


GETTING THE YES
Guiding patients toward their best treatment

Melanie K Hecker, AuD
Widex USA
Professional Education Manager




TODAY'S LEARNING OBJECTIVES

- After this course learners will be able to demonstrate successful and efficient ways to present treatment options to patients.
- After this course learners will be able to explain ways to increase acceptance of recommendations to patients
- After this course learners will be able to discuss strategies to deal with objections from clients.



TODAY'S AGENDA

- Review Current Protocols
- Discuss Effective Selling Techniques
- Treatment and Technology Recommendations
- Handle Objections and Sale Retention



STARTING POINT


THE PLAYERS AND THE MOTIVATION



A photograph of a wind turbine in a field with a modern building in the background under a cloudy sky. The WIDEX logo is in the bottom right corner.

YOUR MOTIVATION

- Why are you in this profession?
- What motivates you to move patients forward?
- Does compensation influence your recommendation?
- Are you comfortable in the role of "salesperson"?
- Have you ever received training on how to sell/influence decision making?



A photograph of a doctor in a white coat talking to an elderly patient. The WIDEX logo is in the bottom right corner.

YOUR PATIENT'S MOTIVATION

- How do people needing hearing aids come to your office?
- Is your office set up as a "medical" office?
- How much do you know about your patients prior to their appointment?
- How much of the patient's motivation is uncovered while being scheduled for the appointment?
- What is your scheduling protocol? Do you have a protocol?











A photograph of two men in a professional setting, one holding a folder. The WIDEX logo is in the bottom right corner.

YOUR "THIRD PARTY" ATTENDEES

- How do you encourage 3rd party attendance?
- Is your front desk incentivized for getting 3rd party attendees to join appointment?
- How do you draw out their experiences, thoughts, concerns?
- How do you involve them in the consultation/recommendation process?
- How do you involved them in the testing process?



HOW DO THE FOLLOWING AFFECT YOUR MOTIVATION IN THE PRACTICE?

- Time 
- Stress 
- Compensation 
- Reimbursement 
- Competition 
- Reputation 
- Patient satisfaction 
- Guilt 



THE S-WORD

- What is the role of the professional when it comes to selling hearing aids?
- What do patients expect from the professional?
- Consider Selling versus medical recommendation/treatment.
 - How many patients are you HELPING?
- **Become an agent of change!**



SALES CONSIDERATIONS



HOW DO YOU SELL?

1. Process
2. Selling/Recommendation technique
3. Handling objections
4. Follow Up



CONSULTATION PROCESS

PRE-EVAL CONSULTATION

- What do you know before you bring them back?
- Questionnaires
- Pre-testing interview
- Intake forms

POST-EVAL CONSULTATION



- How many options should be offered to a patient?
- Does providing more info become too much info?
- How to read your patient?





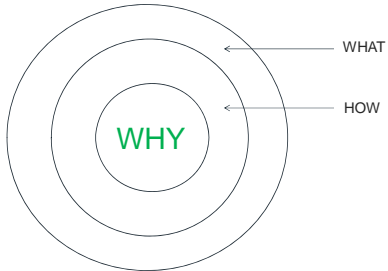
GOALS

- Increase patient satisfaction
 - Recommending appropriate device
 - Decrease follow-ups
 - Increased referrals
- More time for ALL patients
- Decrease RFC
- Help close rate
- Increase ASP and market share




THE GOLDEN CIRCLE

- People don't buy what you do; they buy WHY YOU DO IT.



*Start with Why – Simon Sinek



EMOTIONAL VS RATIONAL PURCHASE

- Gut feeling – LIMBIC

WOLSK

STEP ONE:

- Identify specific EVENTS where hearing and communication break down
- Establish list of problem areas and communication challenges

WOLSK




STEP TWO:

- Focus on the two or three highest priority events
- Make the events PERSONAL
 - How does this affect their thoughts, emotions and behaviors
- Taking ownership

WOLSK




STEP THREE:

- To CHANGE or NOT to CHANGE?
- LISTEN
- Wait for the patient to digest and respond.



TREATMENT RECOMMENDATION

- Make a personalized recommendation based on the problems you've uncovered in the beginning of process
- If done correctly, upselling will not need to take place because you've created a case and made the most appropriate professional recommendation
- Based on _____, I recommend _____
- WAIT



MAKE IT PERSONAL

- MATCH THEIR GOALS!
- Based on _____, I recommend _____
- WAIT
- How would you FEEL if _____
- WAIT
- If I _____, would you _____
- WAIT



TO DEMO OR NOT TO DEMO?

ENHANCING THE EXPERIENCE:

- Demoining in office
- Letting patient demo in the real world
- Lunch and listen
- Dream date

WHEN THE DEMO BACKFIRES:

- Letting patient demo in the real world
- Lunch and listen
- Dream date
- Try again in ___ months (low motivation)



STEP FOUR:

- The great rebuttal
- Handling objections

....we'll be getting back to this!



RECOMMENDING TECHNOLOGY



RECOMMENDING THE TECHNOLOGY

- Audibility
- Intelligibility
- Style
- Special Considerations



AUDIBILITY AND INTELLIGIBILITY

- Most faithful preservation/replication of the external world
 - Highest Input Dynamic Range (IDR)
- Most access to soft, subtle distant speech
 - Lowest Compression Thresholds (CT)
- Preservation of the temporal integrity of the speech envelope
 - Predominantly slow acting compression



STYLE

- 4 price points
- Wireless connectivity for all
- Any form factor you desire!





A DREAM FOR EVERYONE!

- Zen 
- Power 
- CROS/BiCROS 
- Audibility Extender 





ANOTHER PERSPECTIVE: PRODUCT SELECTION

- What is your goal for patient?
 - Best possible intelligibility in noise or comfort in noise?
- Will your patient benefit, either now or in the future, from wireless accessories?
- Are there physical limitations?
 - size of ear canal, shape of concha, visual problems, limited dexterity, cognitive impairment, cosmetic issues



WHEN DO YOU ADDRESS COST?

- Cost issues should not be addressed until after the recommendation for the BEST SOLUTION
- We can't assume what the patient can afford



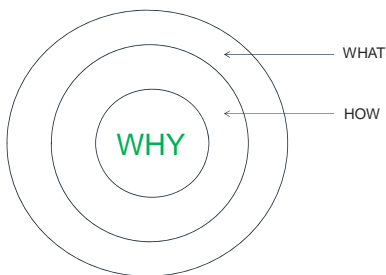
A GUIDE TO LIFESTYLE GUIDES

- Lifestyle guide
 - Sell to the lifestyle they WANT
 - Placing importance on their situations/value and quality
 - Features and BENEFITS of different levels of technology
 - Hearing aids
 - Dex's



FEATURES AND BENEFITS

- REMEMBER: THE GOLDEN CIRCLE



*Start with Why - Simon Sinek



HANDLING OBJECTIONS AND AFTER THE YES

FOLLOW-UP AND RETENTION



HANDLING OBJECTIONS

- Have you built up the case/struggle enough to even present treatment recommendation
- Always tie back into patient's concern
- Cost
- Motivation
- Need
- Not severe enough
- Talk it over with spouse/family
- Now is not a good time



AFTER THE YES...

- Follow-up Plan:**
 - When will you see the patient again?
 - What are you asking from them until the next appointment?
 - How are you tracking their outcome?
 - Are you documenting patient initial motivation to discuss again at follow-up?
 - What were the patient's issues and emotions for moving forward?
 - Remind them of their WHY
 - Helps combat buyer's remorse



REINFORCE THE CHANGE PROCESS



FINAL CONSIDERATIONS

NEW vs RETURNING Patients:

- NEW:**
 - Denial
 - Building up perception of benefit?
 - Earning trust
- RETURNING:**
 - Why upgrade?
 - No denial issues



TRACKING

- Are you tracking your "qualified ears" and sales?
- Do you know what your ASP and % sales are?
- How effective are you?
 - How is your effectiveness measured
 - Customer service
 - Tested Not Sold (TNS)
 - Your thoughts on current practice



OUR PARTNERSHIP



BUILDING A BUSINESS PARTNERSHIP WITH WIDEX

- Reputation of supporting the private practitioner
- Business PARTNER
 - Business development
 - Competitive pricing
 - Lunch and Listens
 - Open house
 - Demo Day



SUMMARY

- Focus on the patient's personal WHY to drive recommendation(s).
- Offer ONE specific treatment recommendation that is tied to the patient's expressed desires.
- Allow more silence.
- Track your goals and outcomes.
- Reach out to your local Widex representatives to discuss how we can strengthen our business partnership to help you achieve your goals.



For Additional Questions, Please Email AQInquiry@widex.com