

Step 4: Overcoming Objections

5-STEP WALTZ

Step 1: Empathize

- Stay calm
- Active listening/avoid being defensive
- Use phrases like:
 - "I respect that"*
 - "I hear what you're saying"*
 - "I see where you're coming from"*

Step 2: Expound

- Use phrases like:
 - "Help me understand"*
 - "Tell me more"*

Step 3: Isolate, Clarify & Solve

- Restate the objection
 - "What I'm hearing is that your financial impact is your main concern, is that correct? We have monthly payment plans available at \$150/month, would that be more comfortable for you?"*
- Offer a solution to their concern

Step 4: Back to Better Hearing

- ALWAYS revisit the Needs Assessment
- Remind the patient why they are here
- Focus on quality of life
- Repeat the needs assessment summary used in step 3

Step 5: Reclose

- Be confident in your recommendation
- Justify the investment
- Ask for the commitment:

TRANSITION: "As long as we are in agreement, I will get your prescription started"

Step 5: Product Pivot

A: 5-Step Waltz

B: Financing

C: Revisit the Needs Assessment

D: Recommend a Different Solution

- Modify Benefits & Expectations

EXAMPLE:

- If patient says no to original plan:
 - "We can alter the prescription so it's not as aggressive in background noise. That's still going to allow you to follow conversation much better when you're with your family and help at work."*
 - If it doesn't meet your needs, we will go back to the original recommendation with no additional fitting fees."*
 - If we go this route that will save you \$1500. Would that be a better option for you?"*
 - As long as we are in agreement, I will get that prescription for you."*
- If no, continue trying until solution is found.



William F. Austin Ear Care Pathway Study Guide

Step 1: Greeting & Rapport and Needs Assessment

GREETING & RAPPORT

- Use open ended questions to get to know your patient:
"How long have you lived here?"
"I see you were a nurse! How long did you practice?"
"I see you have a birthday coming up! What are your plans?"

TRANSITION: "How can I serve you today?"

NEEDS ASSESSMENT

- Uncover the specific pain points.
"Tell me about an environment you are struggling to hear in."
"Tell me more about that..."
"Help me understand..."
- Uncover the emotion. Ask 'how' questions.
"How does that make you feel..."
"How is this affecting your relationship..."
"How is that impacting you..."

NEEDS ASSESSMENT	
ENVIRONMENT	FEELING
Misunderstanding speech during family dinner	Anxious
Misinterpret conversations with colleagues at work	Embarrassed
Having a hard time hearing my friends at noisy restaurants every week.	Isolated/left out

- Summarize the Needs Assessment:
"What I'm hearing is you are feeling anxious during family dinner..."
(continue to summarize Box of Pain)
"Is that correct?"

TRANSITION: "Just so we are on the same page, what are we hoping to accomplish today?"

Step 2: Motivating Within the Test

UNAIDED SPEECH ASSESSMENT

- "I'm going to read you a list of words and I'll have you repeat them back to me as best as you can."*
- HCP presents the high-frequency word list at a distance of 5-feet behind the patient at a normal conversational level.
Ask companion,
"How do you think they did?"
Ask patient,
"How do you think you did?"
 - Share the word-list results with the patient.
"In a quiet room from 5' away you missed ____ % of those words"
 - Pause for 5 seconds ask the patient:
"Does this surprise you?"
"Is this acceptable to you?"
"Are you ready to deal with this today?"

AIDED SPEECH ASSESSMENT (24-LEVEL TECHNOLOGY)

- "Now we will test the prescription."*
- Stand with the companion 5-feet behind the patient and have the companion ask 3 questions. Celebrate each answer the patient responds to. Move back with the companion a few steps after each answer:
"What did you have for breakfast today?"
"What are you having or what did you have for lunch today?"
"What will you have for dinner tonight?"

Ask the Companion:

"What would it be like if [insert patient name] could hear like this all the time?"

Ask the Patient:

"Considering the impact this would have on the people who love you the most, are you ready to hear like this all the time?"

Step 3: Closing in a Professional Manner

RECOMMENDATION

- Reference the Needs Assessment:

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- Recommend a Treatment Plan:
 - Device Level: 24
 - Total Plan Investment: \$7,200
 - Warranty: 3 Years
 - VIP Service: 3 Years

EXAMPLE:

"I'm going to recommend a treatment plan that includes our 24 level devices.

That's going to allow you to feel more confident when you're playing cards with friends on Friday afternoons and eliminate a lot of that frustration you're experiencing when you're out to eat with your family.

The investment associated with that treatment plan is \$7,200 which includes a 3-year warranty and 3 years of service."

TRANSITION: "As long as we are in agreement, I will get your prescription started."