

EarCare Pathway Study Guide

CONFIDENTIAL – Office Use Only



AUDIBEL

1 Greeting & Rapport and Needs Assessment

Greeting & Rapport

- **Use phrases like:**
 - “How long have you lived here?”
 - “How was your weekend?”
 - “I see you have a birthday coming up!”
- **Transition:**
 - “How can I serve you today?”

Needs Assessment

- “Tell me about an environment you are struggling to hear in.”
- **Follow-up with phrases like:**
 - “Help me understand.”
 - “Tell me more about that.”
 - “How does that make you feel?”
- **Summarize the Box of Pain:**
 - “What I’m hearing is you are feeling anxious during family dinner...” (continue to summarize Box of Pain)
- **Transition:**
 - “Just so we are on the same page, what are you hoping to accomplish today?”

BOX OF PAIN	
ENVIRONMENT	FEELING
Misunderstanding speech during family dinner	Anxious
Misinterpret conversations with colleagues at work	Embarrassed
Hard time hearing in noisy environments	Frustrated

2 Selling Within the Test

Unaided Speech

- **Complete the High Frequency Word List**
Turn the page around and pause for 5 seconds.
 - “In a quiet room from 5’ away you missed ___ words”
 - “Does this surprise you?”
 - “Is this acceptable to you?”
 - “Are you ready to deal with this today?”

Aided Speech / Demonstration

- **Complete the Distance Speech Test using companion voice.**
On your walk back to the patient ask the following:
 - **To Companion:** “How would this impact your life if *patient* could hear like this all the time?”
 - **To 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?”

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3 Closing in a Professional Manner

Recommendation

- **Reference the Box of Pain:**

- “Based on the fact that you are feeling...”

- **Recommend a Treatment Plan:**

- Device Level: 2400

- Total Plan Investment: \$7,998

- Warranty: 4 Years

- VIP Service: 4 Years

- “As long as we are in agreement, I will get your prescription started.”

- **EXAMPLE:** “Based on the fact that you are feeling anxious during family dinners, embarrassed at work and frustrated in noisy environments, I’m going to recommend a treatment plan that includes our 2400 level devices. The investment associated with that is \$7,998 which includes a 3 year warranty and 3 years of service. As long as we are in agreement, I will get your prescription started.”

BOX OF PAIN	
ENVIRONMENT	FEELING
Misunderstanding speech during family dinner	Anxious
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Hard time hearing in noisy environments	Frustrated

4 Overcoming Objections

5-STEP WALTZ

- **STEP 1: Empathize**

- Stay calm

- Listen well and avoid being defensive

- Use phrases like:

- “I realize it’s an investment”

- “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: Overcome**

- Restate the objection

- “So it sounds like...”

- 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

- **STEP 5: Reclose**

- Be confident in your recommendation

- Justify the investment

- Ask for the commitment:

- “As long as we are in agreement, I recommend we get the prescription started”.

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5 Product Pivot

A. 5-Step Waltz

B. Wells Fargo

C. Revisit The Box of Pain

D. Recommend a Different Solution

– *Modify Benefits & Expectations*

• **EXAMPLE:**

– **If patient says no to original plan:**

– *“We can go with another option. This new solution will not have as much noise management and we will lose a bit of clarity but going this route would save you *\$1,800*. Would that be better?”*

– **If no, continue trying until solution is found:**

– *“Well it sounds like we found a solution, I’ll get this prescription started for you.”*

• **ESCAPE HATCH**

– **Reassure your patient:**

– *“If we go this route and it doesn’t meet your needs, we will go back to the original recommendation with no additional fitting fees.”*