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| Autore | Taylor Brian <1966-> |
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| ISBN | 1-59756-694-2 |
| Descrizione fisica | 1 online resource (257 p.) |
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| Soggetti | Medical care - Marketing |
| 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. |