

**Appoitment Setting for Sucessfull**

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| 1. Answer the phone on or before the third ring. Acknowledge the customer within 30 seconds of them entering the location. | **The Greeting**  Smile, voice quality and having a standardized greeting are most important. |
| 2. Discover the wants and needs of the customer by asking critical, open-ended questions designed to discover the customer’s needs. | **Assessing the Customer’s Wants and**  **Needs**  Ask open-ended questions and collect the customer’s history. Use the script as a guide. |
| 3. Describe the benefits of an appointment and/or services to every customer. Stress the importance of having a companion accompany the customer to the appointment. | **Advising**  Emphasize the benefits of an appointment at your location. Offer experience of hearing instrument specialist( # of years HIS has been dispensing, etc). Advise customer to come in for appointment and talk with Hearing Instrument Specialist about hearing loss and have an evaluation/test performed. |
| 4. Overcome any objections to ensure an appointment is made. | **Gaining Agreement**  Offer to get their questions answered and provide a variety of appointment times to meet their needs. Your primary objective is to **make an appointment!** |
| 5. Gather information and sincerely thank the customer. | **Thanking**  Thank the customer, review the conversation and appointment time with genuine kindness and care. |