

The Challenge Associated With Price Advertising

Many patients seek your services only after they have been offered a low price advertisement. One tactic to address these so-called price shoppers is to use a Statement of Impact. This is simply a way to take the focus off the low price and put it on the quality of services you provide. An example of a Statement of Impact is to say, "I know you have a lot of questions about that hearing aid, but let me first say I pride myself on having the best educated patients in the area. Please allow me to take some time to demonstrate all the quality options you have available." Everyone's statement is a little different. As long as you truly mean what you say, patients will appreciate your efforts.