



# Uniting the Profession

62<sup>nd</sup> Annual IHS Convention & Expo  
September 12-14, 2013 | Washington, D.C.

## Speaker Summary and Comments

**Seminar #:** 12 Level: Intermediate  
**Seminar Title:** Making a Difference – The 4 Steps to Becoming a Trusted Provider  
**Speaker:** Kordell Norton, CSP  
**Seminar Date & Time:** Friday, September 13, 2013, 4:30-5:30pm

	Average
1. The presentation material was well organized.	4.85
2. The session answered my questions on this topic.	4.83
3. I learned something that can be applied to my work.	4.88
4. The visual aids used were appropriate.	4.85
5. The instructor demonstrated strong speaking (delivery) skills.	4.88
6. The instructor demonstrated a thorough knowledge of the subject.	4.88
7. Sufficient time was allotted for the session.	4.77
	4.85

As a result of the information received in this seminar, I intend to implement...in my practice.
1. Most of it 2. Good questioning techniques 3. EPRS 4. More note taking 5. Better common sense 6. Personal attention 7. Listening to patients more 8. Motivation 9. All 10. Listen more/talk less 11. Consultative selling
Please suggest possible areas for improvement.
1. None needed. Great job! 2. Longer 3. None – incredible presenter 4. Power point slides off screen
What Societies/Associations do you belong to?
1. HHPA 2. IHS 3. State HA Society 4. WI Alliance of Hearing Professionals 5. Michigan Alliance 6. SHRM 7. MHS 8. MCCA 9. CHIPS 10. BCHIS 11. SHIPS 12. Missouri Hearing Society 13. MAHCP – Michigan Alliance of Hearing Care Professionals

**What aspect(s) of this seminar were most important to you?**

1. Talk less sell more. Write down everything.
2. He was the best speaker by far!!
3. Love learning with fun!
4. Knowledge
5. Personality and experience of the speakers. Gaining knowledge for the future.
6. Letting the patient tell you & sell themselves with a solution
7. Learning how to communicate better
8. Great speaker – great message & easy to implement in our practice
9. Enthusiasm – EPRS
10. Getting customers to talk about their problem
11. Facial clues
12. His thorough knowledge of the subject & his mastery of the knowledge
13. Demo of questions and how to do it

**Comments:**

1. Rock solid
2. Would be nice to have him back in Palm Springs
3. Very good!
4. Awesome speaker
5. Loved it
6. I loved listening and learning. Kordell is extremely animated and enjoyable. I could listen for hours.
7. Very animated. Bring him back!
8. Mr. Norton is a very engaging speaker