

1. Record Nr.	UNINA9910459817703321
Autore	Taylor Brian <1966->
Titolo	Consultative selling skills for audiologists / / Brian Taylor
Pubbl/distr/stampa	San Diego, California : , : Plural Publishing, , [2012] ©2012
ISBN	1-59756-694-2
Descrizione fisica	1 online resource (257 p.)
Disciplina	617.8/9068
Soggetti	Medical care - Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The path to understanding the patient, yourself & the business -- The science of selling -- You said what? Basic communication skills -- The discovery process -- The commitment process -- Improving your skills during your career journey.
Sommario/riassunto	This book 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.