



## TIPPING POINTS: Episode 7, Convention

### CHALLENGE

If you're not fully aware of the constant changes taking place in the hearing healthcare industry and how they'll affect your business, your progress will be in jeopardy.

### SOLUTION

AHAA has now hosted close to twenty Conventions, each designed to address the natural changes in our industry that occurred the year before – and just as important, to forecast the ones to come.

- **There's the agenda...**

The insight shared regarding practice operations and growth is unmatched...so much that Associates who attend regularly tell us they would feel out of the loop if they missed one.

- **...and there's the networking**

More than 400 Associates join us each year. Since it's the one time of year when the entire AHAA membership comes together, there's no better time to network and establish new relationships among your community.

### RESULT

Attending Convention regularly is a smart business investment that can provide insurance against a failing economy. Associates that fully utilize what they learn every year will enjoy substantial and immediate results.

More specifically, first-time attendees consistently experience an immediate burst in growth due to the significant changes they make based on what they learned. In 2012, they enjoyed more than a 36% growth rate in units sold in just the quarter after the event.

Regular attendees realize that even more important than this initial burst of growth is how sustainable it makes their organizations – no matter what type of year the industry experiences.

## 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

Call your Associate Manager or AHAA at 800-984-3272 for more information. Or if you prefer e-mail, contact Inside Sales at [insidesales@ahaanet.com](mailto:insidesales@ahaanet.com).