

GUIDELINE FOR SUCCESS

- Build rapport:
 - Mirror: Tone, Pace, Body Language, Words
 - Find something in common.
- Give them something: Water, Coffee, Tea, a compliment, educational material, ear wax cleaning solution, etc.
 - It creates a need to reciprocate the giving action
- When they first come in, ask “What’s going on?” or “What brings you in?”
 - Don’t ask why are you here today?
- Talk 15 minutes about them, their health, career, hobbies, lifestyle, etc.
 - Ask open ended questions. Get the 3rd party involved.
 - Be sincere, honest, compassionate, and personal-*people want to know how much you care before they care how much you know*
 - Find something you like about them. Be interested in them.
 - Make a friend. People like and trust friends.
- Pay attention to their communication style
 - Visual, Kinesthetic, Auditory
 - Moving towards pleasure or away from pain
- Be confident and believe in what you are saying. Be passionate about helping others.
 - Make sure your verbal, non-verbal, and body language are congruent.
- Keep eye contact until they look away-this creates a feeling that you are confident and an authority figure.
- When available, don’t put a desk between you and the patient.
 - Arms-length is best.
 - Break the contact barrier.
- Refer to patients as patients and they will become patients.
 - Patients don’t negotiate.
- Use common terms. Show you are intelligent when the time is right but don’t talk down to them.
- Ask questions that get **YES** answers-“Does that make sense”
 - Get them to agree about the importance of wearing hearing aids
 - Get them to agree that getting help sooner than later is better

- “How sharp and alert you will be tomorrow will be determined in part by what your brain receives today.”
- Tell stories of other patients that relate to their situation. They will see themselves in the story. **Collect stories to tell!**
- The 3 important things: Hearing loss, Lifestyle, and Budget
 - Ask questions to find information about each of these areas
- You are here to help them. Always remember that.
- Never ask if you want to buy hearing aids-ask if you would like to hear better.
- Assume they are going to buy throughout the entire presentation.
 - I’ll be the one you’re working with from here on out.
 - You’re going to love how you hear.
- Remember you have everything to gain and nothing to lose. Don’t be afraid to ask for the sale. They came in for a reason-to get help with their hearing.
- When making a recommendation, use the word **BECAUSE**
 - Because of your hearing loss, because of your lifestyle, I recommend..
- Give them 3 options: GOOD, BETTER, BEST. “Look at what’s comfortable financially and get the best that you can afford.”
- Look for a long term relationship with your patient- “I am going to work with your hearing the rest of your life.”
- Be realistic when setting expectations.
- Give each person a hand written card and a personal 24 hour phone call.
- Always continue to learn, grow, and get better!!!