

DISCOVERY

(70% of the first appointment)

1. Personal greeting and statement of impact
2. Establish rapport/build trust
3. Manage expectations by gathering information about:
 - a. Reason for visit today (Why is the patient here?)
 - b. Salient event (Why are they here today?)
 - c. Cosmetics (How do they expect a hearing aid will look?)
 - d. Lifestyle (Where do they want improved communication?)
 - e. Performance (How do they think hearing aids work?)
 - f. Finances (How much do they expect hearing aids cost?)

Record all information on COSI

4. Listen intently
5. Complete a thorough evaluation using the Quick SIN and ANL Test
6. Assess motivation to get help (“If we improve your communication in these areas is that what you’re looking for?”)

FULFILLMENT

(30% of the first appointment)

1. Review results - discuss the two key components: the COSI and Quick SIN
2. Educate - review consequences of untreated hearing loss
3. Demonstrate technology
4. Discuss options – relate technology features to real-world benefits in language the patient understands
5. Offer choices - make appropriate recommendations using a Top Down approach and exact price points
6. Overcome objections as they arise by addressing it directly and ask for the business
7. Reassure the patient that they made the right choice