

HyperSound Clear™ Workflow Grid

| Target | Book the Appointment | Identify the Need | Validate the Need | Conduct the Demo | Close the Sale |
|---|----------------------|-------------------|-------------------|------------------|----------------|
| Hearing Aid Wearer <i>Responding to HyperSound Clear™ Marketing</i> | | | | | |
| Hearing Aid Wearer <i>Clean & Check</i> | | | | | |
| Hearing aid wearer <i>Out of Warranty</i> | | | | | |
| New patient <i>Responding to HyperSound Clear™ Marketing</i> | | | | | |
| New Patient <i>Hearing Evaluation</i> | | | | | |
| Tested Not Sold <i>Responding to HyperSound Clear™ Marketing</i> | | | | | |