


RAYMAX
Your Partner in
Hearing Health Care



*Using Hearing Aid Batteries
as a Tool to Grow Your Business*

Today's Discussion

- Batteries can play a strong role in strengthening your patient relationships.
- There are different ways to incorporate batteries. What battery program best fits the business objectives for your practice?
- Choosing the right battery partner is important. What points do you need to consider? Does your current supplier hit those points?



Patient Retention is Critical to Your Practice



- Create value with your existing customers:
 - Provide solutions - give them a reason to return
 - Touch points - market to them, communicate regularly
- Satisfied and loyal patients:
 - Stay loyal longer
 - Pay less attention to competitive offerings
 - Cost less than new patients
- Word of mouth spreads faster than marketing.
 - Simple way to bring in new business.
 - 53% of hearing care professional's total hearing aid sales come from patient referrals and repeat sales for on going battery needs.




How can hearing aid batteries play a role in strengthening the relationship you have with your patients?


- Batteries should be part of your business best practices, maximizing patient retention and sending those repeat hearing aid and battery purchases back to you.
 - Add value, create loyalty

Things to think about:

-  Are your patients loyal to your practice and is your business top-of-mind when they are thinking of the next investment?
-  If half of your patients go elsewhere to buy their hearing aid batteries, where will they go when they need to purchase their next aid?




 *But where do you start?*



Start with Benchmarking Your Battery Business

- To understand how large your battery business should be, take a look at market and gross profit potential.
- Rayovac offers interactive benchmark “calculator” that makes this exercise an easy one.


www.thepowerofhearing.com




How Hearing Aid Batteries Are Used in the Office

You now understand the opportunity in offering hearing aid batteries to your patients....


- The next step to making batteries a part of your business is to decide what role you want batteries to play in your practice and how you want to market them.


 Are you going to sell them, give them away, or offer them as a part of a service package?

- We will be going over each option and providing tips on how to achieve success.





Question for the audience:

 How many of you currently sell batteries in your office?





How to Succeed Selling Batteries

The Profit Maker



Benefits of Selling Batteries

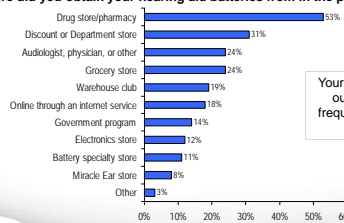
- The most obvious reason to sell batteries is to make a profit and contribute to the bottom line of your business.
 - You can control price of your batteries, and therefore the margin you want or need to make.
- Having batteries available for purchase captures the sale & provides a solution for your patients, therefore aiding in patient retention.
 - Instead of having to go to the store to buy batteries, patients can purchase them at their appointment. This eliminates the second trip.

Selling Batteries - Things to be Aware of

Keep in mind that when you sell batteries, you have competition (other professionals, major retailers including drug and grocery stores, websites, etc).


Where did you obtain your hearing aid batteries from in the past 12 months?



Source	Percentage
Drug store/pharmacy	53%
Discount or Department store	31%
Audiologist, physician, or other	24%
Grocery store	24%
Warehouse club	19%
Online through an internet service	18%
Government program	11%
Electronics store	12%
Battery specialty store	11%
Miracle Ear store	8%
Other	3%

Your patients visit these outlets much more frequently than they are in your office.

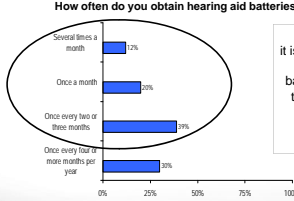
Source: Global HAB A&U Study, Chamberlain Research, 10/2010



Selling Batteries - Things to be Aware of

Realize that if a patient sees you once every 6 months or less, they have to be buying their batteries from someone other than you.

How often do you obtain hearing aid batteries?




Frequency	Percentage
Several times a month	12%
Once a month	20%
Once every two or three months	71%
Once every four or more months per year	3%

Based on our research, it is very likely that your patients are purchasing hearing aid batteries more frequently than they are visiting your office.

Are you losing that battery sale?


Source: Global HAB A&U Study, Chamberlain Research, 10/2010



Selling Batteries - Things to be Aware of

If your patients purchase batteries elsewhere...

- You cannot control the battery they buy.
 - When you offer patient's batteries you can control the quality of battery they receive.
 - Not all batteries are made equal or last the same amount of time.
 - Patient's most likely will come to you saying their aid is not working, when it could simply be a bad battery.
- You cannot tell how old the battery is.
 - Many times in the retail market inventory is held for large amounts of time.
 - You never know if a patient is getting a battery that has been sitting 2 months or 2 years.
 - The older a battery is the more prone to gassing and leaking it is, which could damage the aid.



Tips to Selling Batteries


Packaging is important!
Offering larger pack sizes is an advantage to you because:

- You can offer a lower price per battery, while maintaining a higher overall sale price, keeping your practice competitive.
- Research tells us that patients are more likely to buy larger quantities, or multiple packages, at one time.
- You "lock up" future purchases - they will not be needing to go to other sources to get more.

How many batteries do you typically purchase?

Quantity	Percentage
0 to 3	32%
7 to 16	46%
17 or more	21%



Source: Global HAB A&U Study, Chamberlain Research, 10/2010



Tips to Selling Batteries

Marketing is important!

- Use communication and retention tools in your office.
 - Do you have a newsletter or other ways to communicate with your patients between visits? Make sure they know you offer batteries.
 - Battery clubs are a great way to "reward" your patients for buying batteries from you, and keep them coming back to you.
 - Do you offer a mail program?
- Merchandise your batteries. Have them out where patients, and your staff, can see them!

Tips for Your Office Staff

Educate your staff on batteries!

- An educated staff allows for questions to be answered fast and accurately.
- Keep in mind your office is where patients go for information.

Sources of Hearing Aid Battery Information

Source	Percentage
Audiologists or other health care professional	41%
Friends, word of mouth	26%
Internet searches	12%
Advertising	12%
Government agencies	12%
Professional Journals	10%
Online social gyps such as Facebook, Twitter	1%

Sources: Global HAB A&U Study, Chamberlain Research, 10/2010

Tips for Your Office Staff

Engage your team!

- If you offer batteries, but no one tells patients about them, how many are you going to sell?
- Have the staff ask the patients if they need batteries as the patient is finishing their appointment.



"By the way, do you need hearing aid batteries today?"

Question for the audience:

? *How many of you currently give batteries away?*



How to Succeed Giving Batteries Away

The Traffic Maker




The Benefits of Giving Batteries Away

- Keep patients coming back to your office.
 - If patients do not have to pay for the batteries, they will take the extra time to come to your office when they need more.
- By adding this "value", it creates the likelihood that they will buy their next aid from you as well.



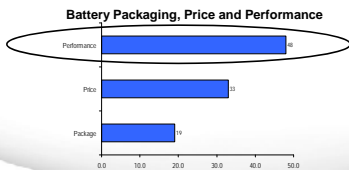
Things to be Aware of When Giving Batteries Away

- It is expensive to give batteries away.
 - Many of the new devices today have features such as wireless, blue-tooth, etc. that require more energy
 - For these devices, a patients are not getting as long of a life from their batteries.
 - This means you are giving away more batteries than you were in the past.
- In general, when people get something for free they tend to not value it as much as something they have purchased.
 - Batteries do need to be taken care of or else they may not work properly or potentially cause damage to the aid.
 - Are patients understanding the dollar value of what they are getting?



Tips for Giving Batteries Away

- When deciding which battery to purchase, do not base your decision on price alone.
 - We asked hearing aid wearers to compare battery packaging, price and performance, they confirmed that performance is the most important element.
 - If you buy a cheaply made battery patients will notice. The products you buy and sell reflect on your business.



Source: Global HAB A&U Study, Chamberlain Research, 10/2010



Tips for Your Office Staff

- Make sure that you have a plan to give away batteries, that everyone in the office is familiar with your plan, and has the tools to manage it.

- Many times staff does not know how much the batteries you are giving away actually cost.
- It is common for staff to give away batteries whether patients need them or not simply because they too think the batteries are "free".
- By informing staff of the true cost of the batteries, they may be more conscious of the amount of batteries they give away.




Question for the audience:

? How many of you currently provide batteries as a part of a service package?



How to Succeed Providing Batteries As Part of a Service Package

The Loyalty Tool



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Benefits to Offering Batteries As Part of a Service Package

- Adding an item like batteries to the Service Package allows you to offer a great reason for people to buy a service package.
 - Batteries are an on-going expense and you can easily do the math for your patients.
- Patient retention - Create yet another reason for patients to keep coming back to you.
 - Adding touch-points and value.



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
Things to be Aware of When Including Batteries in a Service Package

- Similar to programs that give batteries away for free, adding them to a Service Package can be expensive.
 - Make sure you are accurately accounting for your costs when determining the price of the packages you offer.
- You are not capturing incremental patients – only those who have bought aids (and packages) from you.
 - There is an opportunity to have a supplemental battery program to address incremental sales opportunities.

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Tips When Including Batteries in a Service Package

- When showing patients a service package, break out the pricing for each component offered.
 - Many patients assume the price is just the cost of the aid.
 - They see the price and wonder why the aid they bought with you is so much more expensive than other offices.
 - This may cause patients to go elsewhere for this sale, or even their next aid.
- Many new patients do not know the price of batteries
 - Make sure to list the cost. Once patients see the cost, it helps them understand the value you are giving them.
 - This understanding may make them more likely to purchase a service deal just to get the batteries.




Tips for Office Staff

- Put a system in place to easily identify which of your patients have purchased the service package.
 - When patients come in for more batteries, your staff need to be able to easily confirm whether or not that patient has purchased a service package.
- Offer a battery solution for patients that opted out of purchasing the package, or new patients.





How to Succeed Using a Combination of Strategies



Combining Battery Programs to Fit Your Business Needs

- You do not need to only choose one option to offer batteries in your practice. Many offices successfully implement a combination of these.
- If you do offer a combination, make sure you have the office tools to manage it.




Are You Providing Critical Battery Information to Your Office Staff and Your Patients?

For your office:



- Are they educated on your current battery programs and understand how they impact your practice?
- Do they have the tools necessary to support and sell these battery programs?
- Do they communicate these to your patients?

For your patients:





- Do they know you carry batteries?
- Are the batteries accessible to them?
- Do you provide business contact information via internet, and have a business website that markets or sells batteries?




How to Select a Hearing Aid Battery Partner



Selecting a Battery Partner

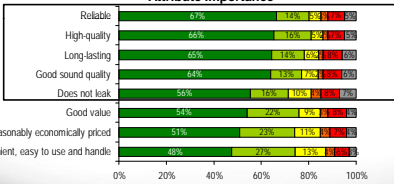
- Once you figure out the role of batteries in your practice, you need to find the right battery partner.
- Your battery partner, and the batteries they supply, have a critical role in whether your battery business will be a success or not.
- When looking for the right partner you should consider:
 -  Quality and performance
 -  Service
 -  Technical support and trust
 -  Marketing support



Quality and Performance are Critical

- When talking to a potential partner, discuss the product details.
- Patients expect a long lasting reliable battery and if you cannot give them that, they will go elsewhere.


Attribute Importance



Attribute	Very Important	Important	Neutral	Unimportant	Very Unimportant	Don't know
Reliable	67%	24%	7%	0%	0%	0%
High-quality	66%	24%	7%	0%	0%	0%
Long-lasting	65%	24%	7%	0%	0%	0%
Good sound quality	64%	24%	7%	0%	0%	0%
Does not leak	54%	30%	12%	0%	0%	0%
Good value	54%	27%	12%	0%	0%	0%
Reasonably economically priced	51%	23%	13%	0%	0%	0%
Convenient, easy to use and handle	48%	27%	13%	0%	0%	0%


Very Important Important Neutral Unimportant Very Unimportant Don't know


Source: Global HAB A&B Study, Chamberlain Research, 10/2010



Quality and Performance are Critical

- Other important battery characteristics to consider before purchasing are:
 - Efficacy, reliability, and consistency
 - Battery life
 - Voltage
 - Shelf life/freshness
 - Probability of leaks, rust, or corrosion
 - Environmental considerations
 - Country of Origin





Service is Important

- When selecting a partner, consider whether or not they have a dedicated service team that you can trust, and that you feel comfortable going to at any time.
- Inquire about where the batteries they are selling are manufactured.
 - If you are low on batteries how long will it take to get them?
 - What would happen if a natural disaster hit another country? Would that affect your battery supply?
 - Who is really making your batteries? Do you buy from the battery manufacturer or from a third party?
- Talk with the company about freight costs and their shipping procedures.
 - Do you have to make a large purchase to get free shipping? How will this effect the freshness of your stock?
 - Be aware of any hidden costs.

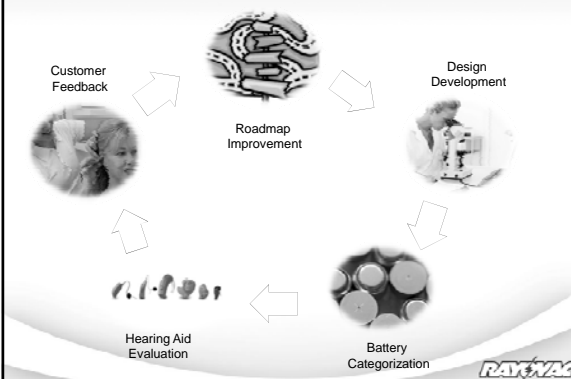


Technical Support and Trust

- To assure you get the support that you need, make sure your battery supplier has a technical team that is willing to work with you to answer questions and issues.
- Pick a partner with a history of manufacturing high quality hearing aid batteries.
- Ask the organization about their relationships within the hearing industry, most importantly with the device manufacturers.
 - It is important that the company and device manufacturer have a good working relationship to ensure that the battery meets all the needs of the hearing instruments.



Technical Support and Trust



Marketing that Supports Your Practice

- How will this potential partner help you to further develop your battery business and your practice?
- Do they provide extras besides batteries, such as battery racks, brochures, loyalty programs and retention tools? Are these customizable?
 - These extras provide solutions and touch points.

The diagram illustrates five marketing strategies: Patient Retention (with a photo of a woman), Business Building, Co-Branding, Outreach, and Referrals (with a group of people). The Rayovac logo is at the bottom right.

Does Your Battery Partner Give You a Competitive Advantage When it Comes to Marketing and Selling Batteries?

Do they offer industry leading:

- Quality and Performance
- Service
- Technical Support & Trust
- Marketing Support

The signpost is on a post and points towards the right. The Rayovac logo is at the bottom right.

Rayovac Delivers on All of Critical Measures!

- ✔ **Rayovac Provides Superior Products.**
 - World's Longest Lasting – up to 40% advantage over other Mercury Free products.
 - Now 1.45volts – meeting the needs of high performance aids and faster power up.
- ✔ **Rayovac Customers Recognize World-class Service With a 96% Satisfaction Rating.**
 - U.S. based manufacturing to quickly support your battery needs.
 - Hearing Aid Battery Product Consultants dedicated to developing your practice.
- ✔ **Rayovac Supports Professionals With Technical Expertise and Service.**
 - Most experienced hearing aid battery specific R&D team in the industry.
 - Accessible experts to address the technical questions of you and your patients.
- ✔ **Rayovac's Comprehensive Business Builder Program Provides Tools to Grow Your Practice.**
 - Customizable programs specifically designed to drive traffic to your practice.
 - All of this FREE of charge for ProLine customers.

The Rayovac logo is at the bottom right.

In Summary

- Patient retention is critical to your practice.
- Hearing aid batteries can serve as tool to strengthen your patient relationships, provide solutions and increase touch points.
- No matter how your office handles batteries, they can create value and solutions for your patients.
- Choosing the right battery partner is an important decision, and there are many considerations.
- Rayovac is uniquely positioned to be the battery partner that will assist in taking your business to the next level.



Thank You For Your Time and Attention!

Feel free to contact us with any questions you may have regarding this course, or additional questions on hearing aid batteries.



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