

The importance of non-manipulative ethical selling of hearing aid solutions

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Overview:

Many in the hearing dispensing industry apply 'product' or brand selling methods rather than putting the focus on individual patient's needs (PCC) in improving their quality of life. This often ends in a dissatisfying situation for the patients, and spouse or family member.

Moreover, many independent dispensers and practices are struggling to get around making profit and pay wages, costs, taxes etc. because big boxes tend to take over more and more business from them while lowering prices of hearing aids. The coming OTC and online sales of hearing aids is another threat.

The needs of a patient are not only to 'amplify' sound but, even more important, to help the patient and his/her spouse to an improved quality of life by better understanding of spoken language.

Therefore a 'non-manipulative Ethical Selling Approach' is crucial.

The primary purpose of this presentation is to inspire and motivate participants how important the moral and ethical aspects are when selling Hearing Aid Solutions to those who are in need of hearing and communication improvement: patient, spouse or other family members of the patient.

Learning Objectives:

Participants learn

- How important it is that HCP hearing care specialists place their focus on the improvement of one's life quality rather than on amplification technics
- What their responsible role is when it comes to advise a patient of the individual best and most optimal Hearing Aid Solution
- The PCC (Patient Centered Care) concept of 'non-manipulative Ethical Selling' skills which will improve practice results as well as create customers who do proactively the Word-of-Mouth.

Participants will understand the difference between 'product' selling (price or discount oriented) and total top-down solution selling (focus on the individual analysis of patient needs and hidden needs). I want to discuss concepts and models on how to improve revenues and increased customer satisfaction by a professional Customer Centered Care approach in selling.