

SeboTek and Energizer
Announce
Patient Demonstration Program

SeboTek Hearing Systems, creators of the new PAC (Post Auricular Canal) hearing instrument, has teamed up with Energizer Batteries to offer a new in-office demonstration program designed to stimulate consumer awareness and interest in the PAC and other advanced hearing aid technology.

Hearing professionals conducting patient demonstrations of the PAC qualify for free Energizer "EZ Change" battery dispensing packages.

Because no ear impressions or molds are needed, sizing and fitting of the PAC takes only minutes and makes PAC a natural choice for demonstrations. Candidates for demonstration include new hearing aid prospects as well as current hearing aid wearers visiting the office for product service, batteries, or testing. The demonstrations permit customers to compare the new technology to their current instruments. For prospective wearers, this will provide a quick, yet effective, preview of the benefits hearing aids can bring to their lives.

The in-office demonstration strategy is designed to initiate discussions between the dispenser and the patient about new hearing aid purchase intentions, the benefits of new technology instruments and opportunities for improving customer satisfaction.

Energizer and SeboTek have created this program as a tool to help hearing professionals increase hearing aid sales. Successful implementation of this demonstration program should increase sales of all instrument brands and styles and will serve an overall benefit to the dispenser.

The SeboTek - Energizer promotion is available for a limited time only. Contact SeboTek at 800-388-9041 for more details.

