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| Autore                  | Taylor Brian <1966->  |
| Titolo                  | Consultative selling skills for audiologists / / Brian Taylor   |
| Pubbl/distr/stampa      | San Diego, California : , : Plural Publishing, , [2012]<br>©2012  |
| ISBN                    | 1-59756-694-2   |
| Descrizione fisica      | 1 online resource (257 p.)  |
| Disciplina              | 617.8/9068  |
| 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. |