



Starkey Business Partnership

Be the best in business





01

Business
Services

02

Practice
Support

03

Exclusive
Brand

04

Education
& Training

05

Partnership
& Collaboration

06

First Class
Marketing

Welcome to the Starkey Business Partnership

Starkey are thrilled to present our comprehensive and proven portfolio of business services that are available to every member of our exclusive Starkey Business Partnership.

The Starkey Business Partnership has over 100 members and continues to expand. We invite like-minded people to join our network in the spirit of entrepreneurship, collaboration and most importantly, friendship.

Together, we create the perfect partnership by blending the expertise of the independent hearing care professional, the power of peer networking and collaboration, and back it up with the skills and resources of a world leading hearing technology company. Put simply, we are better together. Because together, we can shape our future in the hearing care industry.



“No one is more dedicated to giving you the edge you need to succeed.”

01

Business Services

Drawing on years of experience with private practice business owners and the hearing industry, we know what success looks like and have designed a proven range of business support services* to maintain and grow every facet of your business.

* Some specialised services will be provided by Starkey trusted advisors based on specially negotiated pricing.



“Refining your offer and approach to help the partnership mature and become mutually beneficial.”

Business Review

When you're heavily involved in the day to day running of your business, it can be difficult to look at the bigger picture and make vital decisions about the strategic direction of the business.

Our experienced team will spend time with you understanding and reviewing your business. **They will make recommendations and suggestions to offer lasting, sustainable growth for your business.**

Accountancy Support

Industry specific knowledge is vital to getting the best out of your accountant. Starkey can offer you both our internal expertise and external accountancy professionals who are experienced in the industry and can provide honest and reliable advice and support.

Recruitment

As a Starkey Business Partner we are committed to helping you expand your practice. Recruiting new hearing care professionals and supporting staff is essential to adding bandwidth and resources to help develop and build your practice and deliver excellent service to your patients.

Our team can offer advice on the best channels to identify good quality candidates and an enhanced recruitment service working with dedicated consultants to ensure you can onboard the right people at the right time.

HR & HR Legal Services

To help you make the right choice, Starkey offers business partners psychometric PXT testing to support your hiring process. PXT tests help you understand how a prospective employee would process and communicate information as well as how they might apply that knowledge in the workplace. We also offer an outside consultant to bring you expertise around HR issues.



“The other partners are on a similar wavelength and it is refreshing in this industry to have such a strong clinical and ethical focus from such a large manufacturer.”

022

Practice Support

At Starkey, no one is more dedicated to giving you the edge you need to succeed.

Starkey has provided support to hundreds of professionals across all aspects of their business, giving them the opportunity to thrive and grow.

Patient Financing

Today's patient expects choice in how they pay for their hearing solutions. In partnership with Tabeo, Starkey offers you a simple online facility with a competitive rate and allows your patients to make manageable monthly payments for the services they really want.

Pricing & Warranties

As a Starkey Business Partner, you can expect to receive our most advantageous pricing structure.

Exclusively to our business partners, a 4-year warranty is available on all technology levels for just £1 per hearing aid, per year to ensure your business can compete with national retailers and deliver outstanding value to your customers.

Virtual Receptionist Support

Starkey have partnered with Moneypenny, the leading provider of virtual receptionist services, to offer you a professional call answering service.

Whether you are a domiciliary Hearing Care Professional or require cover when front office staff are on leave, Moneypenny will take away the stress of answering the phone when you are in clinic with clients. They will ensure you have uninterrupted phone coverage so that your customers always receive outstanding service and you'll never miss an opportunity.

Holiday Locum Cover

Taking holiday is essential to rest and recharge but can have a significant impact on your business and ability to service customer and take new orders.

Starkey offer a Locum service* to ensure there's no interruption to your business whilst you're out of the practice. Your customers will continue to receive outstanding service and support and you won't miss any new enquiries.

Corporate Membership

Starkey can offer you corporate membership from the British Tinnitus Association at a special discounted rate.

*Starkey's locum service is dependent upon availability and we recommend placing your request as far in advance as possible. Maximum 1-week coverage per year.



“Starkey are always willing to offer help and support with everything from marketing to practical.”

“Giving you
and your patients
confidence they
are receiving the
best value and
hearing care.”



AUDIBEL[®]

Exclusive Audibel brand

Audibel is an exclusive Starkey brand recognised across the globe. It is available to you as a Starkey Business Partner on a territory exclusive basis.

Audibel is backed by the Platinum Promise. It's our way of delivering peace of mind to every person who seeks help for their hearing – by letting them know that Audibel is dedicated to setting the industry standard of what patient care really means and that they can expect Hearing Excellence, no matter which Audibel office they visit anywhere in the country.

Because it's exclusive to you, no other company or hearing care provider whether they are on the high street or online, can price compete or match the Audibel offering. This gives you and your patients confidence that they are receiving the best value and hearing care.

Our nationwide Audibel network continues to grow and strengthen.
We'd love you to part of it.

04

Education & Training

Education & Training are central to our mission to help people hear better and live better.

Learn

Our dedicated training team has many years' experience equipping Hearing Professionals and their practices with knowledge, tools and resources to deliver the most successful outcomes for their patients and their practice. **That's why we're pleased to introduce Learn**, our excellent range of professional audiology training courses for hearing professionals and their staff.

Current courses include:

- Starkey Hearing Care Assistant Course
- BSA Otoscopy & Impression Taking
- Receptionist Training

More courses will be added in the months ahead.

Starkey Business Partners will receive an exclusive 10% discount off Learn courses.

Tailored Training Solutions

Our Education and Training Team can offer bespoke training courses for your business in a range of formats including group training, one to one and online. Our training session can be product and software or on more specific business and practice topics for you and your staff.



“Equipping hearing professionals with knowledge, tools and resources to deliver the most successful outcomes.”

05

The Power of Partnership & Collaboration

The excellence of the Independent Hearing Practice and the support of a global hearing technology company is a perfect blend. Put simply, we are better together. Through the power of collaboration and peer networking, together we can shape our future success in the hearing care industry.

Biannual Partner Meetings

“One of the best I have attended in the industry.” Our meetings are solely designed to focus on ways to enhance your practice and support your business. We select locations and venues that are engaging and an agenda that delivers value to you professionally and to your practice.

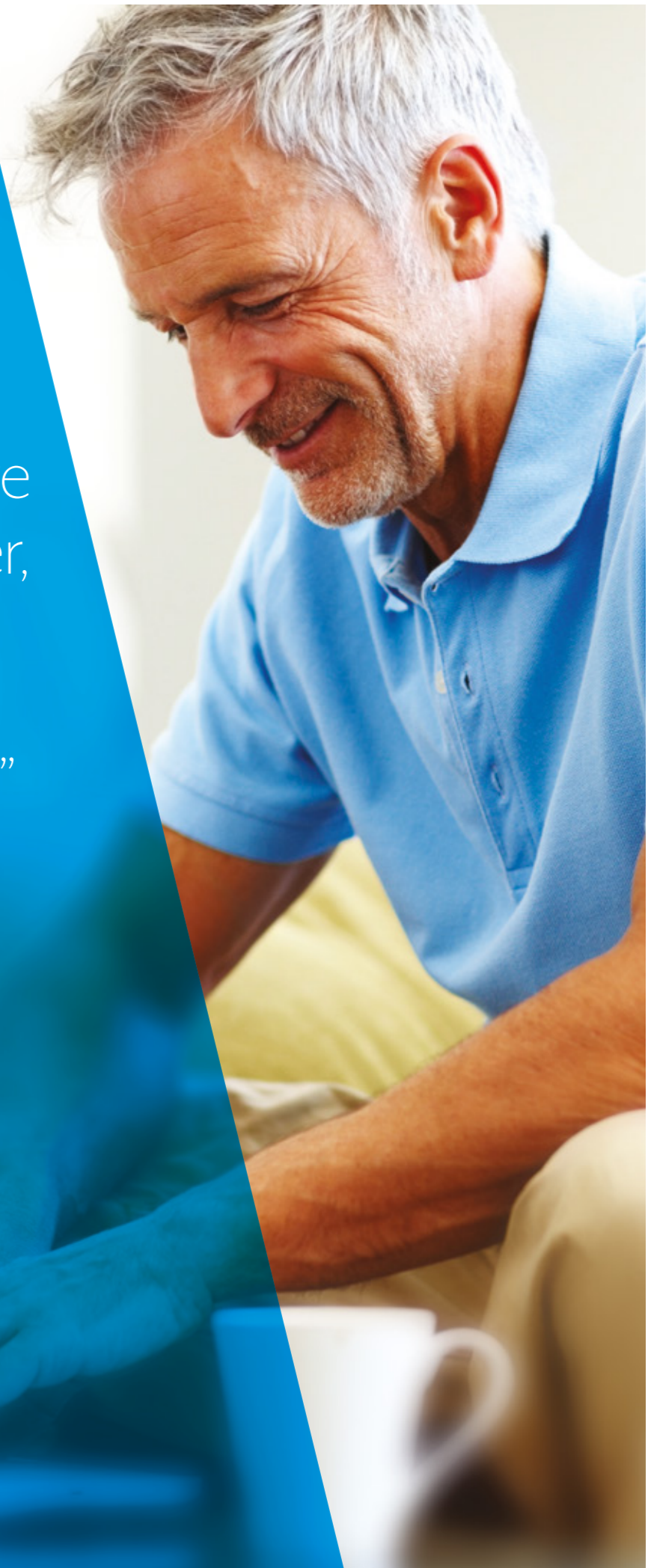
At every event there are plentiful networking opportunity where you can relax and share information with your Starkey Partnership Colleagues.

Online Networking Platform

Sharing ideas and information is at the heart of our network. The Starkey Business Partnership operates a strict non-compete policy so you can freely network and share business information with other partners without any concerns that you compete in the same territory.

Our online platform allows you to talk and discuss communal business issues in a closed group with other like-minded professionals.

“Because this is a group of people happy to be interactive with each other, we have the opportunity to learn so much.”



06

First Class Marketing Services

No other marketing team is more dedicated to helping you, the independent hearing professional, thrive and grow.


As a Starkey Business Partner, you have our expert team of marketers which include strategic planners, graphic designers, event and digital specialists who are all highly experienced in supporting the independent hearing professional.

Every Starkey Business Partner has a dedicated marketing account manager to provide ongoing marketing and design support. This ensures you have a go to marketing expert that will deliver high quality, professional marketing support to your business.

We pride ourselves on delivering the best marketing support in the industry. In short, when you partner with Starkey you have a full-service marketing agency at your fingertips.



“Dedicated
to helping
the hearing
professional
thrive and
grow.”



“Did you know that 93% of purchase decisions start with an online search?”

Retail Marketing Support

Your dedicated marketing specialist will proactively work on your behalf to help propel your practice to the top. Whether you need in store POS, customer communications, business stationery or any other marketing creative, our team will design effective customised marketing solutions that are professional and deliver the right message to your audience.

Digital Marketing Services

We make it our job to stay ahead of the curve in the digital world so we can keep your business one step ahead too. We offer a complete range of digital services to support your business online.



Customised digital lead generation

The Starkey lead generation programme is an initiative designed to drive appointments for our partners. We use nationwide advertising to drive response from interested prospects.



Paid social campaigns

Direct response Facebook lead generation campaigns display your adverts to a targeted audience (geography, demographics, age, interests) to reach the prospects that are most likely to be interested in your services.



Paid search campaign

Google and Bing platforms enable you to place adverts above the organic search engine results for targeted search terms. Users only see your advert if it matches their related search terms and you only pay when someone clicks on your advert.



Website Review and Recommendations

Is your website performing to its maximum potential? Our digital team offer a comprehensive appraisal of your current website whilst offering recommendations to improve its effectiveness.



Website build

Starkey's Partner Website Program offers you the opportunity to create a digital presence quickly and easily. Our website service will build, maintain and optimise a customised and branded website that reflects your practice and makes it easy for your patients to connect with you.



Social Media Content

Social Media is a wonderful opportunity to harness the power of the online community to showcase your expertise in hearing care, raise the profile of your business and generate new opportunities. Generating and posting engaging content and joining the conversation and supporting other local businesses and community groups is key to a successful social media strategy. The Starkey team can help by sharing great content and planning resources to jump start your social plan.

“Widen your geographic reach and connect with new customers”

Lead Generation

We understand how important this is to your business and the Starkey team work hard to generate leads and interest in Starkey hearing solutions to support your practice in a number of different ways.



Nationwide lead generation

Our nationwide lead-generating programme is designed to drive appointments and patient traffic into your practice. **We offer this program at NO CHARGE to Starkey Business Partners.** We use nationwide advertising — primarily online advertising — to drive consumer response. Business partners are given priority access to these leads.



Appointment booking service

The Starkey Appointment Booking program is a targeted regional campaign, rotated across the country. All enquiries generated are channelled into our centralised call centre and managed by our dedicated customer team to book a qualified appointment.

Bespoke lead generation campaigns*

Starkey’s expert marketing team create customised digital lead generation campaigns that are tailored for your practice and targeted to your location, audience and brand. Leads are delivered in real time to optimise the outcome of every enquiry generated.

What’s in it for you?

- A great source of new patient referrals at no cost
- No marketing investment
- All leads are pre-qualified, educated about their hearing health and ready to hear better!



Open Days

We are excited to offer our Visiting Expert Open House Programme.

We have many years’ experience consistently driving successful results from visiting expert events. Our tried and tested Starkey marketing recipe for open days continues to deliver outstanding results. As a Starkey partner, we offer our visiting expert team to support two open days per year.

*On some services, additional charges may be applicable. Once we understand your specific requirements, we can provide more detail on the costs. Most costs can be covered by SMART points.



GO

Let's Go!

Right now, Starkey are at the forefront of the hearing industry delivering some of the most exciting and ground-breaking hearing technology. But we can only change lives with our innovations in partnership with you, the hearing professional.

If you are interested in joining our Business Partnership Network and being a part of the Starkey Partnership, please contact a member of our team (see over) for a confidential discussion.

We look forward to welcoming you.

“The Starkey Team
are ready to forge
a partnership.

Are you?”

For further details on the
Starkey Business Partnership,
contact Adam, Guy or Helen for
a confidential discussion.

We look forward to hearing from you.

Adam Kobeissi
Business Development
Manager North
Mobile: 07706 330 332
Email: adam_kobeissi@starkey.co.uk

Guy Lovell
Business Development
Manager South
Mobile: 07879 553 496
Email: guy_lovell@starkey.co.uk

Helen Whipday
Sales Manager
Mobile: 07973 736688
Email: helen_whipday@starkey.co.uk

Alternatively, contact your Regional Starkey Manager
to discuss Starkey products and services.

Scotland

Margaret Black

Mobile: 07894 608 206

Email: margaret_black@starkey.co.uk

North & North West

Sarah Fletcher

Mobile: 07968 108 768

Email: sarah_fletcher@starkey.co.uk

Ireland

Margaret Black

Mobile: 07894 608 206 | 1800 992197 (ie)

Email: margaret_black@starkey.co.uk

Central & South Wales

Kiran Sihota

Mobile: 07384 216 005

Email: kiran_sihota@starkey.co.uk

London & South East

Sally Butcher

Mobile: 07706 330 334

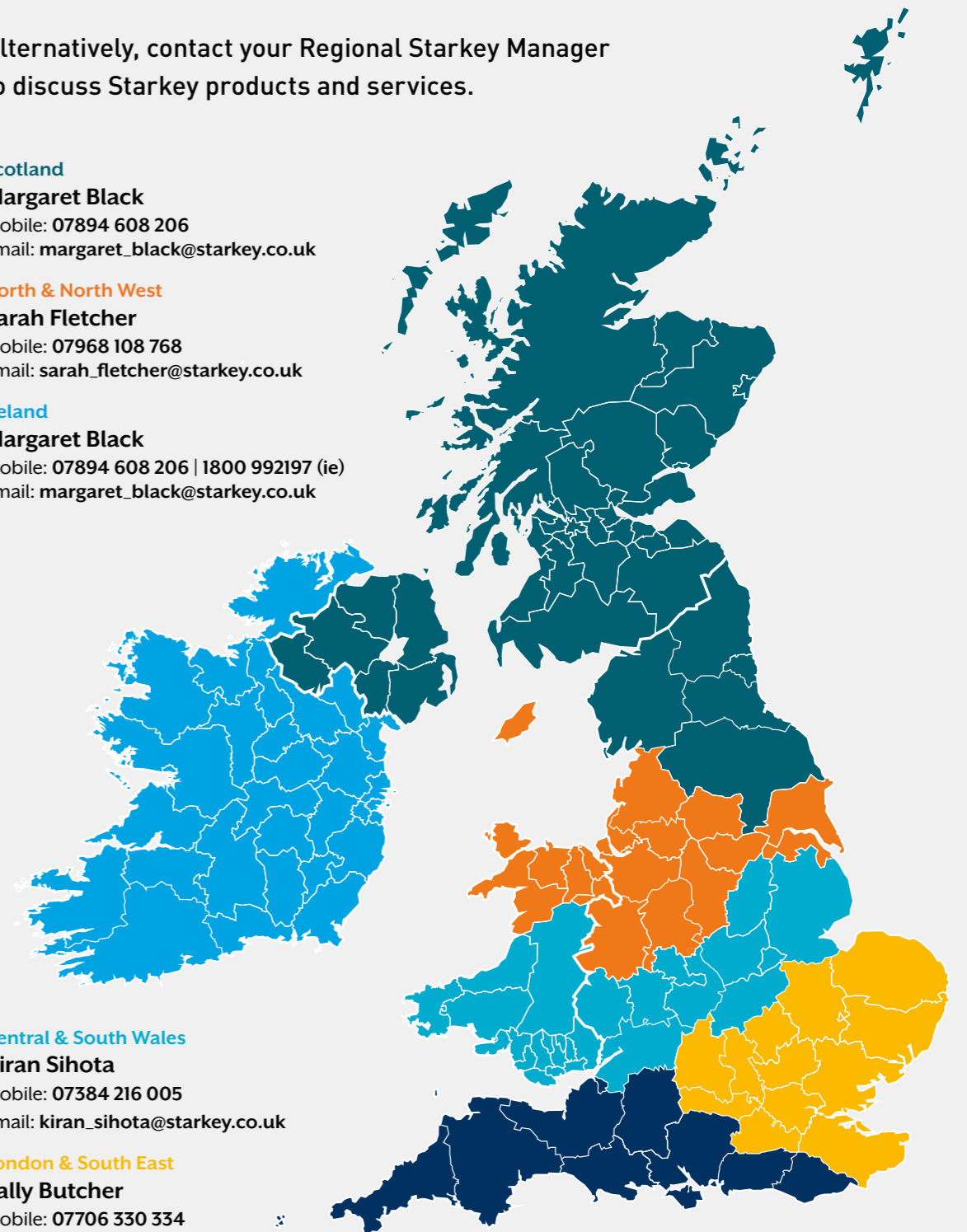
Email: sally_butcher@starkey.co.uk

South West

Lorraine Morley

Mobile: 07894 608 286

Email: lorraine_morley@starkey.co.uk



“Blending the expertise of the independent hearing care professional and the power of peer networking, with the skills and resources of a world leading hearing technology company.”



A global company headquartered in Eden Prairie, Minnesota, USA.

Starkey, William F. Austin House, Bramhall Technology Park,
Pepper Road, Hazel Grove, Stockport, SK7 5BX

T: 0800 042 0000 **E: sales@starkey.co.uk**

W: www.starkey.co.uk | www.audibelhearing.com