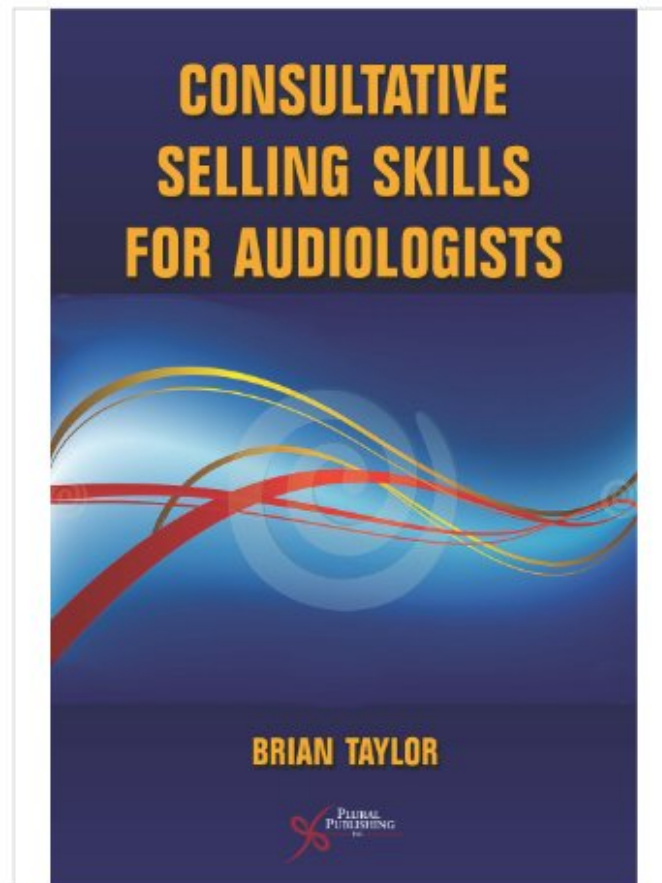


(Free pdf) Consultative Selling Skills for Audiologists

Consultative Selling Skills for Audiologists

Brian Taylor

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Brian Taylor : Consultative Selling Skills for Audiologists before purchasing it in order to gauge whether or not it would be worth my time, and all praised Consultative Selling Skills for Audiologists:

1 of 1 people found the following review helpful. how to sell and not feel like a salesman By sudsthis book is both an excellent starting point on how to sell hearing aids and also a refresher for those who may have strayed too far into the flogging area. I now feel like I know how to sell a healthcare product without feeling like a car salesman

The majority of dispensing audiologists practice in a commercial environment in which they have to sell a product, yet most receive little formal training on how to sell. Consultative Selling Skills for Audiologists outlines a specific system that blends several innovative clinical tests such as the QuickSIN and Acceptable Noise Level test with proven interpersonal communication strategies that enhance the audiologist's persuasiveness in a commercial working environment. Based on nearly 20 years of experience, the author shares case studies to illustrate common clinical

scenarios routinely encountered in a busy dispensing practice, and how a selling system can help increase effectiveness. Whether you are a recent AuD graduate or a seasoned hearing health care professional, this book is packed with plenty of useful, patient-centered strategies to help you excel in your clinic when you are knee-to-knee with any patient. The path to professional independence and financial security largely rests with your ability to sell. By blending the art of effective communication with innovative pre-fitting clinical tests, *Consultative Selling Skills for Audiologists* will provide you with the tools you need to be a more successful audiologist in a either commercial or medical environment.

...I am very glad that I read [this] as I rather enjoyed it and found it very useful from a National Health Service (NHS) dispensing perspective and as a manager of an NHS audiology service. The clue is in the title- this book is about selling hearing aids- very much in a quality way. It takes you through the journey from first contact with the patient, gathering patient history and understanding their difficulties, conducting assessment, discussing the results and closing the sale. This book is packed with resources and references current and past research. Much use is made of the 'Bright Ideas' sections in the book which are tips on practice of concise summaries of the text. This helps break up what could have been a dry text but isn't. In fact, this book manages to perform a neat trick, in that it is far from simplistic in content but easy to read. It holds the attention to the end...I would recommend this book for any professional involved in the hearing aid dispensing process, especially those embarking on a career. Whilst reading, I could not help but compare this total quality approach to that prominent in 'Any Qualified Provider'. --Jonathan Parsons, Consultant Clinical Scientist, Managing Director, Chime Social Enterprise, ENT Audiology News, (2014)

About the Author
Brian Taylor, Au.D. is currently the Director of Practice Development Clinical Affairs for Unitron. He is responsible for all best practice initiatives and customer loyalty programs for Unitron in the United States. Over the past 20 years he has dispensed hearing aids in both retail and medical settings, including Rockford Clinic and Sonus. Prior to his current position, he was the Director of Professional Development for Amplifon and served as their Global Training Manager in Milan, Italy. Dr. Taylor has written and lectured extensively on several topics, including practice management and evidence-based hearing aid selection and fitting approaches. Brian holds an Au.D. from Central Michigan University and a master's degree in Audiology from the University of Massachusetts-Amherst. He currently resides in Minneapolis.