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Typical customers! Properly advising exceptional customers

Hearing aid acousticians often have to deal with hesitant customers when it comes to purchasing hearing systems. This can often lead to challenging conversations. In this tutorial, you will learn unusual, yet easy-to-implement methods from other disciplines for some typical customer behaviour. With new approaches from psychology and communication science, hearing aid acousticians can bring to bear more confidence in tricky conversations, sustainably deepening and expanding their communication skills. This makes work less stressful and creates an appreciative atmosphere.

Fulfilling communication is the key to a successful and meaningful professional future in hearing aid acoustics. It is worth exploring new ideas and methods so as to approach "know-it-all" customers with more openness and calmness.