



SENNHEISER

CASE STUDIES AND
CONVERSATIONAL STARTER

Sennheiser ConC 400 & TVS 200



A brand licensed by Sonova



- 1 Marketing to new clients
- 2 Case studies
- 3 How to demo
- 4 Positioning and best questions



Marketing to new clients



An opportunity to try new things.

- ▶ Leverage your marketing on platforms associated with a younger demographic:
 - Instagram
 - YouTube
 - LinkedIn
- ▶ Host a friends and family demo event or dinner.
 - Can demo hearing aids and ConC 400
- ▶ Host a friend and family demo movie night
 - Can demo hearing aids and TVS 200
- ▶ Have products available to demo for those who are not hearing aid candidates.
 - Window/waiting room displays and talking points
 - Target walk-ins and significant others



“These products are not your money makers; they are your lead keepers.”



- ▶ By expanding the portfolio, the new enhanced hearing products will **save leads** and **grow** your business
- ▶ Joining forces in rapidly developing segment of hearables with amplification
- ▶ Adding an **additional growth vector** by entering the fast-growing market of True Wireless headsets
- ▶ Expanding reach by capturing potential hearing instrument consumers **earlier on their journey**
- ▶ Gaining **access to new channels** and leveraging the strong Sennheiser brand
- ▶ Leveraging the combined strengths of Sonova’s audiological expertise and Sennheiser’s know-how in premium sound delivery
- ▶ Exploiting **significant synergies** in production, R&D and channel access



ConC 400



TVS 200

Why TVS 200, ConC 400 or Set 860?

Opportunity for clients to get a great first hearing care experience!

- ▶ Caters to a common and important challenging listening situations
- ▶ Tap into TV listening opportunity – TVS 200 or Set 860
- ▶ Tap into Speech enhancement opportunity ConC 400
- ▶ Attract new client segments to the clinic
- ▶ Quick sell, off-the-shelf, no fitting required
- ▶ Create customer satisfaction and build trust capital
- ▶ Monetize your investment on drop-outs: drop-out rate in shops as **high as 70%**



Benefits when selling through the HCP channel

Market insight shows close to

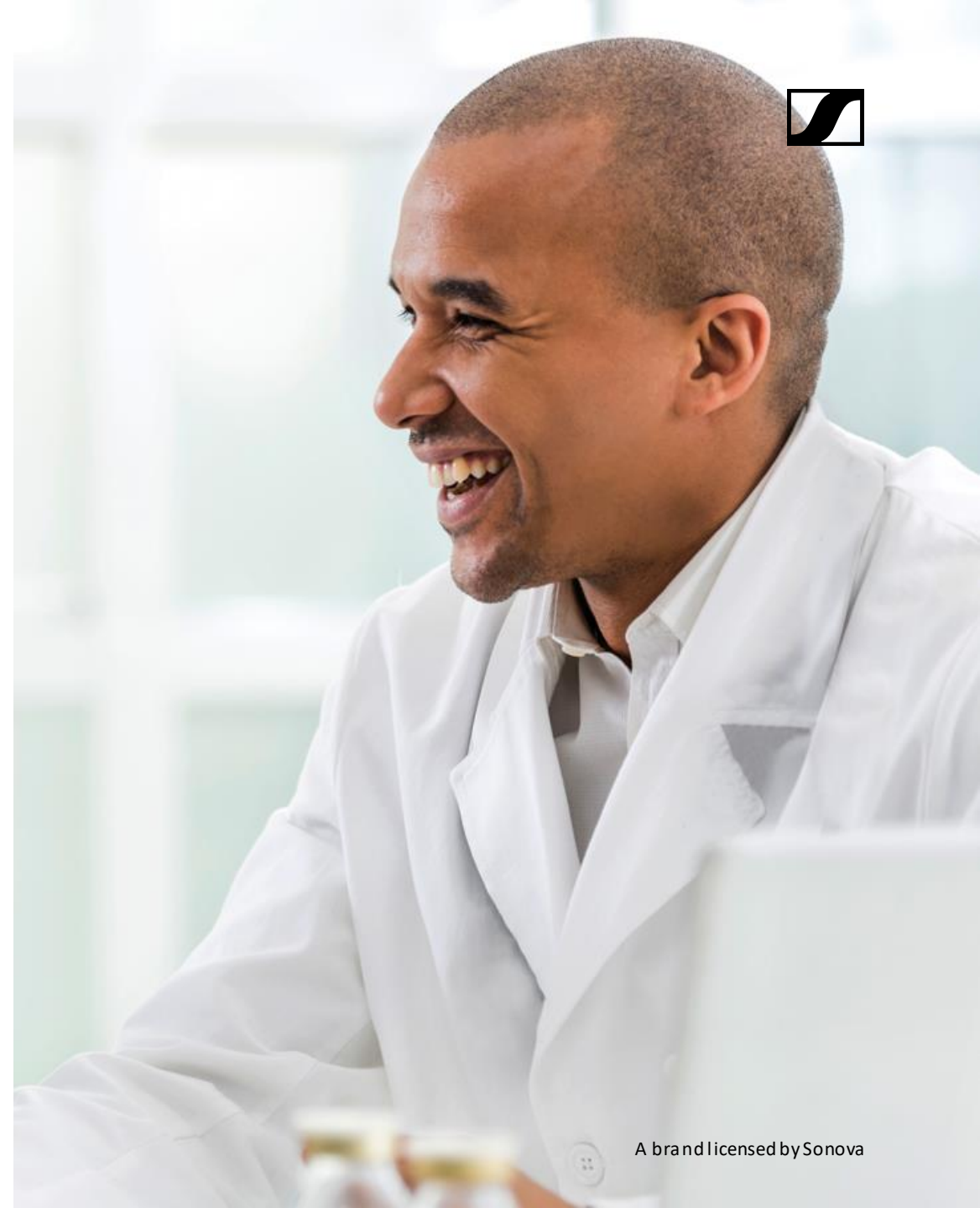
**80% of
consumers**

would prefer to purchase an amplified solution from a
Hearing Care Professional¹

70% would appreciate the advice from the HCP²

- ▶ Off the shelf, no fitting required and DIY setup
- ▶ Easy to demonstrate

1. Knorr, H. (2016). Market Research ID 873. Please contact marketinsight@phonak.com if you are interested in further information.
2. Hearing Industry Association (2019). MarkeTrak 10 (MT10)



You have a key role to play in hearables.

Adding reassurance and expertise to potential buyers.

- ▶ 80% want to buy amplified solutions from the hearing care professional (HCP)¹ – **HCP involvement increases satisfaction** with amplifying solutions
- ▶ 70% would appreciate the advice from the HCP²
- ▶ Essential response to the **intensified competitive pressure** by OTC DIY hearing solutions
- ▶ Great opportunity to **bring new user segments into the shops**
- ▶ Great opportunity to **make some money on drop-outs** (drop-out rate in shops as high as 70%). Instead, offer TVS 200 or ConC 400 as viable solution to the issue.
- ▶ May be a **relevant solution for the partner** of the (new) HI owner
- ▶ Competitive products sold online or in retail pretend HCP endorsement
- ▶ Ultra **quick sales** process

1. Knorr, H. (2016). Market Research ID 873. Please contact marketinsight@phonak.com if you are interested in further information.
2. Hearing Industry Association (2019). MarkeTrak 10 (MT10)



Before Sennheiser ConC 400 & TVS 200



1.



Clinic advertises
hearing aids only

2.

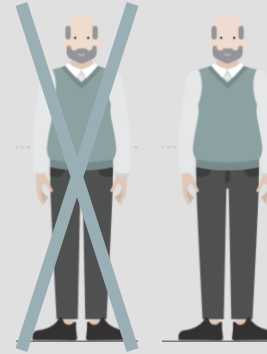


4 people see the
advertisement:

2 people are motivated to
visit

2 people do not want
hearing aids

3.



1 client is not a
hearing aid candidate

1 client purchases

4.



Final result:

1 purchaser

2 clients in database

3 missed opportunities

After Sennheiser ConC 400 or TVS 200



1.



Clinic advertises
Speech enhancement
Solution or TV Solution

2.



4 people see the
advertisement:

4 people are
motivated to visit

3.



1 client purchases hearing aids

1 client does not purchase hearing aids and
instead purchases TVS 200

2 clients are not hearing aid candidates and
purchase Sennheiser ConC 400

4.



Final result:

4 purchasers

4 clients in database

0 missed opportunities

Summary

- ▶ We know that TV watching is an important aspect of daily life for many people and can draw interest from our target demographic.
- ▶ We also know that many people feel insecure and exhausted over time when not being able to follow conversations in noisy environments.
- ▶ The previous examples are obvious simplifications, but shows the potential for Sennheiser Speech enhancement or TV Solution
 - Provide new messaging and talking points targeting new/younger clients
 - Increase revenue from those who would previously be a “drop-out”
 - Provide a solution for significant others of hearing aid clients
 - Help build relationships with clients earlier in the hearing journey





Fallstudien



ConC 400 – Speech enhancement for situational use.



Significant other: Better conversations the entire family.



Background

While your client may need hearing aids to address their hearing difficulties, their significant other may also want to clearly follow conversation in noise.

What should I do?

When a client brings their spouse to an appointment, gauge their social life habits.

When performing a hearing aid demo in noise, use demo earbuds to allow their significant other to participate.

Selling ConC 400 could help if they perceive mild challenges in noise and want to follow conversation clearly.

Questions

Discuss self reported hearing challenges of your client and their significant other.

Follow-up the presentation of hearing aids with a demo of ConC 400 as the perfect partner solution.

What can I ask?

How much time do you spend conversing when there is noise present? How often do those close to you have to repeat themselves?

How often do you wish you had clearer sound while talking in groups?

How would having clearer conversations in noise make it more enjoyable to be around groups of people?

Demo

Demo Sennheiser ConC 400 for the significant other at the same time you demo other Trial hearing aids for your client.

How do I do it?

Have them insert Earbuds.

Pair the phone to the earbuds so that they can experience the features offered.

Show them how different settings on the app allows them to let in or block out more noise.

Drop-outs: A solution for people who are not HA candidates.



Background

A client who is not a hearing aid candidate may still have needs that can be addressed by a by an easy-to-use, dedicated situational solution.

What should I do?

When a client is not a hearing aid candidate, have Sennheiser ConC 400 ready as a solution.

At demo events, have earbuds ready to demo for those who self report difficulty in noise but do not have hearing loss or are not hearing aid candidates.

Questions

When it is clear hearing aids are not the solution, present Sennheiser ConC 400 as an easy-to-use starter solution to provide clearer conversations in background noise

Show the client how ConC 400 addresses situational hearing needs *and* their objections.

What can I ask?

How would having clearer sound when in groups make it more enjoyable to be in busy/noisy situations?

How interested would you be in a solution that would provide clearer sound in background noise?

How would a solution that provides hands-free phone calls help you in daily life?

Demo

Have a sound file with bar or café noise ready to play and fully charged demo earbuds.

Highlight the versatility and ease of use associated with the Sennheiser ConC 400.

How do I do it?

Have them insert earbuds that have been paired to their phone, stand in front of them and have a conversation.

Have them test the versatility of earbuds by changing settings on the app and then demonstrate answering calls via Tap Control, hands-free calls, and using the app.

New clients: Address the needs of new, younger clients.



Background

Attract a younger client who wants clearer sound when talking in noise or streaming media.

Establish a relationship earlier and become a trusted companion for their hearing needs.

What should I do?

Showcase Sennheiser ConC 400 on social media to get people talking about conversations in groups and background noise.

Integrate talking in groups/noise and media streaming into your marketing and demo events.

Have ConC 400 ready for demo in your waiting room.

Questions

Once it is understood the client is not a hearing aid candidate, find out in what situations they want clearer sound.

Position ConC 400 as a modern, versatile solution for talking in noise, using their phone, and streaming media.

What can I ask?

How important is it to have a clear conversation when in groups or noisy situations?

Besides conversations in noise, where else would you like clearer sound? Phone calls? Streaming media?

How interested would you be in a solution that helps make conversations clearer and connects to your smartphone?

Demo

Demo ConC 400 using the client's phone in addition to background noise files.

Highlight the advanced connectivity, versatility, and sleek look of the earbuds.

How do I do it?

Have them insert earbuds and pair to a phone with the app installed.

Have them test the versatility of earbuds by changing settings on the app.

Demonstrate features via Tap Control, hands-free calls, and using the app.

TVS 200 – TV Solution



Significant other: Optimize TV for the entire family.



Background

While your client may need hearing aids to address their hearing difficulties, their significant other may also want clear sound from the television and other streaming media.

What should I do?

When a client brings their spouse to an appointment, gauge their tv watching habits.

When performing a hearing aid demo of tv connector, use demo earbuds to allow their significant other to participate.

Selling Sennheiser TVS 200 can eliminate accessory discussions later.

Questions

Discuss the TV watching habits of both your client and their significant other.

Follow-up the presentation of hearing aids with a demo of Sennheiser TVS 200 as the perfect partner solution.

What can I ask?

How much time do you spend watching TV each day? How often do people comment about how loud the TV is?

How often do you wish you had clearer sound while watching the television?

How would having clearer sound from the TV make it easier or more enjoyable to watch TV?

Demo

Demo Sennheiser TVS 200 for the significant other at the same time you demo other Trial hearing aids for your client.

Use TV Connector to show both clients the benefits of a complementary TV solution.

How do I do it?

Have them insert Earbuds and pair to an active TV Connector.

Pair the clients hearing aids so they can demo at the same time.

Show them how Ambient awareness mode lets them hear each other while enjoying clearer sound from the TV.

Drop-outs: A solution for people who are not HA candidates.



Background

A client who is not a hearing aid candidate still has needs that can be addressed by a by an easy-to-use, dedicated TV solution.

Questions

When it is clear hearing aids are not the solution, present Sennheiser TVS 200 as an easy-to-use starter solution to provide clear sound from the TV.

Show the client how TV Solution addresses TV watching needs *and* their objections.

Demo

Have the TV connector plugged into a TV and ready to connect with demo earbuds.

Highlight the versatility and ease of use associated with the Sennheiser TVS 200.

What should I do?

When a client is not a hearing aid candidate, have Sennheiser TVS 200 ready as a solution.

At demo events, have earbuds ready to demo for those who do not have hearing loss or are not hearing aid candidates.

What can I ask?

How would having clearer sound from the TV make it easier or more enjoyable to watch TV?

How interested would you be in a solution that would provide clearer sound from the TV?

How would a solution that provides hands-free phone calls help you in daily life?

How do I do it?

Have them insert earbuds and pair to an active TV connector.

Have them test the range of earbuds by walking around the room while watching TV.

Pair earbuds to phone and demonstrate answering calls via Tap Control, hands-free calls, and using the TV Clear app.

New clients: Address the needs of new, younger clients.



Background

Attract a younger client who wants clear sound from their TV and other streaming media.

Establish a relationship earlier and become a trusted companion for their hearing needs.

Questions

Once it is understood the client is not a hearing aid candidate, find out in what situations they want clearer sound.

Position TVS 200 as a modern, versatile solution for their TV, phone, and streaming media.

Demo

Demo TVS 200 using the client's phone in addition to the TV connector.

Highlight the advanced connectivity, versatility, and sleek look of the earbuds.

What should I do?

Showcase Sennheiser TVS 200 on social media to get people talking about TV habits.

Integrate TV watching and media streaming into your marketing and demo events.

Have TVS 200 ready for demo in your waiting room.

What can I ask?

How important is it to have a clear sound from the TV?

Besides TV, where else would you like clearer sound? Phone calls? Streaming media?

How interested would you be in a solution that helps make TV clearer and connects to your smartphone?

How do I do it?

Have them insert earbuds and pair to an active TV Connector.

Have them test the range of Earbuds by walking around the room while watching TV.

Pair Earbuds to phone and demonstrate answering calls via Tap Control, hands-free calls, and streaming media.



So führen Sie eine Demo im Shop durch



ConC 400. How to prepare for a demo.

- ▶ Keep a set of demo earbuds charged and ready.
- ▶ Decide if you will demo hands-free calls and the Conversation Clear app on the client's phone or a prepared office smartphone. To demo, you will need to download the app and pair the ConC 400 earbuds with the phone.
- ▶ Start the demo on a comfortable volume and Ambient awareness mode on, so the client can hear your instructions.
- ▶ They might also have a requirement to hear the TV more clearly, remember to have a TV connector plugged into a waiting room TV or another available device (e.g., laptop).



How to demo



1 Fit / first feel

- Present the earbuds and charging case to the client when beginning the demo.
- Showcase the different sleeve sizes and choose the most comfortable fit. Show them how to correctly place the earbuds in the ear with the retention, one after the other.
- Allow them a moment to adjust to the feeling of wearing the earbuds.
- Turn on the background noise file.
- Have them use short press left/right to adjust to a comfortable volume.
- Ask the client “**How do they feel in your ears?**”
- Have the client move around the room while adjusting the volume on the buds and experiencing the automatic scene analyzer.

2 Key feature testing

- Allow the client to have a conversation while wearing the earbuds.
- Ask the client “**How does it sound?**”
- Have them use long press left/right to discover the **ambient awareness feature**.
- Have them adjust the volume while talking to you or significant other.
- Ask the client “**Would you find this helpful when talking in groups/noisy situations?**”
- Demonstrate **hands-free calls** by calling the client on a paired smartphone from another room. Have client answer using a double tap. Hang up with a long press.

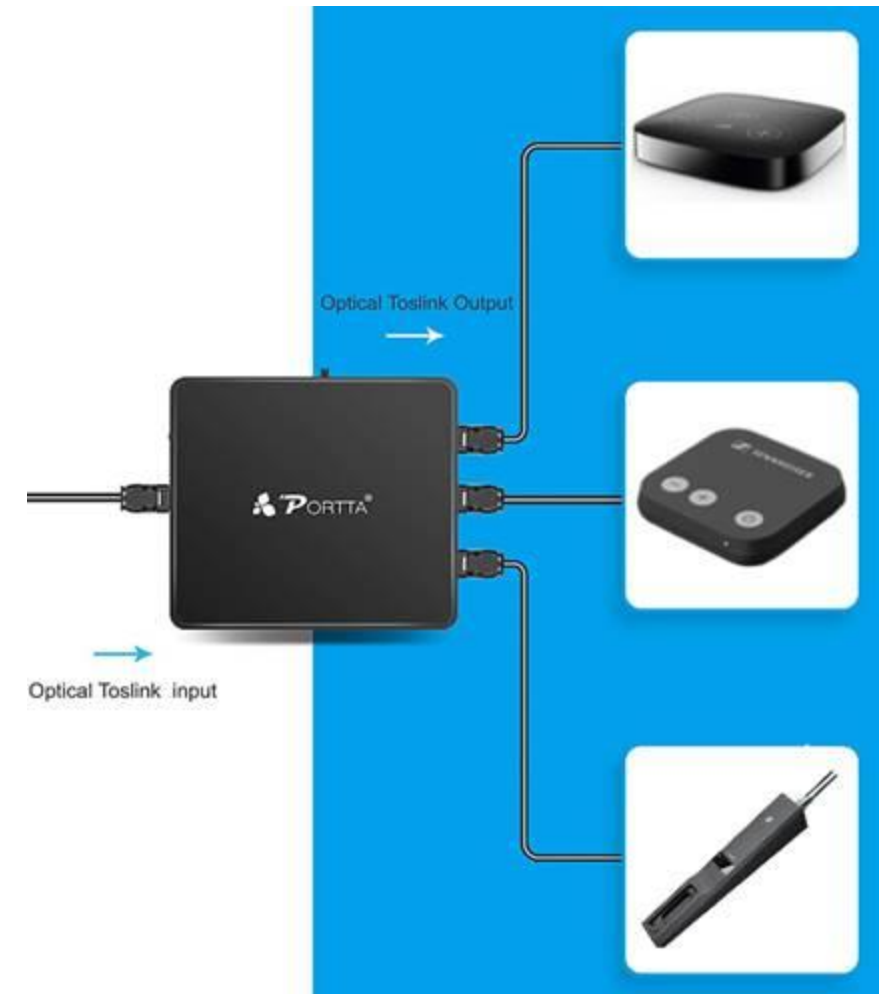
3 Conversation Clear app

- Show them how to adjust volume using the app.
- Show them how to turn Ambient Awareness mode on and off.
- If they are into the technical details, inform them that they can make **configurations** to the double tap function and to the auto-pause on earbud removal.
- Highlight to the client how easy the experience was and how it could blend into their daily life.

TVS 200. How to prepare for a demo.



- ▶ Keep a set of demo earbuds charged and ready (119-3017-P605).
- ▶ Have a TV Clear Transmitter 2 plugged into a waiting room TV or another available device (e.g., laptop).
 - If you already have other transmitters such as TV Connector, use an active optical splitter (see [Amazon](#), 15\$).
- ▶ Start the demo in speech clarity program one (1) and Ambient awareness mode on, so the client can hear your instructions.
 - Adjust volume via **short** press of left / right push button. User should hear the “beep” when pressing.
 - Adjust amplification via **Long** (2sec) Press of right/left push button on the earbuds. User should hear the “program x” message.
 - Ambient on/off via double tap on the right bud (mind the configuration which can be adjusted in the app).



How to demo



1 Fit / first feel

- Present the earbuds and charging case to the client when beginning the demo.
- Showcase the 3 sleeves and choose the most comfortable fit. Show them how to correctly place the earbuds in the ear with the retention, one after the other.
- Allow them a moment to adjust to the feeling of wearing the earbuds.
- Turn on the TV or sound source.
- Have them use short press left/right to adjust to a comfortable volume.
- Ask the client “**How do they feel in your ears?**”
- Have the client move around the room to see the operating range of the earbuds.

2 3 key feature testing

- Allow the client to watch the TV and listen through the earbuds.
- Ask the client “**How does it sound?**”
- Have them use long press left/right to discover the **speech clarity programs**.
- Have them use double tap to try the **Ambient awareness mode** (requires pre-configuration of double-tap function)
- Ask the client “**Would you find this helpful when watching TV?**”
- Demonstrate **hands-free calls** by calling the client on a paired smartphone from another room. Have client answer using a double tap. Hang up with a long press.

3 TV Clear app

- Show them how to adjust volume using the app.
- Show them how to select speech clarity program.
- Show them how to turn Ambient Awareness mode on and off.
- If they are into the technical details, inform them that they can make **configurations** to the double tap function and to the auto-pause on earbud removal.
- Highlight to the client how easy the experience was and how it could blend into their daily life.



Positionierung und häufig gestellte Fragen



Key HCP benefits



ConC 400 & TVS 200 offers three key HCP benefits:

1. Attracts a new client segment

Help draw in more clients and target younger clients

2. DIY solution for normal hearing

Expands their portfolio of solutions to encompass clients without hearing loss, including family of clients

3. Easy to demonstrate

Targeted solution for drop-outs who are not ready for hearing aids and would normally leave empty-handed

Evaluate HCPs current solutions



Who

... are you currently marketing to?
... do you fit with the Enhanced hearing solutions currently?
... often leaves the office without purchasing?

What

... solutions do you offer beyond hearing aids?
... solutions do you offer for TV watching or Speech enhancement
... solutions do you demo at marketing events?

Why

... do some clients leave without purchasing?
... have you chosen the Enhanced hearing solutions you offer?
... not marketing products beyond hearing aids?

How

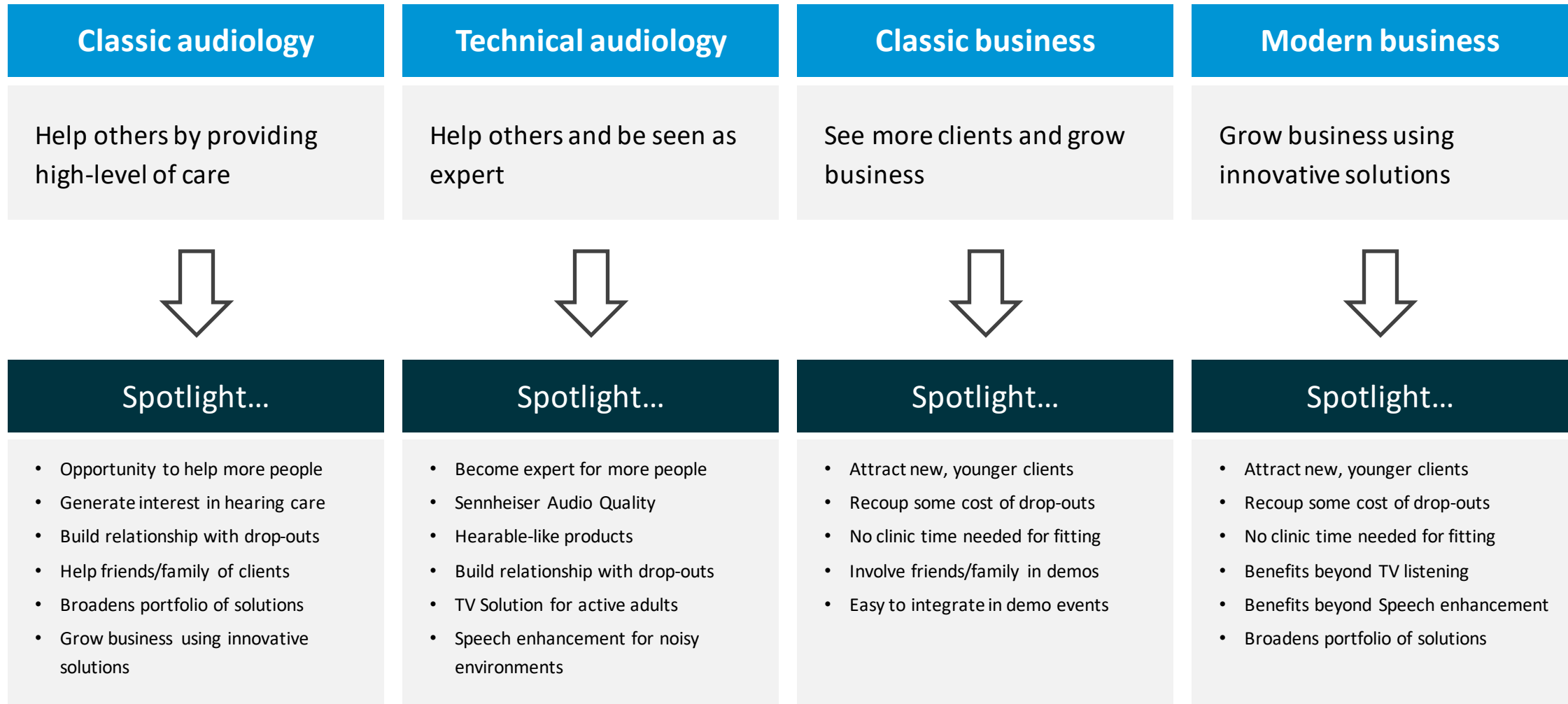
... do you discuss TV Watching or Speech enhancement with clients?
... do you evaluate TV watching needs or Speech enhancement needs?
... do you do demos with normal hearing family?

Get a better understanding of the HCPs existing habits by asking the right questions.

Focus specifically on:

- ▶ Marketing messaging
- ▶ Evaluating client needs
- ▶ Drop-out handling

What motivates each segment?



Positioning features by segment ConC 400



Certain features will appeal more to specific segments

Classic & technical audiology

Focus on proven innovative technology that supports the hearing journey



Automatic scene detection



Ambient awareness mode



Conversation Clear app



Optional TV Clear Connector



Improved phone calls

Classic & modern business

Focus on revenue/lead generating solution that is easy to use



Universal connectivity



Rechargeability



Conversation Clear app



DIY set-up



Improved phone calls

Positioning features by segment TVS 200



Certain features will appeal more to specific segments

Classic & technical audiology

Focus on proven innovative technology that supports the hearing journey



Speech clarity programs



Ambient awareness mode



TV Clear app



TV Clear Transmitter 2 Connector



Improved phone calls

Classic & modern business

Focus on revenue/lead generating solution that is easy to use



Universal connectivity



Rechargeability



TV Clear app



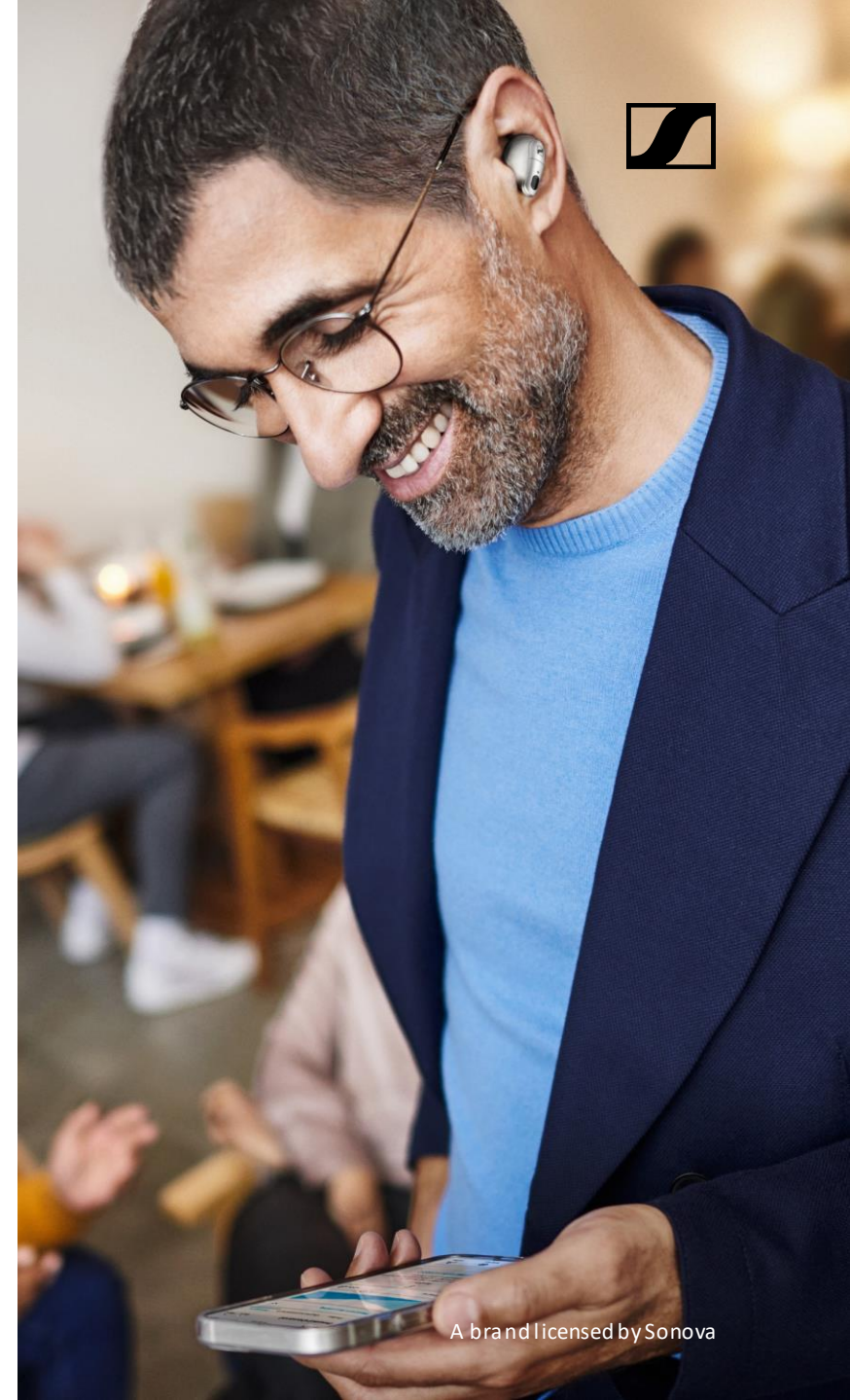
DIY set-up



Improved phone calls

Best questions: Classic & technical audiology.

- ▶ Ask questions about new leads:
 - How could you use this solution to help more people?
 - How could you use this solution to generate more interest in hearing care?
 - How could you use this solution to help friends and family of your clients?
- ▶ Ask questions about drop-outs and events:
 - How could you integrate this solution into your existing portfolio of solutions?
 - How could this solution be used to build a trusting relationship with a drop-out?
 - How could you integrate this solution into your existing events?
- ▶ Ask questions about significant other/family involvement in appointments:
 - How could this solution help involve friends and family in hearing aid demos?
 - How could friend/family involvement in demos reinforce success with hearing aids?



Best questions: Classic & modern business.

► Ask questions about new leads:

- How could this solution help you to attract more clients?
- How could this solution help generate more interest in your practice?
- How could you use this solution to help friends and family of your clients?

► Ask questions about drop-outs and events:

- How could you integrate this solution into your existing portfolio of solutions?
- How could you use this solution to recoup expenses associated with drop-outs?
- How could you integrate this solution into your existing demo events?

► Ask them questions about significant other/family involvement in appointments:

- How could this solution help make hearing aid demos with family more impactful?
- How could friend/family involvement in demos reinforce uptake for your clients?





ConC 400

**Let your conversation
take center stage.**