

# Lyric Call Checklist

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## Greeting

- Identify practice & your first name.
- Get patient name & phone number.

*In case we get disconnected!*

## Identify Lyric Caller/Why Calling

- Turn 'Whisper' on for Lyric ads so you can acknowledge they are calling about Lyric.
- Take the time to listen and find out why they're calling so you can provide a solution.

## Qualify Caller

- Identify when they last had a hearing test.
- Answer relevant insurance questions.
- Set expectations (cost, time needed for consultation, no obligation to purchase, etc.).

## Appointment

- Schedule within 5 days! If unable, reassure the caller that the offer in the ad will be honored regardless.
- ★ Lean into importance of coming in for a hearing test if it has been more than 6 months.
- Ask for a spouse, family member or friend to attend.
- Utilize the FAQ's on reverse to overcome objections, regain control of the conversation and book the appointment.

*A familiar voice during the hearing test is very helpful!*

## Close

- Directions/office information & paperwork needed.
- Close with your first name and thank them for calling.
- Follow-Up Call.

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## Remember:

- Speak clearly and loudly. Remember to enunciate and keep your tone appropriate.
- Pause, listen & be patient. Do not speak over them. Ask questions to get clarity and repeat back.
- Smile! You are helping this person confront their hearing loss and can provide a solution.

## FAQ's

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### **Tell me about Lyric?**

Well, the most important thing I can tell you about Lyric is that our patients who are candidates absolutely love it. They like that Lyric is not only 100% invisible but can be worn 24/7. They like the “hassle free” nature of Lyric and the fact that they can wear it while they sleep, shower and even talk on the phone. And they absolutely rave about the sound quality.

### **How much does it cost?**

Well, let me first tell you that the price range for quality hearing aids today ranges between \$3,000 and \$6,000 for a pair. (\*Customize price range to fit the pricing offered in your practice). Lyric prices tend to fall in the middle of this range and each device is sold as an annual subscription. We'd love to talk to you about the options that are right for your hearing loss, what day of the week works for you?

### **How do I know if I'm a candidate?**

In order to find out if you qualify for Lyric, it's necessary to come in for a hearing test to determine the length & shape of your ear canal. Lyric is designed for people with mild to moderately severe hearing loss. One of our Lyric trained hearing professionals will assess your ear shape as well as your specific hearing loss and lifestyle to determine if Lyric is right for you.

### **How long does the device last?**

On average, Lyric users' devices expire between 60-90 days. However, the exact length of wear that users get from the Lyric hearing device varies based on a number of factors including ear wax accumulation, perspiration and power requirements.

### **Is the device programmable? Can I adjust it?**

Lyric is wirelessly programmed to your specific hearing loss by our Lyric trained hearing professional. In addition, you will be provided a small magnetic tool called the SoundLync, which fits on your keychain and will allow you to adjust the volume and turn on and off your Lyric Hearing device.

### **Can I swim with Lyric?**

Underwater swimming is not recommended, but lap or surface swimming for most patients is okay. For most patients, we recommend trying Lyric and seeing if it works with your particular lifestyle.

### **Can I insert and remove the device myself?**

Lyric must be inserted by a Lyric trained hearing professional in our office, and the initial sizing and fitting process will take about one hour. You are able to remove the device on your own should you need to, but you will need to return to our office to have it placed again.

