

## **Course Title**

Creating A Magical Experience

1 Hour ABO

General Knowledge

Intended for optician, Dr's and staff.

## **Course Description**

The growing success of large retail establishments can be a burden on your practice. The journey of the patient starts before they ever step foot in your office. This course will help you differentiate yourself from the competition and create a magical experience for your patients.

## **Course Objectives**

- Explore how successful companies create a magical experience.
- Identify key ideas which we can use in your practice.
- Create a magical experience within your practice.

## **Course Outline**

- Introduction (5 min)
  - Course Objectives
- Discuss the many choices patients have when buying eyewear (10 min)
  - Define capture rate
    - Discuss industry averages
    - Why and how you should measure it
- Discuss how extremely successful companies maintain success (15 min)
  - Explore customer interactions
    - Focus on tone and delivery to make a difference
  - Do not operate in a bubble
    - Importance of increased communication
    - Importance of working on the floor
    - Learn from the customers point of view
  - Discuss how to optimize the mundane
    - Pay strict attention to details
      - Provide examples of large successful companies optimizing the mundane
  - Provide a real world, relatable, example of a large company creating a magical experience
- Interpret the key points we learned above and discuss how they can be used in your office (10 min)
  - Customer Interaction
  - Customer Point of View
  - Attention to Detail

- Focus on the journey of the patient (15 min)
  - From pre-welcome to follow up
    - The experience begins at pre-welcome
      - Before the patient ever sets foot in the office
    - Discuss how the various roles in the office can help create a magical experience
      - Receptionist
      - Technician
      - Dr
      - Optician
    - Discuss proper selling skills
      - Questions/Discovery
      - Educate
      - Recommend
      - Present pricing
    - How to improve the experience after the patient leaves the office
- Closing Summary & Questions (5 min)