

# FLEX:UPGRADE™ - WHY guide




FLEX:UPGRADE is an exclusive feature from Unitron that allows you to easily upgrade your client to a higher technology level as their needs evolve without the need to purchase new hearing instruments.

## Why use FLEX:UPGRADE?

1. Provide a unique differentiator for your clinic and an outstanding client experience during their follow-up care
2. Increase closing rate by giving your client the peace of mind that they can start with an affordable technology level and increase at a later date
3. Introduce new possibilities for incremental revenue early in the hearing care journey that can lead to long-term, higher technology level purchases
4. Create a built-in safety net by allowing your client to try a temporary upgrade before making a commitment with the option to revert back to their original technology level

## Giving your clients an enhanced experience

- When your client has an upcoming event (wedding, birthday, anniversary etc.), offer them a complimentary, temporary upgrade so that they don't miss anything at the special event
- When a significant seasonal holiday approaches, offer your client the gift of better hearing for the holidays by temporarily upgrading their technology
- 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?

### Existing wearers whose lifestyles have changed



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

### New users 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.

### New wearers who are on the fence about which technology level 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:

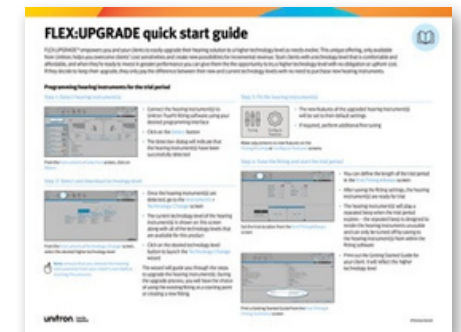
"I'm struggling to function at the level I'd like at work."

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

"I don't like having to push buttons or use the app to change programs."

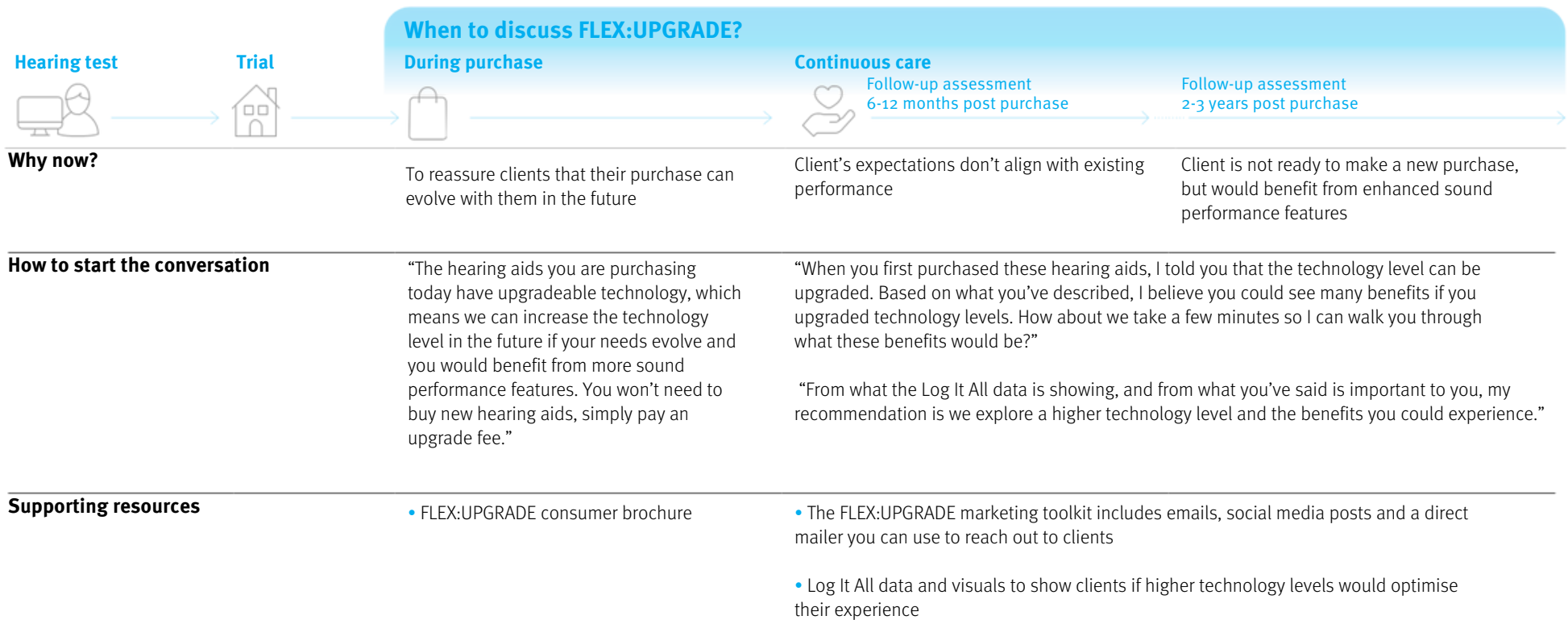
## How to upgrade technology levels

To keep things easy, we have outlined the steps needed to perform a technology upgrade in our Quick Start Guide. Don't have this tool? Download it now: [unitronvivante.com](http://unitronvivante.com)



## Discussing FLEX:UPGRADE with your clients

From the first fitting through continuous care, FLEX:UPGRADE can support your counselling. Here's when and how to discuss the benefits of FLEX:UPGRADE along the hearing journey:



### Responding to common questions from clients

#### "How will I know it's better?"

**Response:** "Make sure you that you try your hearing aids in the situations that you've been struggling in. Ask your friends and family if they notice any difference in how you're hearing them."

#### "I'm not sure I heard a difference."

**Response:** "Did you try out the upgraded hearing aids in the situations where you were previously struggling? This is where the higher technology levels make a big difference."

#### "So, I don't actually receive new hearing aids? What does this upgrade include for the price?"

**Response:** "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. Only you can judge if the benefit is worth the cost. That's why we like to give you the opportunity to try it in your own listening environments before making any decisions."

#### "What happens if these don't work for me?"

**Response:** "That's the beauty of a 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?"

**Response:** "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."