

### **“Feel, Felt, Found” Tactic**

One proven way to address most any objection is to use the feel- felt-found principle. It goes something like this, “Mr. Jones, I know how you **feel**. I have had many patients that have **felt** the same way you do right now about this recommendation, but after they had the opportunity to use this technology in everyday listening situations, they **found** out for themselves how well it really works.”