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**nuance audio**

All Team Meeting

TeamVision  
MAY 2025



LEONARDO

# Meeting Preparation

*Review this facilitator guide immediately upon receipt. Manager to attend the Virtual Master Training to prepare themselves to lead this meeting.*

Prior to Leading the All-Team Meeting:

- Confirm your iPads, Demo Kit, Nuance Audio frames are charged
- Provide pen and paper for participants to take notes
- Have the Nuance Operations Guide readily available
- Designate a time-keeper to help you stay on track and review the agenda with them before starting the meeting
- Have one iPad or other digital device available to watch the video during the meeting
- Position your team in the store where they can hear and see the videos properly

SECTION	DESCRIPTION	TIME
1	Welcome and Kick Off	5 mins.
2	Experience the Product	60 mins
3	Role-Play activities and practice	30 mins
4	The Retail Booking Tool	15 mins
5	Closing and Next steps	10 mins
<b>Total Time: 2 hours</b>		

## Leading the Meeting

Join team Leonardo (in a pre-recorded classroom) with your store team where you will participate in group discussions and practice using, explaining and selling Nuance Audio in your store. You will follow along with a video with direction when to pause and complete activities.

**Manager** role is to co-facilitate, lead and coach your teams through each section of the video and Role Play section. Be sure to keep an eye on the meeting guide where to pause and for how long during each section's activities. If you need more discussion time during the activities, you may do so, just find ways to make up time within your full agenda.

**[Use This Link To Lead The Meeting](#)**



# Facilitator Guide

## AGENDA SECTION 1: Welcome and Kick Off

**SAY:** Welcome to our Nuance Audio Master Training! Thank you for being here and for completing the Nuance Audio Certificate Program. You've already built a solid foundation, which will help us make the most of our time together. Today, we have **two main goals:** Get hands-on with the product and experience the demo as a customer would and Learn how to deliver a demo, confidently introduce the product, and answer common customer questions.

This session will include a mix of practicing and role-playing along with a tutorial video provide by Leonardo, so be ready to participate and engage! Here's how it will work: We'll watch each section as a group. I'll pause at specific points to discuss, answer questions, and practice together. I'll keep us on track and ensure we have plenty of time for your questions. Let's start by reviewing our resources.

**SAY:** Before we start the video. Let's first review our resources. The Operations guide is your one-stop shop with operational details. Let's review the guide and what you can find in it. This will be something to review after the session to ensure you are experts in the operations of selling the product. It's also where we find more info about demo kit FAQs and troubleshooting.

**DO:** Have all learners locate the **Nuance Audio Operations Guide** in Ciao! Toolkit Document Folder (Toolkit > Wearable Electronics > Nuance Audio). Take 1-2 minutes to click and review key information. we may not get to during today's session, but we will want to review later and as we start selling. Once done, move onto the video recording.

**DO:** Set up the iPad or digital device in a quiet location where the team can gather. Open and share the pre-recorded video link in this guide. Turn the iPad speaker on high volume and play the video all the way through. Follow along with this facilitator guide to manage activities when the video prompts them. Monitor team engagement and address any concerns that arise during the session.

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## AGENDA SECTION 2: Experience the Product

**DO:** Press play on the pre-recorded link and follow along until reach **“ACTIVITY 1”**. This is your opportunity to grab the phone and eyewear. Select a volunteer to try the steps or model it for your team.

**DO:** Continue the video until **“ACTIVITY 2” Start the Demo. Allow 5 minutes for this step**

**DO:** Pause the video, try the steps you just watched and walk your team through the key points

- Set a positive tone by informing them of what to expect
- Turn the eyewear on and ensure they're paired. Then turn the eyewear OFF from the app until they have the glasses on
- If you need help pairing, resume the video and use your Operations guide

*Tip: Closing the temples turns off the frame. You may need to turn them back on before next activity if this happens.*

**SAY:** Great job!! Easy right? As Michael said, the initial survey should just be as simple as “Before we start, would you mind just providing your consent a few anonymous details.” This is optional and just allows us to learn what our customers are feeling about the initial experience with the product, who's interested.

**ASK:** What should we say when setting up the experience with our customer's and patients every time?

**(SEE NEXT PAGE)**



# Facilitator Guide



Continued

**SAY:** "These innovative glasses are designed to enhance speech perception while keeping your ears free. Let me show you how they work. Just for your awareness, this experience may feel different from your normal hearing—if you notice a slightly "metallic" or higher-pitched sound, that's completely normal. The glasses amplify specific parts of speech (typically higher frequencies) to help you perceive each word more clearly. I encourage you to pay close attention to this feature." Additionally, the performance of these trial glasses is not yet fully optimized, as they are currently in "default" mode and have not been calibrated and explain the calibration process, which you can find in Settings. Calibration must be done in a perfectly quiet environment so should be don't at home, but you should be familiar with how to do it to show how easy it is.'

**DO:** Once this is successfully completed, continue the video to next activity

**At this point you have now reached "ACTIVITY 3" Allow 2-3 minutes to complete this step**

**DO:** Allow for conversation and questions about using the presets. Allow time for people to see the difference between each, when and why to start with A or C, and discuss calibration.

**ASK:** What is your first impression of the pair? Can you see this being a benefit to you personally and your lifestyle? Can you think of anyone you know who'd benefit from them?

**DO:** Allow for discussion. Once this is successfully completed, continue the video until you reach the next activity

**PAUSE:** **At this point you have now reached "ACTIVITY 4" Discussion/Activity section. Take about 3-4 minutes for this section**

**DO:** Practice overcoming the most common questions and steps to take. Explore the other settings in the app and if possible, try performing a personal calibration. The environment must be silent.

**DO:** Resume the video and do the steps as they play simultaneously. Pause where needed for discussion or play through to the next section **Ending the Demo** and then pause again.

**SAY:** That's it! As Michael mentioned, the survey at the end is for us to complete discreetly, based on our observations of the customer's experience. It's okay if you're not 100% sure—the goal is to evaluate how impactful the demo is on their purchase decision and identify areas where Nuance Audio can continue improving.

**PAUSE:** **At this point you have now reached "ACTIVITY 5" Discussion/Activity section. Take about 3-4 minutes for this section**

**SAY:** Ok, quick knowledge check for you before we move on:

- 1) What do you do or say if the customer said, "it's still a little metallic" or "hear my own voice?"
- 2) Why is it important to end the demo?
- 3) Where do you look if you run into technical issues?
- 4) What are the best practices to getting the 'wow' affect?
- 5) What questions help you get the 2 yes's?

**DO:** Allow for discussion. Once this is successfully completed, continue the video until you reach the next activity

# Facilitator Guide



Continued

**DO:** Resume the video to the next section ***The Customer and Patient Experience***

**PAUSE:** *At this point you have now reached ACTIVITY 6 Discussion/Activity section. Take about 3 min to complete this activity.*

**DO:** Pause the video and discuss how you would introduce the product to a customer with an outside prescription. Build on their responses as needed to coach them.

**SAY:** Let's pause here and take a minute to share - how would you describe it in your own words. Keep it simple, clear? Now how do we take that and connect to the customer who just came in with an outside Rx?

Listen for: "All in one" "Discreet/Invisible" "Frames that help you see and hear"

**DO:** Transition to practice. Wrap up the video portion of the meeting and shift into practice activities. Reinforce key takeaways from the video as you guide the team through the next section.

## **AGENDA SECTION 3: Role Play Activities 30 - 45 mins total**

**SAY:** That concludes our training video. Now it's time to put this into practice! Let's focus on how we can incorporate these insights into our daily interactions with customers and patients.

**ASK:** How can we uncover and identify potential Nuance customers before or during the exam?

**LISTEN FOR:** *Pre-appointment preparations (intake forms, questionnaires, pre-tests). During the exam (listening for hearing-related cues or concerns)*

**SAY/ASK:** Remember to review any updated patient forms, especially those that now include audiological questions. These can help us identify needs early. What will we want to do differently during the hand off from the doctor?

*Listen for: Associate asking OD for recommendations. OD to share any uncovered hearing needs.*

*(1 minute)*

**DO:** If doctor/techs are present, openly discuss how we can integrate the hearing conversation or recommend after the exam. Role play where applicable. If no doctor/techs are present, move to next section

**SAY:** Now we're going to pair up and have one person playing a customer, one play the associate. I'll assign 3 different situations to practice, and your goal is to introduce Nuance Audio, ask lifestyle questions based on what you know to understand hearing needs and see if they're interested in trying the frames.

**DO:** Take 5 minutes for this practice. Have each group role play being different customers, rotate role depending on how many people. Observe phrasing, how they identify vision, hearing and lifestyle needs and gauge their confidence. Coach along as needed.

- Customer 1: Customer is waiting for a repair with their grandkids. You notice she's fiddling with her hearing aid to get her current frames on and off
- Customer 2: New patient checking just completed an exam and browsing frames near Nuance Audio section
- Customer 3: Customer works part time as an usher at the theatre and wears progressives

# Facilitator Guide



## Role Play and Practice Continued:

### **DO: Regroup everyone and debrief: 5 minutes**

#### **ASK:**

- Who wants to share how you introduced it? What did you hear from your partner that you liked?
- Those of you playing associates, what did you learn about your customer to know if this is the best product for them? What cues did you already have?
- How many got their customer interested in a demo?

**ASK:** Now that you all created interest with your customers. Who wants to practice giving your customers a demo end-to-end! Let's see how much we recall and don't worry, I'm here to help guide you. Everyone else can watch, observe, and provide feedback or help them out.

**DO:** Take 10-15 minutes to run through at least 1 more demo experience with 2 more volunteers, monitoring and guiding as they go. Talk through how to ensure the best experience and set their expectations as covered earlier, what should say and how to help prevent negative impressions.

#### **ASK:**

- What did you notice that they did well?
- What would you have done differently

**ASK:** If we get questions or objections about the price, what might you do or say?

*Listen for/Reinforce:* All in one, hearing and vision, Insurance, HSA/FSA and Alternative Payment options

- What did you notice about the customer's reaction and questions and how would you reply?

**DO:** Reinforce any thing learned in the video training earlier in the session, build and coach what your expectations are. Wrap up the training session with the closing and next steps.

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## **AGENDA SECTION 4: The Retail Booking Tool**

**SAY:** Alongside the Nuance launch, we'll introduce the Retail Booking Tool to support scheduled appointments for Nuance demos and dispensing.

Nuance patients can use the store locator on [nuanceaudio.com](http://nuanceaudio.com) to schedule a 20-minute demo. We can also book appointments for walk-ins or phone inquiries. When notifying patients that their in-store Nuance purchase is ready, we can offer a reserved pickup time.

To provide a great experience, Nuance patients are informed during booking that their appointment includes priority access to the first available associate.

It's crucial to incorporate the Booking Tool into daily operations and check appointments each morning. After this meeting, we'll continue learning the tool and understanding the Nuance appointment experience flow. This tool will help us stay prepared for when the Nuance patient arrives.

**ASK:** Does anyone have any questions?

# Facilitator Guide



**DO:** Recap previous training sessions from the Store Manager Retail Booking Tool training.

Have each associate:

1. Log onto nuanceaudio.com to go through the appointment setup process, including confirmation.
2. Log into the Retail Booking Tool to view the appointments they set up or create new ones.

Refer to the Retail Booking Tool Guide and training videos to ensure all team members are fully trained.

**You have now reached the end of the training**

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## AGENDA SECTION 5: Closing and Next Steps

**DO:** Take a moment to provide your closing remarks, check their confidence and share any final thoughts on delivering consistent Nuance Audio experience to start selling the product starting today. Answer any open questions.

Review the following:

- Instruct all to attend the live sessions available now on selling behaviors and sales flow details
- Set expectations to practices demo during shifts, even if single coverage.
- Review the Ops guides in further detail and check your communications daily
- What processes will be implemented with OD team and any next steps
- Discuss next steps for the Retail Booking Tool
- Set your goals and gain your team's commitments

## THANK YOU FOR PARTICIPATING!

Please scan the QR code when meeting is complete to receive credit and give us your feedback!

**QR Code for Feedback or click the [Forms Link](#) here**

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**Classroom Name:** Nuance Audio Master Training for TeamVision



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Nuance Audio All Store Meeting Guide May 2025