

Course Title

The Second Pair Is The New Primary Pair

1 Hour ABO

Technical Level II

Intended for experienced opticians with a basic understanding of optics.

Course Description

This course will help you develop talking points to increase your multiple pair sales. We will follow the patient's journey through your practice and highlight key moments to educate patients on the benefits of a second pair. This course will also discuss the revenue potential of increasing second pairs and its effect on the patient and your practice.

Course Objectives

- Discuss multiple pair options
- Discover key moments to educate patients
- Understand the difference between price and value
- Evaluate the impact second pair sales has on the practice.

Course Outline

- Introduction (5 min)
 - Course Objectives;
- Discuss the several options for multiple pairs (20 Min)
 - Introduce options for single vision patients
 - Distance
 - Reading
 - Computer
 - Sunglasses
 - Introduce options for progressive/MF patients
 - Explain the difference between Standard vs. Free Form PAL
 - Define the need for an Occupational PAL and what makes it different
 - Pay attention to the chief complaint
 - Discuss potential solutions to the patient's problem
 - Discuss sunglasses and when they become the "primary pair"
- Revisit the journey of the patient (20 min)
 - Introduce discover questions (open ended questions)
 - Discuss how the receptionist can help with multiple pair sales
 - Appt creation
 - Appt confirmation
 - Check in
 - Discuss how the technician can help with multiple pair sales

- Pretesting
 - Chief Complaint
- Discuss how the doctor can help with multiple pair sales
 - Exam Lane
 - Prescribed vs. recommend
 - Proper hand off
- Discuss how the optician can create more multiple pair sales
 - Lifestyle Question
 - Prescribed vs. recommend
 - Define the difference between price vs value
 - Introduce the proper way to present the price
 - Dispense
- Explore how second pair sales impact the practice (5 min)
 - Discuss examples of revenue potential
 - Explore the advantages of patient satisfaction
- Closing Summary & Questions (5 min)