

# Being a Superior Audiologist Does Not Always Equate to a Flourishing Practice

by Marc Aronson

Providing superior audiology services is certainly a prerequisite for dominating a market, however, this alone is not enough. Market preeminence also requires superb customer service and a powerful marketing campaign. In this article, I will concentrate on effective marketing and pass on the subject of customer service to a future time.

## Your Marketing

A compelling marketing campaign is almost always essential to achieve sustained growth, especially in the midst of a slow economy. This, however, certainly does not mean “gimmick” advertising, which a number of audiologists seem to prefer.

For long-term growth and steadily increasing revenue, there is a much more effective strategic marketing approach to follow than gimmick advertising. The method we use convinces prospective patients (and referral sources) that those we represent offer a more valuable service and are the obvious choice from which to buy hearing instruments. Although gimmicks may initially result in more business than our approach, in the long haul, our formula, which is based on integrity, eventually overwhelmingly wins out.

There are seven steps that must be followed and carefully adhered to. Making sure you provide superior service is only the first. The six steps that follow concern how to articulate your messages to receive the results you want. By correctly carrying out these steps, you can implement an effective campaign using any combination of media-- traditional, websites or social.

Audiologists, however, only succeed with our approach if they consistently achieve outstanding results with their patients. This is due to our strategic method, which relies on making significant claims and integrity. Our system relies on no gimmicks or lies, and has no use for the generalities, fluff, and platitudes that dominate most hearing aid dispensers' promotion. Rather, this approach allows the superior audiologist to make specific claims and back them up with convincing, truthful evidence that only the best provides could possibly express. The result is the superior provider will enjoy an enhanced image and consistent long-term results that improve on a gradient. With gimmick advertising, on the other hand, results dwindle in time and can negatively effect the practices' reputation that resort to such strategies. Those who use our approach find their brands become known for competence, integrity, trust and results without ever having to utter such platitudes in their marketing communications.

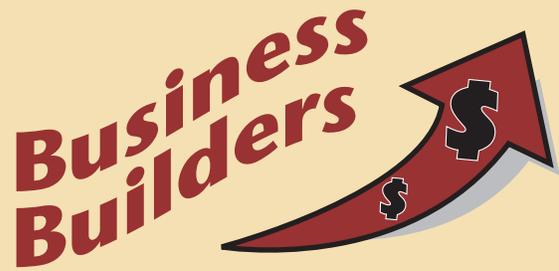
## Inside Actuality versus Public Perception

One concept the superior provider must understand is that of *inside actuality* versus *public perception*. When I say “inside actuality”, I am focusing on the outstanding operations of the practice. This includes the level of expertise offered, how the practice is organized to deliver, staff training, and everything that goes into what makes the practice exceptional. By “public perception”, I mean how potential patients and referrals sources perceive the practice, especially those who are not yet “customers” or referral sources of the audiologist.

An accomplished practice wants to make its

“public perception” match its superior “inside actuality”. But this is seldom achieved. From my experience, this marketing failure is what frustrates the best providers in the hearing industry. Visualizing this from typical superior audiologists’ viewpoints, they observe less competent providers driving in business superior providers believe they should be getting. However, the overwhelming majority of the most competent providers lack the means to do much about this. This is why the best providers’ websites and ads content is usually no better than that of average providers. As a result, their marketing and advertising fail to drive in more business despite deserving market dominance.

There is a way to fix this. I suggest you review our website material on the *Formula for Market Dominance* to find out how.



Article written by Marc Aronson. Copyright © 2017, Business Builders. All rights reserved. No portion of this article may be reproduced or transmitted, in any form or by any means (including email or fax), without written permission from Business Builders. Email: [info@marketingstrategy.com](mailto:info@marketingstrategy.com)