

Face-to-Face Dialogue With Your Personal Touch

Now, it's time to develop best practices for Amplifying Your Influence™ in the local medical community. You've worked hard to identify both Actively Referring and Targeted Physicians. You've prepared customized presentation folders and selected helpful educational handouts. You've filled out your first Appointment Planner and are well positioned to launch your networking campaign.

*Asking the right questions
takes as much skill as
giving the right answers.*

Robert Half

For best preparation, carefully review educational information you will share. Envision the research-based dialogue you'll have and if practical, role play with colleagues. Everybody's busy, so stay on target and on topic. Be confident in the fact that your primary focus is to help improve their patient's quality of life. Better hearing, better community.

The following scripts clearly list proven "talking points" for your educationally-focused visits. With practice, you will learn and gain confidence from the most effective approach in various situations.

After your meeting, be sure to document important notes on your Appointment Planner. With detailed follow up on a timely basis, your well respected first impression will establish a strong collaborative foundation.

On the following two pages, please carefully review "talking points" for both Actively Referring and Targeted Physicians. As you will see, the discipline instilled with these dialogue guides will be integral to your productivity and success.

