

Mental Preparation Before Making Outbound Calls

Important Role

Some people will proactively seek help for their hearing impairment, but ***a majority of hearing-impaired individuals need motivation from others***, whether it's a spouse, child, or friend. Because of the gradual progression of most hearing losses, many people don't even realize they have a problem.

You can play a role in helping people take the all-important first step—a Hearing Evaluation—by reaching out to them through telephone appointment setting.

Calling Objective

When calling prospects, keep your focus NOT on setting an appointment for a Hearing Evaluation, but rather on ***making a positive difference in their hearing health—and as a result of that, making a positive difference in the quality of their life, as well***. If our focus, our attention, and our commitment is there, the appointments will take care of themselves.

Be in their world. Have an appreciation for what life is like for them.

You can answer questions about the evaluation process or the hearing specialist who will do the testing, however, don't get sidetracked into a lengthy (and confusing) discussion about products and prices. The reason is simple: ***There's no way you can determine which product is appropriate—or whether the person can even be helped—without a thorough and complete Hearing Evaluation***. Emphasize the fact that the Hearing Evaluation carries with it no charge or obligation —only benefits!

Key Characteristics

Telephone appointment setting requires four key characteristics:

- A sincere love for helping people;
- A warm, sincere, and friendly tone of voice;
- The ability to speak clearly, at an easy-to-follow pace; and
- Belief in and enthusiasm about the service we provide.

In addition, you must maintain a positive attitude in the face of adversity. Expect to encounter some grumpy people. And don't be discouraged by low reach rates; it's not uncommon to contact a dozen or more people before reaching someone who is receptive to the value we are offering. But ***it's worth it for the difference you will make in that one person's life!***

Making the Call

- Reaffirm the ***Miracle-Ear*** connection and your reason for calling.
- Offer our ***No-Cost, No-Obligation Hearing Evaluation*** (and/or ***Clean & Service***—if they already wear hearing aids).
- Identify the Problem. Engage them in a conversation that gets them present to what their hearing loss is costing them in their relationships with family and friends. Expand on the Problem. ***Leave them with the experience of having truly been listened to.***
- Present the Solution, Share the Value of the Familiar Voice, and Set the Appointment.