

## TIPPING POINTS

### Episode 4: Out of Warranty Sales

62% of hearing aids sold per year are sold to existing users – 43% purchase elsewhere a second time.

MarkeTrak Data

What's the best way to stay on the right side of these numbers? It's to focus on three always-changing factors regarding your patients:

- ◆ Their hearing health and lifestyle
- ◆ The performance of their hearing device
- ◆ The constant advances in technology

### Plant seeds. Establish expectations. Stay connected.

By continually nurturing the relationships you have with each patient, they will naturally grow into something both enduring and rewarding.

