



DO NOT STEP OVER \$ TO SAVE PENNIES

You may want to re-examine some of the things you are doing in your business regarding batteries as you are probably doing them because of past guidance from a hearing aid manufacturing company.

Guidance from a hearing aid manufacturing company may have had merit *back in the day* when your supplier was not your competitor in the retail dispensing of hearing aids. Today you need to have an arms-length relationship with your hearing aid supplier because, no matter how you try to candy coat it, they are trying to put you out of business.

There has been a paradigm shift in the hearing aid industry and when a paradigm shifts all of our knowledge goes back to zero.

Battery Myths

- Saving pennies on batteries is important. **Fact - You cannot save enough on batteries to make a worthwhile financial goal because you do not sell enough batteries. You cannot save your way to business survival; you need to create new sales. Only Audio Energy's refer a friend coupon packaging enables you to get a steady stream of new customers.**
- Free batteries from my hearing aid supplier / retail dispensing competitor is good (this is a velvet hangman's noose). **Fact - If you are getting \$1,000 to \$2,000 worth of free batteries per year from a hearing aid company, it pales in comparison to the profit you will make on 10-20 new hearing aids sales. By utilizing Audio Energy's exclusive refer a friend packaging you can generate those new sales. Average profit on 10-20 new sales, to your practice, is between \$11,000 and \$22,000 net profit per year with no cost for new customer acquisition.**
- Buying Battery futures. Committing to battery purchases so you will not pay more for batteries in the future. **Fact - This is just a manipulation ploy from your competitor to keep you tied to them so they can generate more profit to compete with you directly on a retail level.**
- Buy x amount and get x amount free. **Fact - Same as above, plus do you really believe there is such a thing as a free lunch?**
- Receiving AMEX gift cards, electronic gadgets, etc. **Fact - You are killing your long-term business future for the illusion of immediate gratification from your supplier/retail competitor.**

Basic planning assumptions for a retail hearing aid dispensing practice: You need a steady stream of new customers because 10% - 20% of our customers die every year. We provide a steady stream of new customers.

- Austerity programs on the state and city level and various union programs are cutting back on hearing aid reimbursements. We can compensate for the shortfall.
- Newspaper advertising is becoming cost prohibitive, less effective and being dominated by your supplier / retail competitor. We can help you fight a very effective guerilla war.

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