

HAE CHECKLIST

- ☐ Did I prepare? *Mindset/Strategy; SycleNet notes, Patient intake forms, etc.*
 - ☐ 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 appreciated and important?
 - ☐ Did I build rapport? What did I find interesting about them?
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- ☐ Did I get them to laugh? *(Laughter is a pressure release valve – use wisely!)*
 - ☐ Did I give them something? *(A compliment, water, candy, etc.)*
 - ☐ 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!)
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
- ☐ Did I show empathy? – Eye Contact, Nod, Pause, Echo *("I'm having trouble in restaurants"... "So you're having trouble in restaurants?")*
- ☐ Did I ask follow-up questions? *(Open Ended – Who, What, How, When, etc.)*
 - *How long has this been going on for?*
 - *What do you do in this situation?*
 - *That must be tough. How does that affect you?*

- *What do you do in this situation Mrs. Smith?*
- Did I create urgency? – *"If you don't mind me asking, why have you waited so long?"*
- Transition into testing – *Explain what the testing procedure includes*
- Explain Audiogram } *Price condition*
- Explain Anatomy }
- Did I get them to see the importance of wearing hearing aids?
- Did I get them to see the importance of getting help sooner than later?
- Otoscopy
- Test hearing
 - *Pure tone air*
 - *Pure tone bone*
 - *Speech reception threshold (SRT) - Spondees*
 - *MCL*
 - *UCL*
 - *Word Recognition – Phonetically Balanced List (NU-6 or W-22)*
 - *QuickSIN (Speech in Noise)*
- Explain Results *(in layman's terms)* – *Was it easy to understand?*
- What did they know about hearing aids prior to coming in?
- Circle of Understanding – *(If under 40 dB at 2k) – Write down responses*
- Program hearing aids – *Demo (Talk to them from the other room, have the 3rd party speak to them, give them another word list, talk to them with background noise, listen to music, etc.)*
- 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/Recommendation
- Handle objections
- Wrap it up – Set expectations
- Thank them for their business and welcome them to our family – *Ensure them that they are going to be in great hands.*
- Set up delivery appointment before they leave
- Send Thank You card
- Order & take notes

Remember – Everyone gets everything, every time!

