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**Past Due for Clean & Service Appt.**

Hello, Mr./Mrs./Ms. \_\_\_\_\_.

This is \_\_\_\_\_ with Miracle-Ear @ \_\_\_\_\_.

**Or if you are new**

This is \_\_\_\_\_ calling on behalf of \_\_ (your consultant's name) \_\_ at the  
\_\_ (location) Miracle Ear.

Our records show that it has been \_\_\_\_\_ [months/years] since you have been in for your **FREE**  
Clean and Service.

How are your hearing aids working for you?

**If working well:** Great! We want to make sure they *keep* working well for you! A little routine maintenance now and every four months can help eliminate the need for costly repairs down the road—and there is never a charge for this service.

Which is best for you: a morning or afternoon appointment?

**If not so well:** Well, that's no good. Tell me about the problems you're having with them.

***[Listen intently to their response. Empathize with the patient and repeat/clarify the problem(s) to make sure you have a firm understanding of what it is that isn't working so well.]***

This is all the more reason for you to bring your hearing aids in! You made an investment in better hearing when you purchased those hearing aids. If there's a problem, we want to fix it so you can hear the best you possibly can! There is never a charge for this service.

Which is best for you: a morning or afternoon appointment?



## Outbound Call Script

Updated 7/17/2020

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### Past Due for Annual Hearing Evaluation

Hello, Mr./Mrs./Ms. \_\_\_\_\_, this is \_\_\_\_\_ with Miracle-Ear @ \_\_\_\_\_.

**OR**

Hello \_\_ (Patient preferred name) \_\_, this is \_\_\_\_\_ calling on behalf of \_\_ (Consultant name) \_\_ at the \_\_ (Location) \_\_ Miracle Ear.

Our records show that it has been over a year since you last had your hearing tested. Every year it is important to check and see if your hearing has changed—and if so, to make the appropriate adjustments for you—all at no charge!

***Use the name of the Familiar Voice who accompanied them to their last eval (or the person who typically comes with to their appointments):***

Which is best for you and \_\_\_\_\_: a morning or afternoon appointment?

***[If the patient asks why they need to bring so-and-so to the appt, affirm the value of the Familiar Voice.]***

Part of our hearing evaluation involves the use of familiar voice because it gives us a more accurate picture of your hearing needs. So if \_\_\_\_\_ or another close family member can come be a part of the test, that would be great.

***[Stop talking. The patient will either further object or they will state who it is that will be coming along to the test. Set the appointment accordingly.]***

***If the patient has a history of coming alone (and especially if they were adamant about not bringing anyone to any of their previous hearing tests):***

Which is best for you: a morning or afternoon appointment?

**Test No Loss****“Compare Your Previous Test”**

Hello, Mr./Mrs./Ms. \_\_\_\_\_.

This is \_\_\_\_\_ with Miracle-Ear @ \_\_\_\_\_.

OR

Hello \_\_ (Patient preferred name) \_\_, this is \_\_\_\_\_ calling on behalf of \_\_ (Consultant name) \_\_ at the \_\_ (Location) \_\_ Miracle Ear.

I’m calling because I see that you were in to see us [*in/on*] \_\_\_\_\_ for a FREE hearing evaluation. We would like to invite you back for another FREE evaluation.

What your hearing specialist will do is compare your previous test with a current test to see where you are with your hearing and if it has changed at all.

We have a few opening [*this/next*] week. Which works best for you: mornings or afternoons?

***[Gregg O: With a TNL, I usually give it three years before contacting them again. I have had great success setting appts. with several of these people, resulting in a couple of sales. These people were concerned enough about their hearing to come see us when they did NOT have a loss... They're a lot easier to talk with and get back in later since they care about their hearing.]***



**Test No Sale**  
**"Have You Done Anything?"**

Hi, is \_\_\_\_\_ in?

\_\_\_\_\_, this is \_\_\_\_\_ with Miracle-Ear @ \_\_\_\_\_.

**OR**

Hello \_\_ (Patient preferred name) \_\_, this is \_\_\_\_\_ calling on behalf of \_\_ (Consultant name) \_\_ at the \_\_ (Location) \_\_ Miracle Ear.

You were in to see us for a FREE hearing evaluation [*in/on*] \_\_\_\_\_. Have you done anything about your hearing loss?

**If no:** Well, we've got several excellent promotions right now, and we would like to invite you back in to see if we can find a solution that will fit within your budget and help you hear better. Would you be interested in coming in for a **FREE** demonstration of technology that will best fit your lifestyle?

**If yes:** That's great! I'm glad to hear you've taken action to improve your hearing. Even though you purchased from another provider, you are welcome to come and see us for your routine maintenance needs—which we provide at no charge.

**[NOTE: If you do reach a Competitive User, be sure to update their info in Sycle.net (tagging them as a Competitive User).]**



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New Technology / FREE Demo Opportunity

**"Sneak Peek"**

\*Current patients who have a history of upgrading\*

Hello, Mr./Mrs./Ms. \_\_\_\_\_. This is \_\_\_\_\_ with Miracle-Ear @ \_\_\_\_\_.

**OR**

Hello \_\_\_\_ (Patient preferred name) \_\_, this is \_\_\_\_ calling on behalf of \_\_\_\_ (Consultant name) \_\_  
at the \_\_\_\_ (Location) \_\_\_\_ Miracle Ear.

How are you doing today? [***Have a conversation.***]

Well, Miracle-Ear just unveiled their newest hearing aid—and before they begin advertising it, [*hearing specialist*] wanted me to call a handful of our preferred clients and give them the opportunity to come in for a FREE sneak-peek demonstration. Would a time in the morning or afternoon be better for you?

***If CUSTOMER IS AGREEABLE to coming in to demo the new technology, set the appt.***

***If CUSTOMER IS NOT AGREEABLE to coming in to demo the new technology, say this:***

Not a problem. We just wanted to keep you in the loop and give you the opportunity to be one of the first to check out the newest model with all the bells and whistles.

If you change your mind or get bit by the curiosity bug, just let us know.



**New Technology / FREE Demo Opportunity**

**"Our Commitment to You"**

\*First time upgrading or ambivalent patients\*

Hello, Mr./Mrs./Ms. \_\_\_\_\_. This is \_\_\_\_\_ with Miracle-Ear @ \_\_\_\_\_.

**OR**

Hello\_\_\_\_ (Patient preferred name) \_\_, this is \_\_\_\_\_ calling on behalf of \_\_\_\_ (Consultant name) \_\_\_\_ at the \_\_\_\_\_(Location)\_\_\_\_Miracle Ear.

How are you doing today? [***Have a conversation.***]

Well, one of our commitments to all of our Miracle-Ear clients is keeping them in the loop when new technology comes out—so [*hearing specialist*] wanted me to give you a call and let you know about the new ME\_\_\_\_\_ and give you the opportunity to come in and check it out with a FREE demonstration. Would a time in the morning or afternoon be better for you?

***If CUSTOMER IS AGREEABLE to coming in to demo the new technology, set the appt.***

***If CUSTOMER IS NOT AGREEABLE to coming in to demo the new technology, say this:***

Not a problem. Like I said, we just wanted to keep you in the loop and give you the opportunity to check it out.

If you change your mind or get bit by the curiosity bug, just let us know.

**Test No Loss****“Compare Your Previous Test”**

Hello, Mr./Mrs./Ms. \_\_\_\_\_.

This is \_\_\_\_\_ with Miracle-Ear @ \_\_\_\_\_.

OR

Hello \_\_ (Patient preferred name) \_\_, this is \_\_\_\_\_ calling on behalf of \_\_ (Consultant name) \_\_ at the \_\_ (Location) \_\_ Miracle Ear.

I’m calling because I see that you were in to see us [*in/on*] \_\_\_\_\_ for a FREE hearing evaluation. We would like to invite you back for another FREE evaluation.

What your hearing specialist will do is compare your previous test with a current test to see where you are with your hearing and if it has changed at all.

We have a few opening [*this/next*] week. Which works best for you: mornings or afternoons?

***[Gregg O: With a TNL, I usually give it three years before contacting them again. I have had great success setting appts. with several of these people, resulting in a couple of sales. These people were concerned enough about their hearing to come see us when they did NOT have a loss... They're a lot easier to talk with and get back in later since they care about their hearing.]***



**Competitive Users**  
**"As a Service to Our Community"**

Hi, this is \_\_\_\_\_ with Miracle-Ear @ \_\_\_\_\_.

**OR**

Hello\_\_\_\_ (Patient preferred name) \_\_, this is \_\_\_\_\_ calling on behalf of \_\_ (Consultant name) \_\_  
at the \_\_\_\_\_(Location)\_\_\_\_ Miracle Ear.

I am following up on the information we sent you and to let you know that, as a service to our community, we are promoting hearing health and awareness. Have you noticed any change in your hearing or a loved one's hearing?

***If yes: Go to 3D in the script!***

***If no:*** Great! I am glad to hear you're doing well. If you, a friend, or family member *do* start to notice a change in your hearing, please note that, as a service to our community, we always offer FREE, no-obligation hearing evaluations—and we are conveniently located [at/in] \_\_\_\_\_.

***[Gregg Olsen: "I always try to plant the seed that we are conveniently located and that it's a FREE service we offer to the community."]***



**Competitive User**  
**“Check Out What’s New”**

Hello, Mr./Mrs./Ms. \_\_\_\_\_.

This is \_\_\_\_\_ with Miracle-Ear @ \_\_\_\_\_.

How are you doing today? [***Have a conversation.***]

Well, the reason for my call today is to offer you the opportunity to come in for a FREE demonstration to check out what’s new in hearing aid technology. We are finding that many people can benefit from some of the new and improved technology that is now available.

We have an opening at \_\_\_\_\_ or \_\_\_\_\_. Would either of those times work for you?

***[Ester: “If it seems like they are hesitant, I let them know about our 30-Day Money Back Guarantee. I let them know that we have great deals and that our specialist is a great person—and that he will work with them to stay within their budget.”]***

***If CUSTOMER IS AGREEABLE to coming in to demo the new technology, set the appt.***

***If CUSTOMER IS NOT AGREEABLE to coming in to demo the new technology, say this:***

Not a problem. We just wanted to let you know about this new technology and give you the opportunity to come in and check it out.

If you change your mind, just let us know. And if you ever need your hearing aids professionally cleaned, give us a call and we will do that for you at no charge.

***[“People just love that part. One person even said, ‘I can’t believe you would do that when I didn’t even buy them from you.’ This person went on to say that they should have bought from us and next time they will.”]***

