

Is Your Battery Business As Big As It Should Be?

You need to know your business inside and out to be successful. Thriving hearing health care professionals are very familiar with the number of hearing aids they sell each month. Can you do the same for your hearing aid battery business? How do you know if your battery business is as big as it should be?

Benchmarking your battery business helps you understand how many of your patients actually purchase their batteries from your office. By going through this process, you can take important steps to improving your battery sales, growing your practice and most importantly, retaining your patient base.

Benchmark Calculator
HEARING AID AND BATTERY DATA
 The first pieces of information that you will begin to gather are your hearing aid sales history over the past 5 years.

Your data calculations:		Sample data calculations:	
# Hearing Aids sold in last 5 years			
Current year (to date plus projected)	350 - Current Year	+	
Year 2	340 - Year 2	+	
Year 3	290 - Year 3	+	
Year 4	300 - Year 4	+	
Year 5	310 - Year 5	+	
	1590 - Total Hearing Aid Sales		
Sales (A)	1550 - Current Year		
Avg. cells (B)	6000 - Average Sale Price per Cell		
Cell (C)			

Calculate

Something to think about: If half of your patients are going elsewhere to buy their hearing aid batteries, where will they go when they need to purchase their next aid? Are they loyal to your practice and is your business top-of-mind when they are thinking of this next investment? Batteries should be part of your business best practices, maximizing patient retention and sending those repeat hearing aid and battery purchases back to you.

To grow your business you need to make batteries a part of the selling process. A few ways to do this are:

- Commit to selling batteries
 By proactively committing and engaging in battery sales, you can increase your office sales and profits. Your office staff can with little time and effort. Even just a simple mention of “By the way, do you need batteries today?” when helping patients in the office will draw attention to this category.



Counter Easel



Window Cling

- Display batteries in the office

Batteries can be displayed in many places in the office, such as front counters and exam rooms. By putting your batteries out where patients can see them, you can take advantage of your office foot traffic – your patients won't buy what they can't see.



Battery Display Rack

- Promote both batteries and battery clubs



Appointment Card



Punch Card



Coupon Book

- Price competitively

Your patients are conscious of battery pricing. They shop at retail and see the promotional flyers on batteries. If you price batteries competitively and offer convenient programs like battery clubs, you can capture these sales and retain patients in the long run.

Visit www.thepowerofhearing.com to use the interactive benchmark calculator. To learn more about materials shown or to learn how Rayovac can help you grow your business call 1-800-356-7422 and speak with a dedicated business consultant.