

Congratulations! If you follow these tips and learn this presentation, you are guaranteed a pay raise. Remember-**YOUR WORDS WILL MAKE YOU WEALTHY!**

Read over the script, common questions, objections, and different sayings to overcome them before the HAE. It is like a game of golf, before you go out to play, take some practice shots to warm up and get ready.

For many of you, this is pretty new stuff. Don't try to learn everything at once. Practice one thing at a time. Take notes after the HAE on what went well and what you could improve on. This one tip alone will change your future. It will ensure that you are always continuing to grow and become better.

A FEW TIPS DURING DELIVERY:

- Go SLOW!
- Make eye contact. Make the patient look away from you first. This is important to reestablish your authority.
- Make sure you can touch the patient: head, arm, ear, leg.
- Use tone and pace to convey a point.
- Re-touch on why it is they need hearing aids and what it is they want to hear better.
- COUNSEL, COUNSEL, COUNSEL!!!
- Give realistic expectations. Set yourself up for success.
- Don't be afraid of silence during a presentation or the delivery. It can be really add strength to an important point. It creates a dramatic effect.
- Make sure you smile, laugh, and have fun. Even though hearing loss is a serious topic, you can make it enjoyable. The experience is what they will tell their friends and family about. Make the experience easy, informative, and develop a long-term relationship.
- UNDERPROMISE AND OVERDELIVER
- Always, always, always call the patient within 24-48 hours. The next day is best!