



Lowering Cancels

- ☐ Educate
- ☐ Full Test
- ☐ Perform outcome measures when possible – Unaided vs Aided Word Score, Background Noise Test, Whisper Test, Distance Test, 3rd Party Test, etc.
- ☐ Get a larger down payment – Require a Minimum of \$500 or 10%
- ☐ Set Expectations
 - Analogies
 - Riding a bike
 - Driving a car
 - Braces
 - Before the Purchase-
 - Next week, we're going to have you come back to be fit for your hearing aids. It takes around an hour. We're going to cover the Do's, the Don'ts, the How to's, and the Why's. Our job is to get your ears, your hearing loss, and your hearing aids all working together. That's not always easy. There are no two ears that are the same. Every ear, every loss, and every hearing aid is different. If it was easy, we'd have a box out front and you'd pick the color and type. Some people take a week, some people take a month, some people 6 months, everyone is different depending on how your brain adapts. We'll be with you every step of the way.
- ☐ Why did they buy – Know their HOT buttons
- ☐ Customize – Receiver, Tips, Color, etc.
- ☐ Include in the Point of Sale Packet: Contract, Appointment Card, Promise Certificate, and any appropriate medical studies.
- ☐ Set Delivery Date for **ALL** hearing aid purchases
 - Turn around time – 2/3 days for RIC's – Deliver Faster!
- ☐ Get them excited before they leave
- ☐ Welcome to our family – Let's be honest, we see some of our patients more than we see some of our family members.
- ☐ Personalized 'Thank You' card
- ☐ Take detailed notes (SycleNet & Patient Chart)



Lowering Returns

- ☐ Educate
- ☐ Full Test
- ☐ Smooth Delivery
 - Organized
 - Ready to go
 - Receivers, tips, etc.
 - Delivery Checklist Packet
 - Payment Information
- ☐ Follow 'Lowering Cancels' Protocol
- ☐ Set Expectations
 - Before the purchase & at time of purchase
 - During Delivery – Use 'Delivery Checklist' Packet
 - "It will take time. Most medical studies show it take 6-8 weeks before your brain adjusts."
 - "If we follow the process, we have a 98% success rate."
 - "There is an art and a science to this. Based on the science, I know what you need. The art side of it, I need to find what you like. We have to find a good balance of what you need and what you want."
 - After Delivery – 24 Hour Phone Call & Follow-Up Visits
- ☐ ISITU Testing
- ☐ Speech Mapping
- ☐ Outcome Measures – Tie back to their WHY (Reaffirm decision every appt.)
 - Subjective – COSI, 10 Question Current Patient Questionnaire, Journal
 - Objective – Unaided vs Aided Word Score, Background Noise Test, Whisper Test, Distance Test, 3rd Party Test, etc.
- ☐ Take detailed notes (CycleNet & Patient Chart)
- ☐ 24-Hour Phone Call
 - How was your first day?
 - On a scale of 1-10, how did you do?
 - 1-5 – Come in sooner.
 - 6, 7 – That's to be expected.
 - 8,9, 10 – That's great!
- ☐ 1 Week Follow-up Appointment Set