

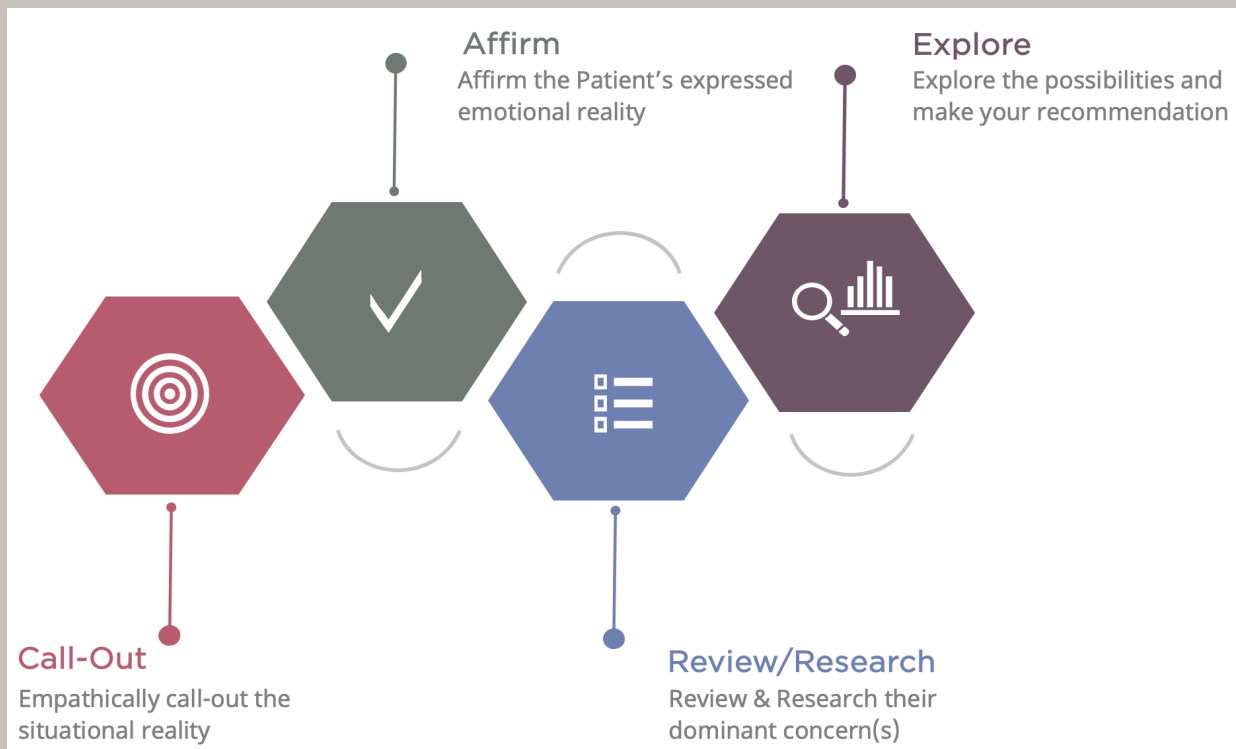
Achieving Hearing Success



Handling Objections

C.A.R.E.™ Model

Remember: when you're confronted with resistance or objections, **don't get combative, get curious.** Use the C.A.R.E.™ model to frame this crucial conversation.



It's important to keep in mind the psycho-emotional impact of the resistance and objection handling conversation. The Patient is confronting a harsh reality that impacts their quality of life. They may be sensing a loss of control, an increase of vulnerability, and the pressure of making a big commitment. They want to get this decision right, and you can support them in getting it right.

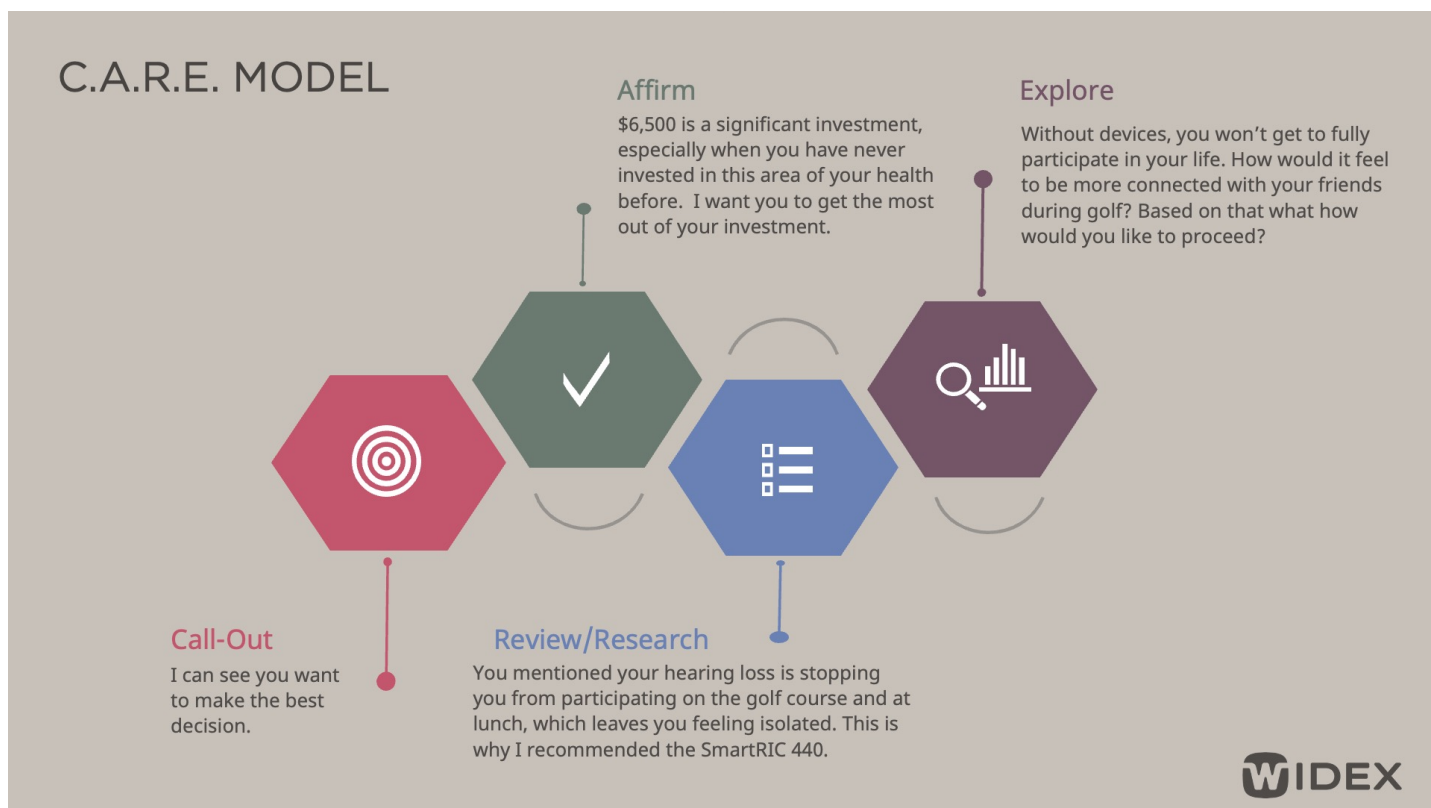
The Patient doesn't need to be convinced, they need to be certain.

Your empathetic approach to compassionately facilitating this decisive conversation will help determine whether the Patient accepts your treatment recommendation.

Betty Jo's Objection

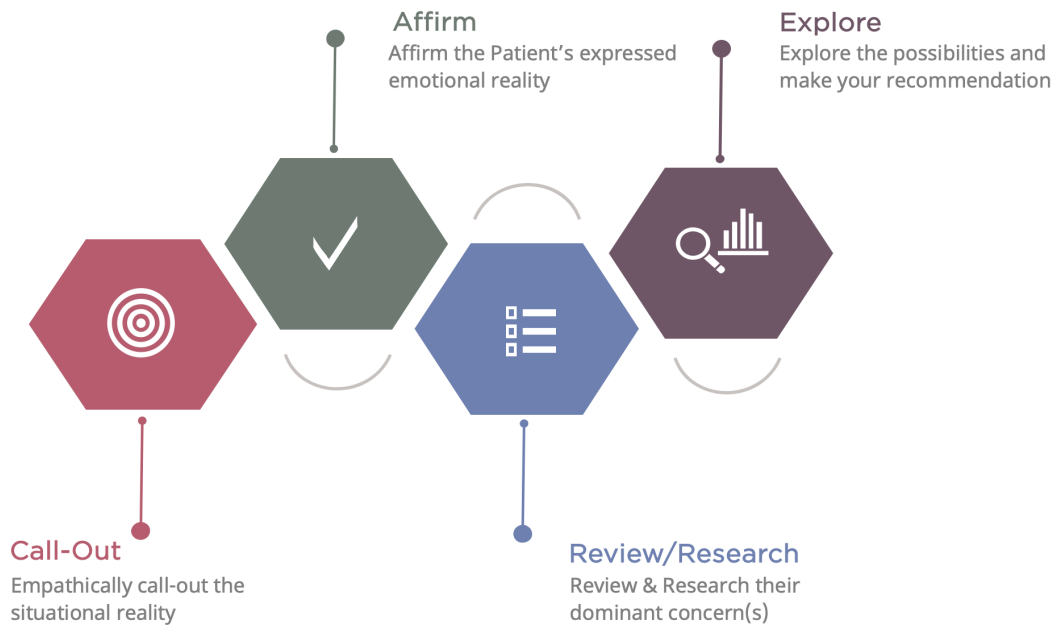


Example



Handling Objections

C.A.R.E.™ Model



C

What will you say to "Call-Out" the reality of the situation?

A

What will you say to "Affirm" the Patient's reality?

R

What questions will you ask to "Review/Research" the matter?

E

What possibilities will you invite your Patient to "Explore?"