

Mr. Steven Johnston
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Introducing Phonak Audéo™ B-Direct. Hearing aids that easily connect to any cell phone* and your TV.



Dear PROSPECT NAME,

I hope this letter finds you well. If you've been considering whether hearing aids might be of benefit to you, the following information may help with your important decision.

Two of the most common reasons clients first come to see me are difficulty hearing telephone conversations or hearing the television. In many cases it's both.

If either is true for you there's a new, groundbreaking hearing aid that's just been introduced, called Audéo™ B-Direct, which allows you to easily connect to any cell phone* and your television. I think they are a great hearing solution that would adapt well to your lifestyle.

They're from the Swiss company, Phonak, the world's leading provider of hearing solutions. Here's why these new hearing aids are so exciting:



Enjoy the freedom of being able to easily connect with any Bluetooth® phone*, *regardless of the brand.*



Answer calls with a touch of your hearing aids and use them as a wireless headset to talk hands-free.



Use your hearing aids as wireless TV headphones and experience clear, quality, stereo sound on your TV.

I'd love to set up an appointment with you to show you these new hearing aids and demonstrate how easily they work.

Call the clinic today at **XXX-XXX-XXXX** and we'll happily schedule you in.

We look forward to seeing you soon!

Sincerely,

Signature
Audiologist Name
Credentials

You're invited! Get a FREE demonstration and 30-day trial.

Take the all new Phonak Audéo™ B-Direct home and try it for yourself. During your appointment, you'll receive:

- **Free** Hearing Screening
- **Free** demonstration of the new Phonak Audéo™ B-Direct
- **Free** 30-day trial evaluation
- Experience **cutting-edge** hearing technology for yourself

 **TRUSTED PROVIDER**
PHONAK HEARING SOLUTIONS

ACME
Audiology

Practice Name
Street Address
City, State
Website