

B2B WELLNESS



1

Introduce

2

Educate *about hearing health quality of life issues*

3

Schedule *a face to face discussion on helpful ideas*

Introductory Talking Points

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“Good afternoon Mrs. Jones. My name is Tina Smith and I’m a hearing health professional with ABC Hearing Clinic. I know you’re busy and appreciate you allowing me to briefly share how we can help your colleagues and their families to hear better, so their work performance and quality of life can be improved. Is that ok? Great, thank you and I promise to keep our call to less than 10 minutes.

As I hope you know, ABC’s professionals have helped 100’s of our fellow citizens to hear better for over 20 years. As a local business dedicated to promoting our community’s better hearing health, we are talking with caring folks like yourself to share how your company, at no cost, can provide valuable hearing health benefits to your colleagues and their families.

Research indicates hearing loss is a common workplace problem that negatively affects productivity, job satisfaction and career growth. We know progressive companies like yours want to deliver low or in this case, no cost wellness programs that supplement their basic health care plan. While many offer vision and dental health benefits, with the frequency of hearing health challenges, we know how important it is for ABC’s professionals to share sound advice with our fellow citizens.

At no cost to your company, with no extra time commitment on your part, our trusted experts conveniently offer your colleagues and their families free hearing screenings, as well as discounts on the latest digital technology. We also provide hearing health educational materials to promote awareness of your hearing health benefit program. This is an caring way to encourage your colleagues to improve their quality of life and, based on years of experience, we know how delighted folks are to rediscover precious sounds they’ve been missing. Many folks also consider our “Lunch & Learns” as ideal educational events.

Thanks for allowing me to introduce our hearing health benefit program. Are there initial questions I can answer?

When would be a convenient time in the near future to briefly discuss our no cost wellness program face to face? Thanks again and I look forward to demonstrating how we can help many of your colleagues improve their quality of life.”

