

# **Building the Box:**



## **1. The Orientation**

### **Questions have "Power"**

- Do You Feel Like You Have A Hearing Loss?
- Does Your Spouse Feel Like You Have A Hearing Loss?
- What Makes Her Say That?
- Have You Had Your Hearing Tested Before?
- What Did You Discover?
- Did They Make Any Recommendation?
- How Did You Feel About The Recommendation?
- Did You Choose To Purchase H.A's At That Time?
- If Not, Why Not?
- Was It A Price Factor?



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## 1. The Orientation

### Additional Questions with "Power"

- Have You Done Any Research On Hearing Aids?
- Have You Looked At Different Styles, Technology or Pricing of Different Hearing Aids?
- Have You Ever Worn Hearing Aids Before?
- If They Wear HA's...May I Listen To Them?

### Dig Deeper With Potential "Hot Buttons"

- How Does That Make You Feel when you could not hear?
- What Would Correcting This Issue Mean To You?
- How Often Does That Happen
- How Does That Make Your Spouse Feel

