

OPTICAL CONVERSATIONS:
ADVANCED DISPENSING

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What does your introduction to your patient look like?


- Body language and speech
- Where is your mind?
- Are you providing a great baton pass? No matter where it takes place.



What should you be asking?

- Pay attention to the answers
- Keep it conversational







Match patient's lifestyle to product available.

- Speak to specialty product for certain activities; piano, hunting etc.

Be genuine and stay present.

- Just have a conversation and get to know your patient
- They are the most important thing in the world
- Don't be distracted, your patient will be able to tell



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Assess the patient's body and face

- Be observant
 - Face type & size
 - Pay attention to patient's natural posture



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Speak to lenses first

- Going straight to frame board creates an intermission of sorts from the conversation just had in the exam room to optical



Know your product and educate the patient

- Allow them to know the benefits, it's always the patient's choice...don't decide for them
- Know what product is available now, why are we excited about it....and what's going to be available in the future






Always offer premium product, you are the best, sell the best

- Education and demonstrations
- Keep things simple for your opticians and for the patient

Warranties and what sets you apart

- Explain to patients the benefits of buying from you, but not as a justification for price
- Speak to it throughout your conversation with them







Frames & Fashion

- Every brand you carry should tell a story, know the story behind the brand

Don't under estimate the importance of a properly fit frame

- Accurate adjustments of the frame are VITAL to attaining accurate measurements
- Look behind the ear
- Its okay to let a patient know if the frame is not the right fit



Make it fun!

- The experience When picking out a frame, the experience can be daunting to a patient. Be understanding, have patience, and make it special
- Always be honest and tactful during the selection process
- Listen to patient and not just what they are saying but what is their body language



Collecting, Contributes, & Connecting...

You now know more about the patient, and they probably know a lot more about you and you still have to present the balance due.

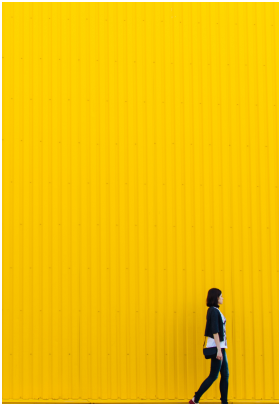


Be direct and clear when discussing charges

- No hesitation, your fees are fair and justified

Walking Prescriptions

- No matter how fabulous you are, the patient may still walk out with their prescriptions



Always set an achievable expectation of when eyewear will be ready

- Verify their preference for how they want to be contacted
- Stay in communication with the patient if there are issues or delays with their order




Offer an Eyewear Service Agreement

- Doctor: Mrs. Jones we will be happy to provide you with your prescription so you may purchase your glasses any where you like. Have you thought about who would be taking care of them for you?
 - Mrs. Jones: No I haven't
 - We would be happy to do that for you and we have two plans for that. Sarah will go over those with you.
- Per Visit Service Plan:** Covers cleaning, adjustment and verification that your prescription was made as prescribed for \$8 per visit.
- Full service Plan:** Takes care of one pair of glasses for the entire year includes; cleaning, adjustment and verification that your prescription was made as prescribed, plus cleaner and a cloth at first visit for \$45

**Your care of your patients does not end
once they leave...**

Your care of them continues for their lifetime!

- Let them know about new product availability throughout the year
- Frames & lenses
- Trunk shows and promotions