Time to R.E.B.E.L.

Making Your Practice More Approachable (than the competition)

Presented by Curtis J. Alcock
Founder of Audira
Oh no! Not again!
Why can’t you get me the hearing system I want for the price I want?

mhmmh-mmm-mmbh*

*Translation: “My hands are tied!”*
The world is constantly **changing**

More **PEOPLE** + More **CONNECTIONS** = More **QUICKLY**
More **ADVANCES**
More **OFTEN**
What is the world advancing towards?
Utopia?

The Road to Hell?
"Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone."

http://www-01.ibm.com/software/data/bigdata/what-is-big-data.html
“Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone.”

http://www-01.ibm.com/software/data/bigdata/what-is-big-data.html

Almost half a billion DVDs a day
“Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone.” 

http://www-01.ibm.com/software/data/bigdata/what-is-big-data.html

Almost half a billion DVDs a day

32 million 1m³ boxes a year
"Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone."

http://www-01.ibm.com/software/data/bigdata/what-is-big-data.html

Almost half a billion DVDs a day

32 million $1m^3$ boxes a year
Every day, we create 2.5 quintillion bytes of data – so much that 90% of the data in the world today has been created in the last two years alone. 

http://www-01.ibm.com/software/data/bigdata/what-is-big-data.html

Almost half a billion DVDs a day

32 million 1 m³ boxes a year
“Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone.”

http://www-01.ibm.com/software/data/bigdata/what-is-big-data.html
“Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone.”

http://www-01.ibm.com/software/data/bigdata/what-is-big-data.html
Progressive Commoditization

Accessibility of Information

The act of making a process, good or service easy to obtain by making it as uniform, plentiful and affordable as possible...

...the ability to commoditise anything is seen as a benefit to all.

http://www.investopedia.com/terms/c/commoditize.asp

Faster, Cheaper
Better, Simpler
Ownership by the Masses
Increased desire for Luxury
Accessibility of Information:

“Make my life EASIER”

Knowledge is Democratized

Consumers become the Expert

Experts become Facilitators

Progressive Commoditization:

“Make me feel INDIVIDUAL”

Faster, Cheaper

Better, Simpler

Ownership by the Masses

Increased desire for Luxury
Anything that **can** be commoditised will be commoditised

Anything that **can** be digitised will be digitised

Anything that **can** be de-specialised will be de-specialised

Mass direct-to-consumer relationships bypass distributors

Constantly drives down costs and squeezes smaller ‘competitors’

Weakens value for services that people they can do themselves

The more **automated and uniform** the world becomes, the greater the desire for the things that **make us feel human** – like **EXPERIENCE, PERSONALISATION** and **VALIDATION**.
<table>
<thead>
<tr>
<th>Computerisation bottleneck</th>
<th>O*NET Variable</th>
<th>O*NET Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perception and Manipulation</td>
<td>Finger</td>
<td>The ability to make precisely coordinated movements of the fingers of one or both hands to grasp, manipulate, or assemble very small objects.</td>
</tr>
<tr>
<td></td>
<td>Dexterity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Manual</td>
<td>The ability to quickly move your hand, your hand together with your arm, or your two hands to grasp, manipulate, or assemble objects.</td>
</tr>
<tr>
<td></td>
<td>Dexterity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cramped Work Space, Awkward Positions</td>
<td>How often does this job require working in cramped work spaces that requires getting into awkward positions?</td>
</tr>
<tr>
<td>Creative Intelligence</td>
<td>Originality</td>
<td>The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.</td>
</tr>
<tr>
<td></td>
<td>Fine Arts</td>
<td>Knowledge of theory and techniques required to compose, produce, and perform works of music, dance, visual arts, drama, and sculpture.</td>
</tr>
<tr>
<td>Social Intelligence</td>
<td>Social Perceptiveness</td>
<td>Being aware of others’ reactions and understanding why they react as they do.</td>
</tr>
<tr>
<td></td>
<td>Negotiation</td>
<td>Bringing others together and trying to reconcile differences.</td>
</tr>
<tr>
<td></td>
<td>Persuasion</td>
<td>Persuading others to change their minds or behavior.</td>
</tr>
<tr>
<td></td>
<td>Assisting and Caring for Others</td>
<td>Providing personal assistance, medical attention, emotional support, or other personal care to others such as coworkers, customers, or patients.</td>
</tr>
<tr>
<td>Rank</td>
<td>Probability</td>
<td>Label</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
<td>-------</td>
</tr>
<tr>
<td>1</td>
<td>0.0028</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>0.003</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>0.003</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>0.0031</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>0.0033</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>0.0035</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>0.0035</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>0.0035</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>0.0036</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>0.0036</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>0.0039</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>0.0039</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>0.004</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>0.0041</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>0.0042</td>
<td>0</td>
</tr>
<tr>
<td>16</td>
<td>0.0042</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>0.0043</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>0.0044</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>0.0044</td>
<td>0</td>
</tr>
<tr>
<td>20</td>
<td>0.0044</td>
<td></td>
</tr>
<tr>
<td>Rank</td>
<td>Probability</td>
<td>Label</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
<td>----------------</td>
</tr>
<tr>
<td>1.</td>
<td>0.0028</td>
<td>29-1125</td>
</tr>
<tr>
<td>2.</td>
<td>0.003</td>
<td>49-1011</td>
</tr>
<tr>
<td>3.</td>
<td>0.003</td>
<td>11-9161</td>
</tr>
<tr>
<td>4.</td>
<td>0.0031</td>
<td>21-1023</td>
</tr>
<tr>
<td>5.</td>
<td>0.0033</td>
<td>29-1181</td>
</tr>
<tr>
<td>6.</td>
<td>0.0035</td>
<td>29-1122</td>
</tr>
<tr>
<td>7.</td>
<td>0.0035</td>
<td>29-2091</td>
</tr>
<tr>
<td>8.</td>
<td>0.0035</td>
<td>21-1022</td>
</tr>
<tr>
<td>9.</td>
<td>0.0036</td>
<td>29-1022</td>
</tr>
<tr>
<td>10.</td>
<td>0.0036</td>
<td>33-1021</td>
</tr>
<tr>
<td>11.</td>
<td>0.0039</td>
<td>29-1031</td>
</tr>
<tr>
<td>12.</td>
<td>0.0039</td>
<td>11-9081</td>
</tr>
<tr>
<td>13.</td>
<td>0.004</td>
<td>27-2032</td>
</tr>
<tr>
<td>14.</td>
<td>0.0041</td>
<td>41-9031</td>
</tr>
<tr>
<td>15.</td>
<td>0.0042</td>
<td>0</td>
</tr>
<tr>
<td>16.</td>
<td>0.0042</td>
<td>25-9031</td>
</tr>
<tr>
<td>17.</td>
<td>0.0043</td>
<td>19-3039</td>
</tr>
<tr>
<td>18.</td>
<td>0.0044</td>
<td>33-1012</td>
</tr>
<tr>
<td>19.</td>
<td>0.0044</td>
<td>0</td>
</tr>
<tr>
<td>20.</td>
<td>0.0044</td>
<td>25-2021</td>
</tr>
</tbody>
</table>
What do people avoid or approach?
Avoid Loss

Approach Gain

Avoid Isolation

Approach Belonging

Avoid Threats to Self

Approach Self Consistency
Approach
Gain
Avoid Loss

Avoid Isolation
Approach Belonging

Avoid Threats to Self
Approach Self Consistency
Approach

Gain

Avoid Loss

Approach Belonging

Avoid Isolation

Approach Self Consistency

Avoid Threats to Self

Audira
THINK TANK FOR HEARING
Approach
Gain

Avoid Loss

Isolation

Avoid Threats to Self

Approach Belonging

HANDBOOK OF APPROACH AND AVOIDANCE MOTIVATION
Andrew J. Elliot (2008)
Avoid things that weaken me

Approach Gain

Approach Belonging

Approach Self Consistency
Avoid things that weaken me

Approach things that empower me

- Avoid Loss
- Avoid Isolation
- Avoid Threats to Self

- Approach Gain
- Approach Belonging
- Approach Self Consistency
Approach things that **empower** me

Avoid things that **weaken** me

**Our Practices?**

- Avoid Loss
- Avoid Isolation
- Avoid Threats to Self

**Approach**
- Approach Gain
- Approach Belonging
- Approach Self Consistency
Awaiting Restoration

The Purpose of Hearing Care
The Purpose of Hearing Care

Valuable
Handle with Care
The Purpose of Hearing Care

Valuable
Handle with Care

Hear to stay
Not fade away
The Purpose of Hearing Care

Valuable
Handle with Care

Hear to stay
Not fade away

Check it routinely
Hearing Assessments

Guard it from harm
Hearing Protection

Keep it connected
Hearing Technology
To empower individuals and society to achieve and maintain their full potential by realising the role hearing plays.
But it’s got the latest chip in it!
“We’re not competitor obsessed, we’re customer obsessed. We start with the customer and we work backwards.”
Start with the customer – work backwards.
Start with the customer – work backwards.
To fill the empty seats in a theatre, should we tell people how comfortable the seats are?
Relevance
Relevance

Activates Attention!

Matches Motivation!

Guides Behavior!
Relevance

Activates Attention!

Matches Motivation!

Guides Behavior!

What do I gain by doing?

What do I lose by not doing?
Relevance

Activates Attention!

Matches Motivation!

Guides Behavior!

What do I gain by doing?

What do I lose by not doing?

We filter out information that isn’t relevant to us.
Relevance

- Activates Attention!
- Matches Motivation!
- Guides Behavior!

What do I gain by doing?
What do I lose by not doing?

We filter out information that isn’t relevant to us.
### What makes hearing care relevant?

<table>
<thead>
<tr>
<th>Reasons for Non-Adoption</th>
<th>UK</th>
<th>US</th>
<th>Germany</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Hear well enough in most situations”</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>“Cannot afford hearing aids”</td>
<td>10</td>
<td>1</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>“Hearing Loss not severe enough”</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>15</td>
</tr>
</tbody>
</table>

What makes hearing care relevant?

<table>
<thead>
<tr>
<th>Reasons for Non-Adoption</th>
<th>UK</th>
<th>US</th>
<th>Germany</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Hear well enough in most situations”</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>“Cannot afford hearing aids”</td>
<td>10</td>
<td>1</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>“Hearing Loss not severe enough”</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>15</td>
</tr>
</tbody>
</table>

## What makes hearing care relevant?

<table>
<thead>
<tr>
<th>Reasons for Non-Adoption</th>
<th>UK</th>
<th>US</th>
<th>Germany</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Hear well enough in most situations”</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>“Cannot afford hearing aids”</td>
<td>10</td>
<td>Sorted</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>“Hearing Loss not severe enough”</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>15</td>
</tr>
</tbody>
</table>

### What makes hearing care relevant?

<table>
<thead>
<tr>
<th>Reasons for Non-Adoption</th>
<th>UK</th>
<th>US</th>
<th>Germany</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Hear well enough in most situations”</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>“Cannot afford hearing aids”</td>
<td>10</td>
<td>Sorted</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>“Hearing Loss not severe enough”</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>15</td>
</tr>
</tbody>
</table>

What makes hearing care relevant?

What makes hearing care relevant?

<table>
<thead>
<tr>
<th>Reasons for Non-Adoption</th>
<th>UK</th>
<th>US</th>
<th>Germany</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Hear well enough in most situations”</td>
<td></td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>“Cannot afford hearing aids”</td>
<td></td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>“Hearing Loss not severe enough”</td>
<td></td>
<td></td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

Is their appraisal reliable?

### What makes hearing care relevant?

<table>
<thead>
<tr>
<th>Reasons for Non-Adoption</th>
<th>UK</th>
<th>US</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Hear well enough in most situations”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Cannot afford hearing aids”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Hearing Loss not severe enough”</td>
<td></td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

**Is their appraisal reliable?**

**Hearing is the Social Sense**

---

Motivation

What are their goals?

Behavior

The action you want someone to take

Bridging the Chasm of Inaction

Their Goals

Our Goal
Motivation
What are their goals?

Behavior
The action you want someone to take

Their Goals

Our Goal

Persuade them to exchange THEIR goals, for OUR goal?
Bridging the Chasm of Inaction

**Their Goals**

**Motivation**
What are their goals?

**Behavior**
The action you want someone to take

**Our Goal**

Persuade them to exchange their goals, for our goal?

Meets resistance

NO!
Motivation
What are their goals?

Behavior
The action you want someone to take
Bridging the Chasm of Inaction

Their Goals

Motivation
What are their goals?

Relevance
...matches your action to their goals

Our Goal

Behavior
The action you want someone to take
1) Chemical messages released by **A** into the gap (like a key)
2) If **B** has the correct receptors for it (like a lock), the message is received and its behavior changes
Hearing is relevant to all of these things! 

She just doesn’t realise it

- Staying healthy
- Travel & eating Out
- Staying effective at work
- Connecting with others
- Caring for loved ones
The Kodak Camera

“You press the button, we do the rest.”

OR YOU CAN DO IT YOURSELF.

The only camera that anybody can use without instructions. As convenient to carry as an ordinary field glass World-wide success.

The Kodak is for sale by all Photo stock dealers. Send for the Primer, free.

The Eastman Dry Plate & Film Co.

Price, $25.00 — Loaded for 100 Pictures. Re-loading, $2.00.

ROCHESTER, N. Y.
Kodak, as you go

Wherever the purr of your motor lures you, wherever the call of the road leads you, there you will find pictures, untaken pictures that invite your Kodak—intimate pictures of people and places that you and your friends can enjoy again and again as you thumb the leaves of your Kodak album.

And you can take them.

Ask any Kodak dealer.

EASTMAN KODAK COMPANY, ROCHESTER, N. Y., The Kodak City.

Kodak as you go.

Eastman Kodak Co., Rochester, N. Y., The Kodak City
Let your Kodak keep the Christmas Story

Eastman Kodak Company  Rochester, N. Y., The Kodak City
The Kodak Album.

There's joy in every page of the school girl's Kodak book.

There's a hint of good times in every tiny print and between its covers is the pictured story of happy years and enduring friendship—a story that means fun in the making, and afterward the still greater joy of living over again those happy, care-free days.

EASTMAN KODAK COMPANY
Rochester, N. Y., The Kodak City
You and your Kodak can help

Much as pictures mean to you, they mean more, infinitely more to the soldier in camp or over seas. Snap-shots of home scenes and home faces, stuck in between the pages of a newsy letter make “Back home” seem just around the corner of the company street—they are next best to a furlough.

Helpful organizations are doing a great work in looking after the physical comforts of our fighting men—but the “folks at home” are the ones who can keep them cheerful in mind and heart—you and your Kodak can help.

EASTMAN KODAK COMPANY,
ROCHESTER, N. Y., The Kodak City.
Not selling cameras
Not selling cameras

Capturing Memories
Preserving the past

An important part of important events
Not selling cameras

Matches Motivation!

Capturing Memories
Preserving the past

An important part of important events
Capturing Memories
Preserving the past
An important part of important events
Capturing Memories
Preserving the past

Not selling cameras

Activates Attention!
Matches Motivation!
Guides Behavior!

What do I gain by doing?
What do I lose by not doing?

An important part of important events
Capturing Memories
Preserving the past
Matches Motivation!
Not selling cameras
An important part of important events
Guides Behavior!
What do I gain by doing?
What do I lose by not doing?
Activates Attention!
## Relevance

**“Meet me where I am”**

- See the world through your **clients’ eyes**
- It’s not what **you** have, it’s what **they** want
- Find a way to say **yes**, not a reason to say no

**“Talk my language”**

- Hearing **range**, not hearing loss
- **Situations**, not shortcomings
- Hearing **Technology**, not Hearing Aids
Come to us! Be our client!

Effortlessness
But how bad does my hearing have to be before you become relevant to me?

How much do I need to spend just to become your customer?

How hard is it to find you and make an appointment?

Come to us! Be our client!
But how bad does my hearing have to be before you become relevant to me?

How much do I need to spend just to become your customer?

How hard is it to find you and make an appointment?

Effortlessness

Come to us! Be our client!
Lower the threshold of doing business with* you

Now it's easy for anyone to become our client!

Effortlessness

*Unless you’re going for the luxury market
Lower the threshold of doing business with* you

Then give people multiple opportunities to invest in what you do

…and make every encounter as easy as possible

Effortlessness

*Unless you’re going for the luxury market
How to increase home insulation

Houses lose **25% of their heat** through their roofs

**Insulating roof** = payback after 1 to 2 years

A. Home insulation with substantial neighborhood discount
   - Lower Cost

B. Home insulation at low (normal) cost
   - Standard

C. Home insulation combined with loft clearance service
   - Higher Cost
How to increase home insulation

Houses lose **25% of their heat** through their roofs

**Insulating roof** = payback after 1 to 2 years

3x higher uptake!

C. Home insulation combined with loft clearance service

Higher Cost

Inside the Nudge Unit by David Halpern (2015)
How to increase sales of jam

A. Selection of 6 jams

B. Selection of 24 jams

Iyengar, S. & Lepper, R. (2000). When Choice is Demotivating
How to increase sales of jam

A. Selection of 6 jams
- 40% stopped at the display

B. Selection of 24 jams
- 60% stopped at the display

Iyengar, S. & Lepper, R. (2000). When Choice is Demotivating
How to increase sales of jam

A. Selection of 6 jams
40% stopped at the display

B. Selection of 24 jams
60% stopped at the display

More choice is more attractive

Iyengar, S. & Lepper, R. (2000). When Choice is Demotivating
How to increase sales of jam

A. Selection of 6 jams
   - 40% stopped at the display
   - 30% purchased

B. Selection of 24 jams
   - 60% stopped at the display
   - 3% purchased

More choice is more attractive

Iyengar, S. & Lepper, R. (2000). When Choice is Demotivating
How to increase sales of jam

**A.**
Selection of **6 jams**
- 40% stopped at the display
- 30% purchased

**B.**
Selection of **24 jams**
- 60% stopped at the display
- 3% purchased

More choice is more attractive
More choice reduces sales

Iyengar, S. & Lepper, R. (2000). When Choice is Demotivating
How to increase sales of jam

A. Selection of 6 jams

- 40% stopped at the display
- 30% purchased

B. Selection of 24 jams

- 60% stopped at the display
- 3% purchased

More choice is more attractive

6x greater!

More choice reduces sales

Iyengar, S. & Lepper, R. (2000). When Choice is Demotivating
Give your clients guided control.

Effortlessness
1. Keep selection wide to attract, then…
2. **Filter** choice to improve decisiveness & satisfaction

**Effortlessness**
1. Keep selection wide to attract, then…
2. **Filter** choice to improve decisiveness & satisfaction

Effortlessness
“Customers really don’t care to be delighted by you as much as they want to just get on with their lives, so your job is to eliminate the obstacles that prevent your customers from being able to do just that.”

Quote taken from “The Effortless Experience” by Matthew Dixon, Rick Delisi and Nick Toman
“The data tells us that from a customer’s perspective, when something goes wrong, the **overriding sentiment is: Help me fix it.** No need to dazzle me, please just solve the problem and let me get back to what I was doing.”

“**Satisfaction is not a predictor of loyalty...** we find that fully 20 percent of the customers who reported that they were satisfied by their service interaction also expressed at the same time that they were actually intending to leave the company and buy from somebody else.”
The data tells us that from a customer’s perspective, when something goes wrong, the *overriding sentiment is: Help me fix it.* No need to dazzle me, please just solve the problem and let me get back to what I was doing.”

“Satisfaction is not a predictor of loyalty... we find that fully 20 percent of the customers who reported that they were satisfied by their service interaction also expressed at the same time that they were actually intending to leave the company and buy from somebody else.”

“The key to mitigating disloyalty is reducing customer effort.”
Effort is in the eye of the beholder

What I had **to** do during the experience
This often **can’t** be changed

65%

35%

How I felt about the experience

But this **can** be!

From “The Effortless Experience” by Matthew Dixon, Rick Delisi and Nick Toman
Being told...

“No.”

1. Affirm their request

2. Confirm what can happen

3. Positively frame what happens now

Being told... “No.”

1. Affirm their request
2. Confirm what can happen
3. Positively frame what happens now

2½. Explore alternative options for them

Event

Need an appointment

Hearing system not arrived yet

Wants prices
<table>
<thead>
<tr>
<th>Event</th>
<th>Negative language response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need an appointment</td>
<td>We can’t fit you in until the end of next week.</td>
</tr>
<tr>
<td>Hearing system not arrived</td>
<td>Your hearing system won’t be in now until…</td>
</tr>
<tr>
<td>wants</td>
<td>We don’t give out prices over the phone</td>
</tr>
<tr>
<td>Event</td>
<td>Negative language response</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Need an appointment</td>
<td>We <em>can’t</em> fit you in until the end of next week.</td>
</tr>
<tr>
<td>Hearing system not arrived yet</td>
<td>Your hearing system <em>won’t</em> be in now until…</td>
</tr>
<tr>
<td>Wants prices</td>
<td>We <em>don’t</em> give out prices over the phone</td>
</tr>
<tr>
<td>Event</td>
<td>Negative language response</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Need an appointment</td>
<td>We can’t fit you in until the end of next week.</td>
</tr>
<tr>
<td>Hearing system not arrived yet</td>
<td>Your hearing system won’t be in now until…</td>
</tr>
<tr>
<td>Wants prices</td>
<td>We don’t give out prices over the phone</td>
</tr>
</tbody>
</table>
Belonging

“Be more dog”
There to **welcome** you

Anticipates your **needs**

Makes you feel **safe**

They **listen** without judging

**“Be more dog”**

You feel like you’re supposed to be there.

**Belonging**
Belonging
Belonging
Belonging

Smile
Probably the most important thing we can do
Belonging

Smile
Probably the most important thing we can do

Reduces uncertainty
Creates instant *rapport*
Tells people they *belong*
Smile
Probably the most important thing we can do

Reduces uncertainty
Creates instant rapport
Tells people they belong
It's transferable

Belonging
Belonging

Give new visitors permission to interact with the environment

Invite them to ask questions

To remove uncertainty explain what happens

Give them something to do
Belonging

Membership Cards
Referral Schemes
Facilitating Connections
Evidence
Evidence

Best practice...
Can I justify it?  
Can I quantify it?  
Can I demonstrate it?

...to the CONSUMER
Evidence

Best practice...
Can I justify it?
Can I quantify it?
Can I demonstrate it?

...to the CONSUMER

WARNING!
Bloat!
Inefficiency!
Costly!
Focus on MEASURABLE BENEFIT and RELEVANCY to the end user.

Best practice...
Can I justify it?
Can I quantify it?
Can I demonstrate it?

...to the CONSUMER

Evidence

WARNING!
Bloat!
Inefficiency!
Costly!
Read my lips!
I did NOT visit a hearing care provider.

https://en.wikipedia.org/wiki/Third-person_effect
Read my lips! I did NOT visit a hearing care provider.

Get your hearing checked

Likableness

https://en.wikipedia.org/wiki/Third-person_effect
Read my lips! I did NOT visit a hearing care provider.

Get your hearing checked

Likableness

https://en.wikipedia.org/wiki/Third-person_effect
Read my lips! I did NOT visit a hearing care provider.

Get your hearing checked

Likableness

https://en.wikipedia.org/wiki/Third-person_effect
Read my lips! I did NOT visit a hearing care provider.

Get your hearing checked

Likableness

https://en.wikipedia.org/wiki/Third-person_effect
Read my lips! I did NOT visit a hearing care provider.

Get your hearing checked

Likableness

https://en.wikipedia.org/wiki/Third-person_effect
Read my lips! I did NOT visit a hearing care provider.

Get your hearing checked

Likableness

https://en.wikipedia.org/wiki/Third-person_effect
Read my lips! I did NOT visit a hearing care provider.

Get your hearing checked

Likableness

https://en.wikipedia.org/wiki/Third-person_effect
Read my lips! I did NOT visit a hearing care provider.

Our **MARKETING** and our **MESSAGES** set the social norm

- Make your clients look good in front of others
- Get your hearing checked

**Likableness**

...and I am NOT wearing hearing aids. What do you think I am?

https://en.wikipedia.org/wiki/Third-person_effect
...and I am NOT wearing hearing aids.
What do you think I am?

[Link to Wikipedia article on Third-person effect: https://en.wikipedia.org/wiki/Third-person_effect]
But I would use hearing technology that others associate with empowerment.

https://en.wikipedia.org/wiki/Third-person_effect
Our MARKETING and our MESSAGES set the social norm. Create associations that make your clients look good to others.

But I would use hearing technology that others associate with empowerment.

https://en.wikipedia.org/wiki/Third-person_effect
R
Relevance
Why would they care?

E
Effortlessness
Can you make it easier?

B
Belonging
Do they feel at home?

L
Evidence
Can you prove it?

 ikableness
Are they looking good?
R E B E L

**Relevance**
Why would they care?

**Effortlessness**
Can you make it easier?

**Elonging**
Do they feel at home?

**Evidence**
Can you prove it?

**Ikableness**
Are they looking good?
Because hearing is a fusion of all that you are and all that you can be with each and every moment you encounter.
Relevance
Why would they care?

Effortlessness
Can you make it easier?

Elonging
Do they feel at home?

Evidence
Can you prove it?

Ikableness
Are they looking good?

Because hearing is a fusion of all that you are and all that you can be with each and every moment you encounter.
Our job is to align our businesses with the greater social purpose.

That way, as our businesses succeed we will bring change to society.

And as society changes, our businesses will succeed.
Thank you for listening

For resources, discussion and the invention of the future participate at www.audira.info

Email: curtis.alcock@audira.info
Twitter: @audira4Q