

FLEX:UPGRADE counselling guide



FLEX:UPGRADE™ is the only globally offered solution that allows you to easily upgrade your client's current hearing instruments to a higher technology level.

Why use FLEX:UPGRADE?

- ✓ **Differentiate your clinic:** provide an outstanding client experience during follow-up care that allows their hearing solution to grow with them without the need to swap hearing instruments
- ✓ **The opportunity to increase your closing rate and introduce new possibilities for incremental revenue:** instil confidence in your clients early in the hearing journey with the peace of mind that they can start with an affordable technology level and increase at a later date
- ✓ **Give clients a no-obligation opportunity to try a higher technology level:** if they initially under-purchase the technology they need, or if their hearing or lifestyle changes, you can offer them a temporary upgrade with the option to revert to their original technology level before making a commitment

Offer clients a temporary upgrade

Consider the following opportunities to allow your clients to experience the benefits of a higher technology level:

- Events like weddings, birthdays and anniversaries are great occasions to put a higher technology to the test
- Offer your client the gift of better hearing for the holidays so they can enjoy all the sounds of the season
- Instead of the traditional annual review, why not try something totally different and provide an opportunity to experience higher technology?



Tip: If your client decides not to move forward with the technology level upgrade, follow up with them 2 weeks after they have made the decision. Once the client has reverted to their original technology level it is likely they will notice sound performance differences.

Which clients are FLEX:UPGRADE candidates?

1 Existing wearers whose lifestyles have changed



From a new job to a new grandchild, many of life's exciting changes can require increased performance from their hearing instruments, which can often be achieved through a change in technology level.

2 New wearers who have gained experience and feel ready for more



Once they get used to wearing hearing instruments, many people choose to re-engage with activities they have been avoiding. When they do, they often discover that their hearing instruments need to be upgraded to meet the new demands of their lifestyle.

3 New wearers who are on the fence about which technology is right for them



The knowledge that they can upgrade in the future can help put them at ease with the decision to go ahead with hearing instruments now.

How do you know if your client is ready to evaluate an upgraded technology level? You might hear them say things like:

"I'm struggling to function at the level I'd like at work."

"I'm going out more, but find I can't hear my family and friends as clearly as I would like."

"Even after making changes in the app, I still struggle to hear clearly."

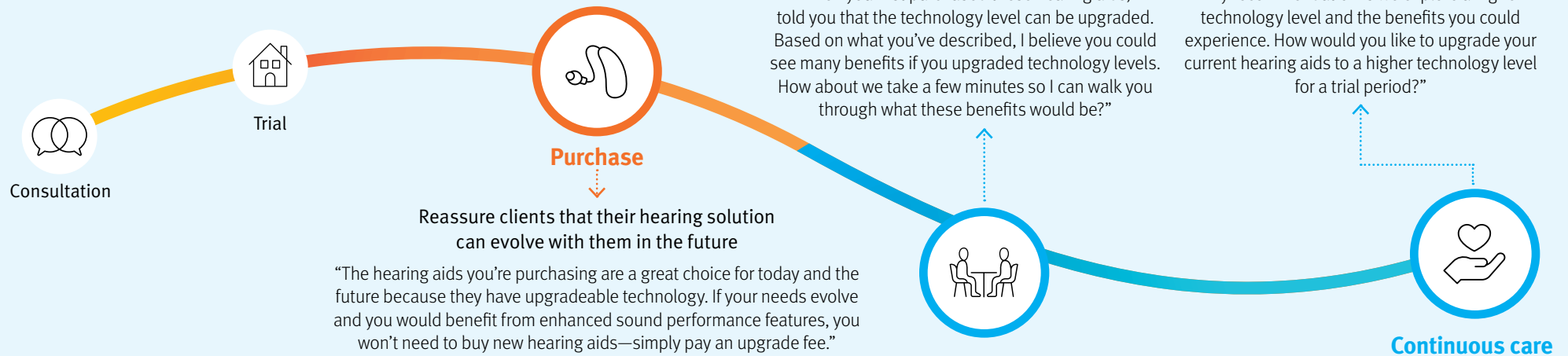
Supporting resources

FLEX:UPGRADE quick start guide



Discussing FLEX:UPGRADE with your clients

From the initial purchase through continuous care, FLEX:UPGRADE can support your counselling. Give clients the reassurance that a higher technology level is always available as their needs and lifestyle evolve.



Responding to questions from clients

“So, I don’t actually receive new hearing aids. What does this upgrade include for the price?”



“Think of this upgrade the way you would upgrade an app on your smartphone or tablet. It’s the same device, but you’re receiving more sophisticated software that improves the performance of your hearing aids. The price accounts for more sound performance features you receive from the higher technology level.”



“What happens if these don’t work for me?”



“That’s the beauty of a FLEX:UPGRADE trial. I can simply revert your hearing aids back to their original setting with no obligation to you.”



“I just bought these recently. Why should I consider an upgrade?”



“When people first get hearing aids, they see immediate benefit and typically become more socially active. This is great, but it also presents more complex, challenging listening environments that can be addressed with higher levels of technology. That is the benefit of these hearing aids – they can grow with you.”



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