

Hidden Hearing



AGENT NAME:

TESTER:

DATE:



(✓) Mark off each step upon agents completion

PROCEDURE:	
Correct Greeting:	
Thank you for calling Hidden Hearing. This is [Agent Name]. How may I help you?	_____
Agent asks if the caller if they require an information pack, a sample hearing aid or both?	_____
If asked, the agent advises they do not have any information on prices but can disclose them in the post.	_____
All information is obtained:	_____
Name & Address.	_____
Email Address.	_____
Contact Number.	_____
What was requested and the nature of the call.	_____
Advertisement Code.	_____
All details are read/spelt back to client	_____
The agent advises caller to allow up to a week to receive the information or sample.	_____
Arranging an appointment:	
Agents informs caller that there details will be passed on to Hidden Hearing representative to arrange a call back.	_____
Correct Closing: Thank you for calling Hidden Hearing. If you any further queries we'll be glad to help.	_____

KNOWLEDGE:**What exactly does your company do?**

(HH is one of the largest suppliers of hearing aids in Europe. It has offices across the UK and Ireland, and in Portugal and Greece, we have been supplying the hearing aids for over 30 years.)

Why should I have a hearing test?

(You may already be suffering from the onset of hearing loss, or may simply need the reassurance of a hearing check. Either way, you have nothing to lose by arranging a free test with Hidden Hearing, there is absolutely no obligation to purchase any of our aids if you have a test with us.)

I'm not deaf, I just have trouble hearing in background noise. Do I need a hearing aid?

(That loss of the ear's 'fine-tuning' (called ski slope loss) causes a lot of people to have difficulty hearing if there is any kind of background noise. It's the most common form of hearing problem, especially with those over 55. It's not 'deafness' in the accepted sense, but certainly a hearing aid would help with the problem. A free audiometric hearing test would establish just how serious the problem is.)

What do you mean by the advertisement code?

This is the code we use to track what medium and publisher you noticed our advert in.

What does the sample hearing aid entail?

(It is a free sample hearing aid that it not designed for long term or proper use.)

****SALES ABILITY DOES NOT APPLY ****

Additional Comments:

Signed by Tester: _____ Date: _____

