

SELLING A SOLUTION





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NARDELLI AUDIOLOGY
HEAR BETTER. LIVE BETTER.

WHAT ARE WE REALLY SELLING?



**Sales = exchanger
of a commodity**

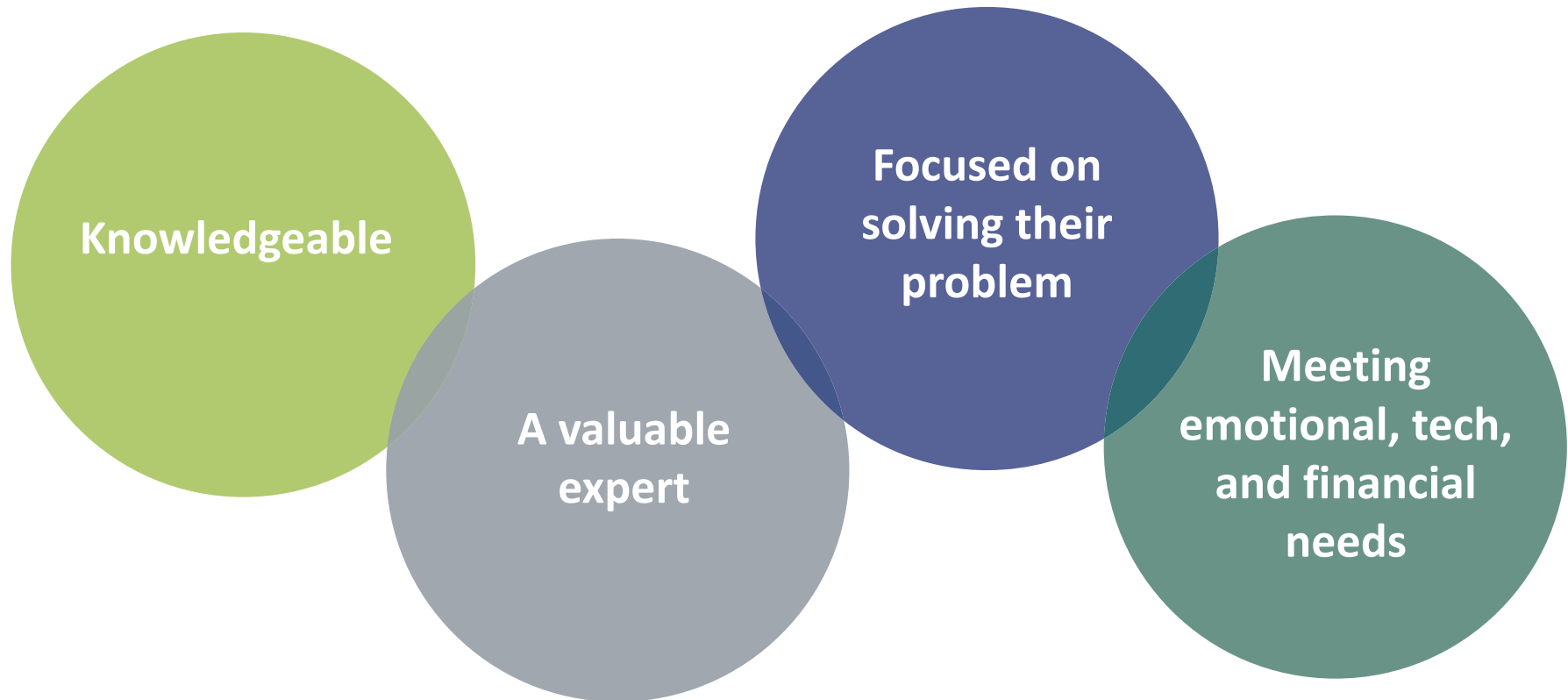


**Solution = solving
a problem**



**Audiology = selling
solutions to serious
life problems**

WHAT "SALES" REALLY MEANS
SALES IS THE ABILITY TO BE SEEN AS:



THE SOLUTION SALE PROCESS



- ▶ Understand their problem
 - ▶ Communicate results
 - ▶ Share cost & payments
 - ▶ Address objections
 - ▶ Recommend solutions
-

WHY PATIENTS STRUGGLE TO MOVE FORWARD WITH CARE



▶ They delay care

▶ Stigma exists

▶ Technology is confusing

▶ Hearing health is changing

▶ They're overwhelmed



WHAT IS THE REAL PROBLEM



- ▶ Emotional
 - ▶ Social
 - ▶ Financial
 - ▶ Practical
 - ▶ Lifestyle Impact
-

COMMUNICATE AND EDUCATE



- ▶ Tone
 - ▶ Inflection
 - ▶ Silence
 - ▶ Cadence
 - ▶ Word Choice
-

PRESENT POSSIBLE SOLUTIONS BASED ON:



Lifestyle



Hearing Health



Priorities

SHARE COST & PAYMENT OPTIONS



TEAM ALIGNMENT MATTERS

HOW TO ALIGN



- ▶ Same message
 - ▶ Same mindset
 - ▶ Same value language
 - ▶ Training is essential
-

MANAGING OBJECTIONS



- ▶ Objections = confusion
 - ▶ Not lack of interest
 - ▶ Clarify the problem
 - ▶ Provide solutions
-

WHEN THEY “NEED TIME”



Follow up



**Video
Messaging**



**Family
Involvement**

SELLING A SOLUTION



- ▶ Understanding the patient's real problem
 - ▶ Communicating with clarity and confidence
 - ▶ Presenting solutions that fit their life
 - ▶ Making care financially accessible
 - ▶ Following up with compassion
-

THE SOLUTION SALE FRAMEWORK

Turning patient conversations into confident yeses

1. The Patient's Real Problem. *(Not the audiogram — the life impact)*

What is the patient struggling emotionally or socially?

What does the patient say they miss, avoid, or feel frustrated by?

2. Connect Test Results to Their Life

How will I explain their hearing loss in a way that makes sense to them?

What real-world difficulties does this explain?

3. My Recommended Solution

This solution fits their:

Lifestyle _____

Listening environments _____

Technology comfort level _____



THE SOLUTION SALE FRAMEWORK

4. Value Language. *(What are they really investing in?)*

This solution will help them with:

Relationships _____

Confidence _____

Daily life _____

5. Payment Options I Will Offer *(Never assume — always present options)*

- ☐ Pay in full
- ☐ The CareCredit credit card
- ☐ Monthly financing
- ☐ Membership / service plan

6. If the Patient Hesitates

What did the patient say?

What question will I ask to uncover the real concern?

What solution can I offer?

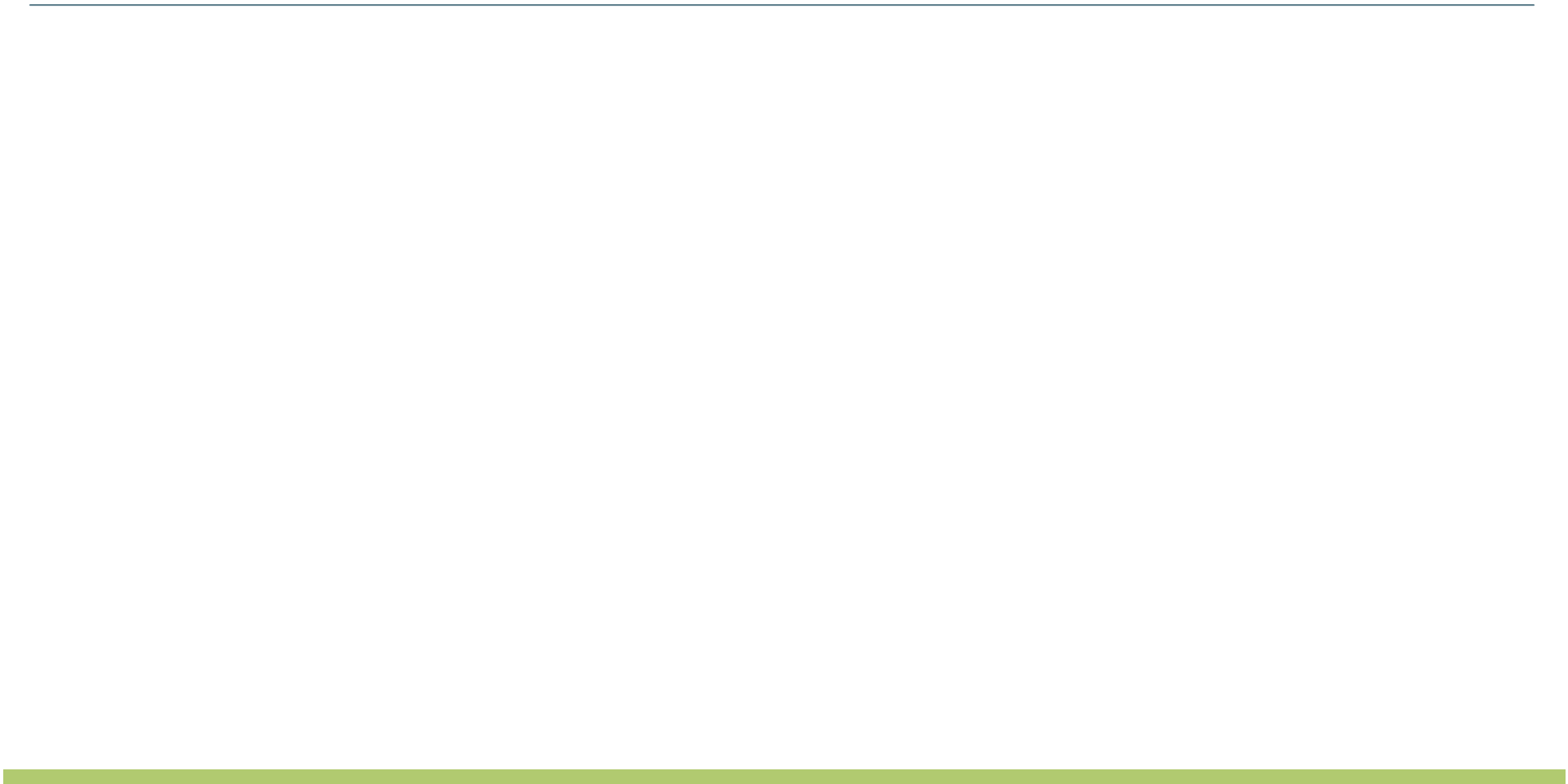
THE SOLUTION SALE FRAMEWORK

7. Follow-Up Plan. *(Follow-up is care, not pressure)*

- ☐ Video message
- ☐ Phone call
- ☐ Email
- ☐ Include spouse/family

When will I follow up? _____

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THANK YOU!