



TIPPING POINTS: Episode 4, Out of Warranty Sales

CHALLENGE

According to a MarkeTrak study, 62% of hearing aids sold per year are sold to existing users – and 43% of them were purchased at a different location the second time! Practices must stay engaged with patients in order to get repeat business and upgrades.

SOLUTION

AHAA's Out of Warranty Sales program encourages practices to monitor the age of every hearing instrument they sell. In doing this, they become aware of every possible opportunity to both create and convert visits for evaluations or repairs into selling opportunities.

For example, it exposes the patients with older hearing devices that are candidates for an upgrade, therefore, should be shown the latest technology. And even if the patient does not adopt new amplification at that time, you'll have helped them understand the newer upgrade options they'll have when they are ready.

Out of Warranty is also a mindset, in that it focuses on the importance of creating relationships with patients based on three always-changing factors:

- The patient's hearing health and lifestyle
- The performance of their hearing device
- The constant advances in technology

The common thread that runs through all three is that they require enduring practice/patient contact such as:

- Regular hearing evaluations
- Regular hearing instrument checks
- Regular consultations and demos of new technology

Because of this regular contact, the patient will maintain optimal hearing health and will remain engaged with your practice – and when they're ready to purchase their next hearing device, they'll think of you first.

RESULT

Out of Warranty Sales results in the best of two worlds for practices all over the country: while helping to provide the very best in hearing health care to every patient...they enjoy the rewards of this productive revenue generating activity.

TIPPING POINT

Tipping Point

- (tip-ping point) noun
1. a time when important things start happening in a situation.
 2. when a significant change takes place.

Our Associates often share with us the moments when they became fully committed to AHAA's business model All The Right Things, and began to believe in and realize great success, aka, their tipping points.

We have started to share their stories with you, and through this interactive series will introduce more in the coming weeks. Make sure to explore the entire page for links, interviews, and downloads! And don't forget to re-visit the first episode too.

- Episode 1: All The Right Things
- Episode 2: Block Scheduling
- Episode 3: 3rd Party Attendance
- Episode 4: Out of Warranty Sales
- Episode 5: Patient Referral
- Episode 6: Professional Development
- Episode 7: AHAA Convention

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