voice.*

What brings you in today? *Ask questions to find pain. Nod, pause, echo. You want them to realize they are having trouble. You want them to acknowledge and admit they do have a hearing loss. -For instance, you marked your left ear is worse. How long have you had a loss in your left ear for?*

**\*\*\*Refer to the questions sheet.\*\*\***

How often does this happen? How does this affect you/make you feel? *Ask open ended questions. Peel the onion. Without getting pain, there is no need for a solution.*

Why have you waited so long to come in? *(This helps create urgency. If they marked on the sheet that they have noticed a hearing loss for the past 5 years, say*

Have you ever had a hearing test before?

- If yes, when?
- If not, why not?
- If yes, what were the results?
- If they had a hearing loss, why didn't they decide to do anything?
- Has anything changed since the last test?

**Transition:** Most of the time, when people come in for the first time, they ask me 3 questions. 1. Do I have a hearing loss? 2. Is it correctable? And 3. What are the costs to take care of it? Is it fair to say these are the questions you're wondering as well? We will test your hearing here in a minute to find out if you have a loss and if it is correctable. Depending on the type of your hearing loss and the severity is what determines the cost. Hearing aids range anywhere from \$800-\$5000 a hearing aid. *(You could say \$1,000-\$10,000 per pair instead of per aid. If they seem shocked, just blow it off. If they start asking about price, tell them you have to see what type of hearing loss they have.)*

**Explanation of Anatomy:** Let me first explain how our hearing system works. We don't hear with our ears, we hear with our brain. *(Point to Anatomy Diagram)* Sound travels in sound waves. Our ears catch those sound waves and send them down our ear canal. It then vibrates our ear drum and sends the sounds through these 3 tiny little bones. The sounds then go into our cochlea. This is where majority of people have their hearing loss. There are 20-30 thousand tiny, little nerves in your cochlea, they are little hairs, and they range from low tones to high tones. Sound goes in and stimulates those nerves and then instantly sends the message to the brain, which is why they have shown linkages between memory loss, Alzheimers, dementia, etc. with hearing loss. If these nerves don't get stimulated, our brain doesn't get stimulated.

**Can you see why we tell people if you have a hearing loss to wear hearing aids?**

Part of the reason I love doing this is because it's not just hearing, it's so much more. When a person has a hearing problem, the whole family has a hearing problem. I get to not only help people prevent memory loss and keep their mental health, I get to be a part of making that person's quality of life better. You can't put a price on hearing the grandkids laughter, being able to be a part of the group, the family get together. I've seen some amazing changes in

people. *(This is where you can show your passion for what you do. People love working with people who are passionate about what they do. They also like hearing that you have helped other people and have success stories. It adds credibility to you.)*

**Transition to explaining audiogram:** We're going to test your hearing and record the results on this audiogram. This is where it will all make sense. The numbers at the top of this chart are tones. From left to right, they go low tones to high tones. Everyone hears these tones differently. It's like a fingerprint. The numbers on the side are decibels, or volume. As we go lower, the sounds are getting louder and louder. Speech comes in at different tones. In the low tones, this is where you get the volume, the bass, and the vowels. This only equates for about 20% of speech. This is where you say I hear you. *(Write the word HEAR on the left side of the audiogram.)* But more importantly is being able to understand. We get all of our clarity in the high tones. That is where most of our consonants come in. If we hear well in the low tones but not in the high tones, we say I hear you, but not clearly. I heard you but I didn't make out what you said. If you don't hear the S's or the T's, you will wonder 'did she say she was going to bake a cake or take a break?' *(Feel free to change the wording or sentence but make sure to laugh. It lightens the mood.)* The only difference between pair, hair, chair, share, care, fair, where, there, tare, stair, is only one letter. A lot of words are like this.

We are going to test you at these different tones. We are trying to find the least amount that you can hear, so we will play sounds softer and softer and mark where you barely hear it. This tells us how long and healthy those nerves are. As they get shorter and shorter, it takes more volume to stimulate them and get the message to the brain. Right here at 0, this is 20/20 in the hearing world. *(Draw a bold line on 0 dB across the audiogram).* If the mark is above 25 dB, we recommend waiting a little bit longer. I do have some patients with hearing aids in this range because they notice every missed sound and they want to hear everything, but for the most part, we don't recommend getting help until it's below this, and the reason why is because you are missing out on certain sounds or certain letters that make speech clear. If the mark is from here to here, it is a moderate loss at that tone or frequency. If the mark is in this range, it is moderately severe. Like all health issues, whether it's a cold or diabetes or cancer, it's always better to take care of it sooner than later. Once we get into

the severe range, *(Draw a bold line at 70)* we don't know how successful it will be. The shorter the nerves get, the longer the person has waited to get help, the harder they are to stimulate to get the message to the brain. Once it's in the profound range, they are considered legally deaf in many states. Can you see why we tell people to not wait until it's they can't hear to get help. We can only work with what we have. Once it's gone, we can't bring it back. Does all this make sense to you? *(Get a YES response here.)*

**Transition to testing.** Great. First, I'm going to take a look in your ears and make sure I can't see all the way through, then we'll put these inserts into your ears and test your hearing.

-if you customer is in significant denial, ask "did you realize your hearing had gotten this bad?"

#### DEMONSTRATE TECHNOLOGY

-how would you like to hear like this all of the time?

-Don't you think hearing like this at \_\_\_\_\_ (use customer's priorities) would make it more enjoyable?

I would now like to ask you to repeat a few words for me. Repeat what you think he/she says. \*Use the high frequency words. If you have the spouse, have them stand across the room. If the patient misses, have them walk closer and say it again. If they still miss it, have them open their eyes. Write down the results. We use these words to demonstrate what you're missing. These are common words that are used every day. If you miss these, you can lose the whole meaning of the sentence. Does that make sense to you?

Now let's see how we can help you.

Hearing impaired believe little of what they hear. They believe more in what they hear, see, and do.

#### Closing

If you can't motivate the patient to purchase, you can't make the sale. No one wins in that case. You would be a professional visitor. Don't be a professional visitor.

Millions of quarter inch drill bits are sold each year. People don't want quarter inch drill bits, they want quarter inch holes.

Selling is a mix between art and science. Don't confuse action with results.

If you sound confused about which product will be right for them, they also will be.

Bringing price into it: I have found that most people who come in here to get a hearing test have 3 questions in mind, first, they want to know if they have a hearing loss, and if they do have a hearing loss, they want to know if hearing aids will help, and if they will help, they want to know what they will cost. Of course, your hearing test will provide us with the answers to the first 2 questions, but price can vary depending on what you need and what product you choose. We have simple instruments that cost around \$900 and some of the most advance for around \$9000 for your 2 years, but let's not discuss price at this point, let's find out if you even need hearing aids.

Question from patient: What do they feel like in your ears? Response: Are you aware that you are wearing shoes? Until I mentioned them, you probably forgot about them. Hearing aids are similar. After 5 minutes, you forget that they are even in except that you are hearing better, and like your shoes you will probably enjoy taking them off at night. What we need to do is take an impression of your ear to make them more comfortable for you. Please sit over here and we can get started.

Question: Do I have to wear them all the time? Response: Keep in mind that your hearing loss is not going away any time soon so you have the rest of your life to adapt to them. Some patients adapt quickly while others take more time. For those that waited longer, they take longer to adjust. We will put you on a listening therapy program to ensure your success!

People fear making a mistake!



"We have to find something that fits your hearing loss, your lifestyle, and your budget. I know your hearing loss and have an understanding of your lifestyle. The part I don't know about is your budget. What I tell everyone, find what fits comfortably in your budget and get the best that you can. If you can only handle \$128 a month, get this one, if you can handle \$153, get this one, if you can comfortably handle to get the best, get the best. It will really pay off." - Then be quiet and wait for them to respond.

### **Motivators:**

The assumptive close: start with How May I Help You? What makes you think you have a hearing problem? You seem to be hearing ok.

The easy question motivator: instead of asking something difficult, ask something easy. Would you like to hear better? Would a morning or an afternoon appointment for a fitting work better? So what we need to do now is take impressions of your ears, we will send them in to get made and they take about 2 weeks to get in and then we will set aside a time to deliver them. Does that make sense to you?

The law of diminishing intensity factor: basically this just says that the farther away sound is, it gets quieter. Each time you double the distance, you lose 6 db, about 10% of the sound. If you and your wife are sitting in the living room and you can hear her fine, and then she got up and went into the kitchen, at some point while she's walking away, the high frequencies would diminish until all you hear is a mumble. Ask the wife, does he ever accuse you of mumbling? When she says yes, just smile and continue. At 18 inches, conversation is usually at 60 db. You hear pretty well at 18 inches. At 3 ft, it's now 54 db. Double it again to 6 ft and you're at down to 48 dB. By now, you're missing almost all of the high frequencies above 2 thousand so you hear loud enough but cannot understand what is being said.

Inducement motivator: If we go ahead with this today, our company has a special one appointment discount. If we take your test and make the impressions in one appointment instead of two, we save time and you save money, \$100 off for each ear. Do you like saving money?

Lost policy motivator: This is good for when you have a bad fitting the first time. Fortunately, you can pay however you want. The best way is always the

cheapest way. We offer a 3 year L & D warranty. If you pay in full with cash or card, you can get an additional year at no cost which is usually \$99 per year. You don't have to pay this way but the extra protection is always a good idea on something small like this. How do you guys usually pay for something like this?

Three question motivator: This is good for those who want to think it over. "When my wife and I have an important decision to make, we always ask ourselves three questions...do I need the product? I believe you realize you could use some help with your hearing right? Second, can I trust the company who makes the product...tell why Miracle Ear is the best here. I had the ability to choose any company when I got my degree. The reason I have chosen Miracle Ear is because of the service and reputation. You and I are going to have a long relationship and if a problem comes up, I want to be sure the company will fix it. Miracle Ear has the best service in the industry. The third question is do I like and trust the person who is going to be fitting my hearing aids and giving me service when I need it? Because your hearing loss is not going away, I am going to be working with you this day forward. You do have to place your trust in someone. I have been fitting hearing aids for \_\_\_\_ number of years in this city. I am going to be here to take good care of you. Do you feel that you can trust me?

Green light motivator: Use this when they are on the fence or can't make up their mind or want to talk it over with someone. "Sometimes a person will look down the street of life at all the lights turning red and green and say when all the lights turn green, I'll go like heck all the way toward the end. But life doesn't work like that does it. With that approach, we wouldn't get anywhere. What we must do is start working down the street and the lights will change as we go. The way to solve this hearing problem is similar. We won't solve it if we do nothing. We need to take it one step at a time. First, we need to take ear impressions to see the size and shape and then we need to send it in to the lab where it will take a week to get custom made for you. At that time, I will call you to come in and be fitted. If you don't hear better at the time of delivery, I'll give you every penny back. You have everything to gain and nothing to lose. Does that make sense to you?

Most people don't want to walk with a cane or wear glasses or dentures or wear hearing aids. Everyone would however want to turn back the hands of time and regain their youth. Recently I was chatting with a 95 year old patient

and she had a good sense of humor and she said laughing when I find the Ponce de Leon fountain of youth, I'm going to be young again. I asked, don't you think that man has found the fountain of youth to some degree. How old would you be if you didn't have glasses? Could you drive a car? Could you read a menu? At first, I didn't think she understood what I meant. Then she said listen, I have 1 artificial knee and an artificial hip. I wear false teeth and glasses. If it weren't for the things man has developed, I would be a half blind crippled old lady in a wheelchair sucking soup through a straw. When you purchase hearing aids, you buy time. You probably won't hear as you did at age 10 but hopefully we can turn back the clock 8 to 10 years and get you to hear like you did then. You would like that wouldn't you?

The most important decision motivator: use this for people on the fence. The most important decision you must make related to your hearing is who is going to be the person to help you with your hearing. If you choose the right person, the odds of success are great. What I look for with my patients are a long term relationship. Your hearing loss is not going away so I'm probably going to be in your life for the rest of your life. If I do a good job for you, we will become good friends. Do you think you could stand having me as your friend? If they say yes, say sit over here my friend...

The master hearing aid motivator: can be used for every presentation. After you have educated the patient and how it relates to their hearing loss. Say now I am going to have your spouse stand across the room and give you a voice comprehension test. Give it to them unaided. Instruct the spouse to read the high frequency list. Have them close their eyes. Have the spouse move closer and speak louder. Explain how the list is a specialized list of high frequency words, that they are common words, but they come in at a frequency which is where he has the most impairment. You have known for some time that you have had a hearing loss. Let's see what we can do with selective amplification. It will allow you to hear what hearing aids can sound like. When we decide what instruments will work best, they will be custom fit for your loss and ears and I believe you will hear even better. Turn on the master aids and begin asking some questions...have them close their eyes, start closer, and ask what time did you get up this morning? Step back, do you always get up that early? Step back, what did you have for breakfast? Did you cook your own breakfast? What kind of car do you drive? Continue to walk back until you are across the room. Tell the patient to open their eyes. A few minutes ago, you couldn't hear words given one at a time given

at 3 feet and now you're hearing across the room. Look at the patient and ask why are you smiling? Wouldn't it be nice to keep you smiling all the time? Wouldn't it be nice to hear like this all the time?

ARP motivator: Auditory Rehabilitation Program. You can use this to give the patient a feeling of security. This will give them 60 days to evaluate the fitting. You have 60 days to complete the delivery. Time for adjustment to the hearing aids is doubled. In the event of failure, 25% of the cost is retained for our professional services. The failed fitting often takes more time than a successful fitting. When presenting it to the patient, you say if you don't hear better at the time of delivery, you get every penny back. Returns don't usually happen at the time of delivery. Then your 60 rehabilitation program begins. The first 30 days are for familiarization and adaptation. During this time, we will adjust your aids to fit you physically and electronically. Believe me, we will be very picky to make sure they fit you correctly. During the 60 day period, we will use listening therapy to bring you in touch with your new sound environment. Listening therapy is a simple exercise where we will have you read the newspaper aloud every day. Listening to the words as you say them will help you recognize the sounds you've been missing. At the end of 60 days, if we have failed to improve your hearing 75% of your money will be returned. Does that sound fair to you?

Rush-Order Motivator: use this when there is a special event like mothers day or christmas. You tell the patient, The good news is that if I send this order in today on a rush order basis, we will have your instruments back in time for you to enjoy them for \_\_\_\_\_. Wouldn't that be great?

Spousal Questionnaire Motivator: use this when the patient is in denial. Use this when the person who has a loss asks his spouse what do you think? Before the spouse answers, would you mind if I say something before you answer? I always tell my wife and my family that when someone says this is what you need to solve a problem, you should ask yourself if he or she is saying it for my good or his good. If the decision involves money, you are probably right if you believe he is thinking about himself first and you 2nd so I can understand why you may question my motive. However if I asked you to list the 3 people you trust the most, wouldn't your spouse be at the top of your list? There is no way they would tell you you have a hearing problem if it were not true. He or she would not have you spend money if it could spend it elsewhere. The only motivation is that he or she cares for you and wants

what is best for you. Isn't that correct? Let me show you what he/she wrote on the questionnaire before we began the test. Are you aware that your spouse watches the tv louder than they would like because it's easier for you to hear at that level? Were you aware that it causes your spouse embarrassment? Are you aware they feel stressed? Do you believe your husband/wife when they say you need hearing help? Isn't he/she the reason you are here in the first place?

The hearing and understanding motivator: use this when emphasizing the importance for assistance. Many times in life we experience aches and pains, we get sick or pull a muscle. We wonder is this something that is going to get better or is this something I am going to have to live with forever?

Unfortunately, nerve damage is a permanent disorder. We know of nothing that will cure it, and as we get older, it will worsen. The good news is that with technology we can do a pretty good job of amplifying only what you are missing. While we hear with our ears, we understand with our brain. As long as the brain can understand what we hear, we can probably make the sound loud enough so as the loss gets worse, we can compensate for it to get the message to the brain. Understanding is something else. Good comprehension is a result of hearing the words over and over again. We cannot keep the hearing nerve from getting worse but by hearing the sound repetitively, we can help the ability to understand at a high level. The question now is are you going to let the understanding of conversation get worse or move in the direction of improvement. If you don't use it, you may lose it. Don't you want to hear better?

The nerve damage easel: This helps them understand their loss better. Hold the easel at reading distance. You can get one for free from AudioCare. \*We hear with our ear but understand with our brain. When conversation is masked by background noise, it is much more difficult because the combination of low tones and high tones are louder than speech.

Circle of understanding motivator: good for the patient who wants to wait a while before making the decision. Take a look at the picture. When you were 10 years old, you were able to hear soft conversation and whispers at 40 feet. Draw a spiral inward. As you have lived your life, high fevers, loud noises, and the aging process have caused your circle of understanding to shrink to where you can only hear your best at a range of approximately 2-4 feet. What you

must now decide is whether your circle of understanding is going to expand or get even smaller. You would like to hear better wouldn't you?

The finance motivator: only use if financing available. Ask can you afford \$100 a month?

The radio listening test motivator: Use this when the patient is still unsure whether hearing aids will help. You say recently I fit a family friend of mine with hearing aids. The first thing he said was follow me. We went out and got into his car and we listened to the radio with his new aids. First his left, then his right, then both. He said boy I can hear the difference. That was a simple test but it was necessary to prove to himself that he was hearing better. That's what you need to do. You need to prove to yourself that hearing aids will help you. If you don't hear better, it will cost you nothing. Once you realize you can hear better, the decision becomes easy. Does that make sense to you? Once the patient says yes, you say what we need to do is take impressions of your ear to get the instruments made for you. Sit over here please.

Alzheimer's motivator: this informs them of the seriousness. You say: I recently fit a psychiatrist with hearing aids. He was a very interesting person because his specialty is working with alzheimers patients and their families. He said, let me tell you something about hearing that you probably don't know. The symptoms for hearing impairment and alzheimers are almost the same. At the turn of the century, mental retardation and hearing loss were confused. Children with severe hearing impairments were found in mental institutions. Today, it's happening with the elderly who don't respond normally because of a loss of hearing. If a person is slow in responding to a question, they appear to be slow thinking. If they respond with an incorrect answer, they appear to be unknowing. If we wish to maintain our sharpness, we must maintain our senses. We feed our body through our mouth. We feed our mind through our senses. When the senses grow dim, the mind grows dim. Does that make sense to you?

The professor motivator: it is a 3rd party motivator for those who are on the fence or want to wait. you say: Recently I was speaking with a man and wife. When he excused himself to go to the restroom. While he was gone, his wife told me how happy she was to find out his problem was a hearing loss. She had always been very proud of her husband who was a very smart man, a

college chemistry professor, but lately she had been quite worried with his mental stability. When they were at home the other day, she told him that his keys were on the sink. A couple minutes later, he was looking all over for his keys. She told him she had already told him that they were on the sink. He said you did not and they ended up in a stupid argument. He got in his car and left and she cried wondering what was happening to his mind. Evidently, he didn't hear her. If your friend asks you a question and you don't respond, they wonder what is wrong with you. If they ask you a question and you misunderstand and you give them an answer that doesn't fit, then they really think something is wrong with you. The sooner you take care of your hearing, the sooner you can start enjoying life more. Does that make sense to you?

If I could, would you motivator: If I could accept your offer, would you be willing to do it now? First, let me say I appreciate negotiators. I am one myself. It makes sense to make the best deal you can. I cannot fit your hearing aids properly with that offer and I don't want to fit you with something that won't solve your hearing problem. Offer your offer then say does that seem fair?

The sound sorter motivator: can be used at the ending. You are 78. 78 years ago when you came into this world, the most important possession was your brain but it was empty. You had 5 sense: touch, taste, smell, vision, and hearing. The purpose of those senses was to gather information and send those messages to your brain to be sorted and stored as knowledge. Everything you have stored in your brain today got their through your 5 senses. How sharp and alert you will be tomorrow will be determined in part by what your brain receives today. Without turning my head, if someone speaks, I can tell which direction they are coming from, whether its a man or woman, if they are old or young, happy or sad, if they are getting closer or going away. I may be able to tell who is speaking by the quality of their voice. The most amazing thing is I can recognize these sounds as words by which we can communicate. It is mans ability to communicate that separates him apart from any other creature on earth. If you're like most, you have had many good times in your life and some of which you wish you go back and change. But of course those 78 years have been spent and cannot be changed. The challenge now is to make the rest of your life the best of your life. What you are deciding is whether you are going to accept hearing and feeding your brain only part of what is being said or are you going to do what

I would do if I had your problem. I would have the best hearing aids available. What would you like to do? Would you like to hear better?

Hillel motivator: use this for the person who needs a little encouragement to make the decision. You say if not now, when? When we put off correcting a hearing problem, we're only putting off the inevitable. All we can work with today is what hearing you have left. The sooner we work with the problem, the better we can do. Your hearing loss is not going away. It will probably will worsen with time. And it is unwise to put off until tomorrow which should be done today. In order for me to assist you, you must make a decision to help yourself and the best time is now. Does that make sense to you?

The programmable motivator: good for those upgrading. Explain the details. One problem with the new technology is that they are very expensive and not everyone can afford it. The instruments I would like to fit for you sell for \_\_\_\_\_ thousand dollars each, but the good news is that they are programmable or whatever the benefit is. While it will cost you more in the beginning, in the long term it will save you money. It is necessary to purchase conventional hearing aids every 2-3 years as your hearing changes. The programmable hearing aids may be programmed whenever it is necessary. Is it something you can afford?

The digital motivator: the best technology the industry has to offer is digital. The only reason we don't fit everyone is because of the cost. Many people can't afford X\_\_\_\_\_ thousand dollars. If a person can afford the price, digital is what we recommend. Is that something you can afford?

## **Overcoming Objections**

Always follow your answer with a motivator. If you just give an answer and sit there, there will be another objection. It takes a logical explanation and an emotional motivator. Using logic only will miss a lot of sales. If you use emotion only, you will get a lot of returns. It takes the combination of both.

The money objection: Sometimes money is just a smoke screen. Explain that there is no better place to spend the money on him or herself.



The I want to think it over objection: it is usually a stall. You can start by agreeing. It's always a good idea to think it over. However, you've been thinking it over for a number of years right? What is it you need to think over? Do you think you have a hearing loss? If they say yes, say are you concerned that hearing aids won't help you? Are you considered about the price?

Or you can say lots of times when people want to think it over, they think it over for 10 minutes in their car. The problem is, they no longer have someone to ask questions to. Let me give you guys a minute to think it over, maybe you can write down some of your thoughts or questions and we can talk about it in a few minutes. Does that seem fair?

Or you can say most of the time when people want to think it over, they still have some questions that are unanswered or concerns not addressed. Is there anything I can answer for you guys that I haven't covered already?

If they say my hearing loss isn't that bad yet: it usually means you didn't prove enough that their loss is affecting them. Use the spousal questionnaire form and the word discrimination test. Be careful here because you don't want to seem too salesmanny. Talk about the difference between a hearing loss and a loss of vision. If you lost your vision, it wouldn't affect me because we could still communicate. If you lose more of your hearing, it affects everyone around you. When a person starts to have a vision problem, they slowly start pulling the newspaper further and further away. When the paper reaches the end of their arm, they have to make a decision. Either they can decide not to read the paper any more which means they lose lots of enjoyment, they can call the newspaper company and complain and say if you don't get me larger print, I'm not going to read it any more, or they do what's right and accept the problem as their own and get glasses. When your hearing gets to 25 dB, it is time to make 1 of 3 decisions. You can stop communicating with family and friends which makes no sense, you can blame others and tell them they need to speak louder and clearer, or you can make the right decision by realizing that the problem is yours and you must solve it. The longer you wait, the more difficult it is to solve.

If the spouse says they just don't pay attention. Tell about the musician Roy Rogers when he was 80 and decided to make an album and how Willie Nelson and some others wanted to help but he couldn't wear his aids because they whistled with his head phones on. We control how we speak by how we hear.

When we don't hear ourselves properly, we sing off key or speak too loud. Once we amplify sound, you will hear your own voice better and your volume will go down.

If they say my Doctor says it won't work. Ask them what their Dr.'s specialty is in. Ask what the Hearing Instrument Specialist or Audiologist say? Oh, you didn't get tested or an opinion from a hearing specialist? Well have you given up since they said that? The answer is usually no, I wouldn't be here. Ask how it sounds to have amplification?

The I'm too old objection: It is usually a stall. The patient usually doesn't believe it anyways. Of course none of us know how long we have left. The shorter the time we have left, the more precious that time is. If you only have one day left, that day would be rather important. I once had a patient who was 96 years old. He told me he was going to live another 96 years old and he wanted to hear the best he could for the rest of his life. Now he knew that he wasn't going to live for another 96 years but don't you think he had the right attitude? Isn't it important for us to do all we can to stay as young as we can for as long as can?

You can use it as a joke sometimes. Say if you die within a year, come in and I'll give you your old hearing aids/your money back. haha

I want to wait a while objection: You want to explain that waiting is not in the patients best interest.

The I want to talk it over objection: You should first ask a few questions before beginning the test. Is your spouse the reason you're here? So your spouse thinks you need help? Do you think it would make your spouse happy if you heard better? Have them fill out the spousal questionnaire from her point of view. If you sense it is going to come up, stop before the prices and say Do you mind if we make a phone call and explain what the results are? Your hearing problem is a communication problem for him/her and I'm sure he/she would want to hear what's going on. Call and explain the hearing problem and what you propose. Invite the spouse to attend. <They said you should get the help you need.>

The I want to shop around objection: The patient is telling you he is not sold on you or wants the lowest price. Explain you can get almost any hearing aid

available and that you have many different products and prices so they can shop without leaving the office. When you leave the office, you are only comparing the stories told and not the hearing they will receive. You can ask is it a price you are shopping for? Once I can figure out what you want to spend, I can tell you how we can solve your problem. Before you came in today, what were you expecting to spend on hearing instruments? If a price is given, say so if I can fit you with hearing aids for that price, you are willing to get help?

The vanity objection: many perceive a hearing aid is a sign of age. Explain that it is a sign of intelligence.

## **Avoiding Returns**

For those you sense that could possibly end in a return say Now I want you to go home and forget about all of this until we call you for the delivery. I don't want you to worry at all. Just remember that if you don't hear well at the time of delivery, you will get every penny back. So don't worry ok? If a friend or family member disagrees with your decision, just bring them with you at the time of delivery. I will be happy to explain your loss and show how well you hear with amplification.

Fitting binaural aids: it's like having two broken legs and fixing only one. Turn on the poorer ear first, then turn on the better ear.

*"Mr. Smith, I am very happy to tell you that we can help you with hearing instruments. At Miracle-Ear we have many styles and levels of technology to*

*choose from. Before I give you my best recommendation, I want to be absolutely sure I understand your priorities."*

*-then talk about their hearing priorities*

### ***Gain Agreement!***

*"I want you to understand that when you buy a Miracle-Ear product, you are buying much more than a piece of electronic equipment. You are getting a state of the art warranty and service package as well. All of our products now have a 3-year repair warranty and loss and damage protection. Once you get your hearing aids, we want them to stay in good working condition so we offer a Lifetime Aftercare Program. This preventative maintenance program will ensure that your investment lasts for years to come. Once a year we will update your audiogram and reprogram your hearing aid as necessary. This is our premium package. It offers a lot of flexibility and based on what you told me regarding your priorities, I think it would work very well for you. The price for this solution is \$\_\_\_\_\_. "*

*never say expensive—negative word! Say it's an investment.*

***"Yes, it is quite an investment (never say expensive—negative word), but I know that if I can help you hear better at rotary meetings and not be embarrassed or withdrawn with your golf buddies, and if I can improve your ability to watch TV with your wife and family so that you have quality time each day, and if I can help you hear those sweet little grandkids' voices without straining, and finally if you are able to travel again without arguing or clamming up, you will think \$\_\_\_\_\_ is worth every penny." (Remember, BE QUIET, inviting them to speak next).***

*"As I said earlier, this is a team approach. I am here to help you find the best possible technology you can comfortably afford. This meets your lifestyle needs very well, but if it's out of your price range, there are other options that will work very well too. Would you like to talk about some of those?"*

*People buy for their own reasons, not yours. Find out theirs first!*

## ENCOURAGE AND CONGRATULATE

-Once the customer has made the decision to purchase, put them at ease, congratulate them, end the visit on a positive note, send a thank-you note.