



MAKING THE SALE

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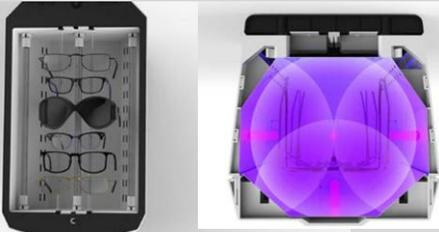
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Objectives

1. Identify the value of presentation
2. Understand the need of knowing your products
3. How to express your professional perspective

2

Zeiss UVClean New!!!



<https://www.zeiss.com/vision-care/us/for-eye-care-professionals/apps/zeiss-uvclean.html>

3

ALWAYS START WITH THE BEST OF EVERYTHING!

Make the sale a process

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Your best greeting!

- Acknowledge the patients as soon as you see them
- Watch your verbal and non-verbal communication
- Front the patient -mile – wave – and stand up when to are addressing the patient
- Begin with- What is your ideal pair of glasses?



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Identify the value of presentation

- The value of a presentation
- **Office in Orlando, Florida**
- If it looks worth wearing, it will draw the attention of the customer
- **Are they clean?**
- Is it in style?
- Would you wear it?
- Are frames adjusted?



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Clean Optical Displays

- No make-up on nose pads
- No dirt on frame boards
- Make display spectacular



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Customer product view

- Remember, presentation is marketing
- Did you highlight your products in the correct manner
- If you were the customer, would you buy the product
- Offices with waiting areas in optical have increased sales



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Presentation reflect Customer value

- Make sure your presentation represents the product value perception
- Don't undervalue your product in the presentation
- Bring the glasses out on a tray



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A whole new world

- When the patients puts on a new pair of glasses should open a whole new world
- The new glasses should symbolize new beginnings



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The need of knowing your products

- One of the worst things that can happen... the customer is really interested, but the customer can't get answers to the important questions
- **Sell unique glasses!**



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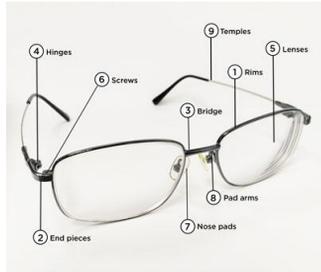
The need of knowing your patient

- What will the glasses be used for?
 - Lifestyle dispensing...
 - Prevents the feeling of being up-sold
- Are there any special needs?
- Hobbies, job, daily activities?
- Under promise/over deliver
- Expert advice...address the need

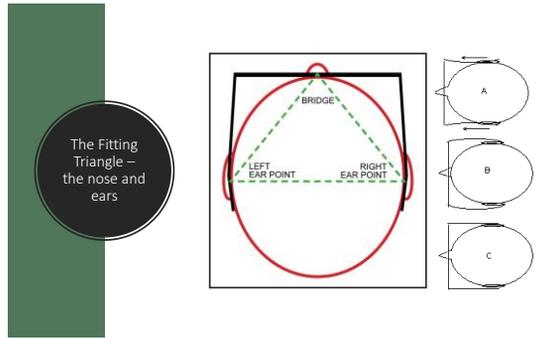


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Frame Anatomy



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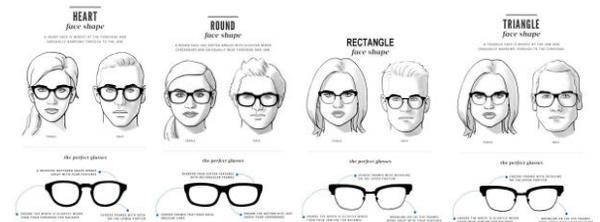
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Proper fitting glasses

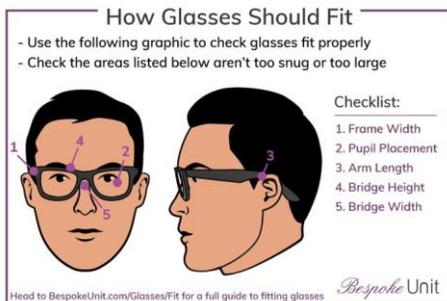


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Fitting Cont...



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HELP PATIENTS GET THE MOST OUT OF THEIR EYEWEAR

A total education experience

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Carl Zeiss Vision In Zeiss Anti-fog Defender

- ZEISS AntiFOG spray is an easy-to-use and cost-effective solution which keeps your lenses from fogging up for up to 72 hours
- Working in a protective mask of any kind (COVID, Fireman, anyone wearing a full-face respirator) **respectful!!!!**
- Sports (skiing, ice skating, diving, cycling)
- Those who must wear glasses and live in a cold weather state

Jerryann.himes@zeiss.com

<https://www.zeiss.com/vision-care/int/spectacle-lenses-from-zeiss/lens-cleaning-solution-for-glasses/antifog-spray.html>

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Made In the USA- Patented Fog Away™

Masks + Glasses = FOG
Spray Front & Back of Lens

Helping Improve Quality of Life One Spray At A Time

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Product knowledge

- Frames
- Lens Materials (i.e. anti-fatigued lenses)
- Coatings
- Product limitations
- Upcoming/Past Sales
- **Warranty Info**
- Return policy
- Office Policy
- What's New – What's Old

Know what is in the store at all times

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4 Categories Claiming Blue Light Indoor Impact

Filtration Data at Peak Indoor Digital Device Wavelength 455 nm:

Category 1	Blue Light AR Coatings	Between 1.8% & 8.78% filtration
Category 2	Photochromic Lenses	Between 7.12% & 11.64% filtration
Category 3	Blue Light Monomer Lenses	Between 2.11% & 5.88% filtration
Category 4	BluTech Lenses (Pigmented Lenses)	Between 41.4% & 61.52% filtration

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Protection you can feel

<p>99.1% Of those surveyed Eyes more relaxed indoors</p>	<p>98.2% Of those surveyed Significant sleep improvement</p>	<p>93.8% Of those surveyed Absolute "Yes" to wear as everyday glasses</p>	<p>65.1% Of those surveyed Significant reduction in headaches/migraines</p>
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Optical Business - 2022 - October

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Brand Identification

- Product knowledge
- Vendor training
- Customer service
- Quality
- Warranties
- Watch the changes in trends
- Continuous tracking of sales

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Optical Goals

- How do you define success in your optical
- How do you monitor that success
- How will your patient's view the sale

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When your mom told you to be quiet but you had to say one more thing

Quality is critical

- Check your orders before dispensing
- Accuracy
- Quality
- ANSI standards
- Speak to your reps about digital lens

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Frame must be displayed

- Must be displayed with purpose
- Must be organized and easy to find for you and the patient
- Glasses in boxes never sell**

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Frame Board Management

- It is not the vendor that determines FBM
- How many frames do we need?
- How many frames did we sell last year?
- What does our patient demographics look like?
- Maintain control of FBM \$\$\$\$**

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Relationship Marketing

- Focusing on keeping the patients that you already have
- **Build long-term relationships with patients... trust!!!**
- Customer satisfaction is a must, but not at any cost
- Every employee is responsible for quality



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Customer relationship – long-term

- Address the patient complaints
- Make this a priority
- Purpose of Rx + Needs of Customer
- Function of glasses
- Frames + Lens + purpose + Use + fit = Success
- Use the right touch!
- Pay attention to the customer



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How to express your professional perspective without being rude

- Be careful with your words ... eyebrows are sisters/not twins
- Your body language matters
- Be convincing
- Listen closely
- Product capabilities first
- Price should be last
- **Don't allow your customer to feel they are giving more than the product is worth**



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Make a sale without being pushy



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Patient education



- The process of educating your patients on the lenses and materials **SHOULD NOT** begin in optical!
- The entire staff has the responsibility of educating patients on the lenses and materials in optical
- Educating your patients on the lenses and materials that you are prescribing for them truly adds worth the experience and purchase, make sure you address all complaints in the lens selections

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Tender Loving Care

Make them want to come back

When they are asking for you, you made a difference

Did you do the right thing, were you convincing?



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Integrity will prevent uneasiness

- What are your rules for making a sale
- Are you treating the customer with CRS
 - Courtesy, Respect, Sensitivity
- Will you be happy seeing the customer around town
- Would you treat your favorite family member the same?



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WHEN A PATIENT GETS PUSHY

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Tell them how they look

- Oh yeah, you will draw a lot of attention
- Blue is good on you
- You look like a bug in those glasses the frames are too big
- Be gentle and be courteous, but be honest
- Document your recommendation



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Sources of Blue Light?



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Latest and Greatest Trends

- Patient demographics
- What is in and what is out
- Listen to your patients, but inform them



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BLUTECH
The Outdoor Solution

BLUTECH POLARIZED

- Combine polarizer with pigments and dyes
- Broadband blue light filtration, & protection from reflected glare.
- PLUS readability outdoors

Typical outdoor view from other brands of Polarized Lenses

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Not all patients are easy to fit

- Some patients with difficult features
- Physical limitations
- Difficult personalities
- Just can't please them

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Avoid Surprises

- The only good surprise is when it is benefitting the customer
- Discuss all the cost with emphasis of importance first
- Have a checklist and identify items discussed

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Kids Frames Styles: Important!

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Knowing Your Market

- You must be familiar with current market trends
- AR, Blue Light protection, polarization, transitions, progressives, sunglasses
- Demographics matter
- Don't believe everything the vendor says, research

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Quality Really Matters

- **Staff matters**
- Verify your all orders
- Listen to your patient
- Ensure their satisfaction
- Communicate with the lab
- Dispensing is critical



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Thinking Outside of the Box



**FOUNDER & CEO
DR. SYLVIA JONES
Optometrist**

VIOLET EYEWEAR
GO EVERYWHERE™

Eyewear Parties!

Purchase eyewear at home with your friends and family

- Designer Eyeglasses
- Reading Glasses
- Sunglasses
- Eyewear Accessories
- Income Opportunity
- Earn Discounted Eyewear!

VIOLETEYEWEAR.COM **INSPIRE EMPOWER GREAT OPPORTUNITY**

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Beating The "On-line Sales" Competition

Our Vision:
INSPIRE EMPOWER
CREATE OPPORTUNITY
With Every Pair!

Host: EARN FREE OR DISCOUNTED EYEWEAR

Join: FLEXIBLE HOURS, INCOME OPPORTUNITY, PRIZES & REWARDS

Give: BUY ONE GIVE ONE

VIOLETEYEWEAR.COM



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Consignment Options

- Where you are not purchasing the frames
- Inventory is not an issue
- Package pricing aids in ease of ordering
- Fewer steps for new employees to adapt to the process
- Customers have access to view inventory before or after exam visit

	PROFIT - PROGRAM PER			
QTY	NETS	NETS EXCL	PROFIT	MARKETS
PROGRESSIVE CONTACT LENS	\$200	\$160	\$40	Progressive Contact Lens
SINGLE VISION	\$200	\$160	\$40	Single Vision
MULTIPLE PAIR (EXCLUSIVE)				
QTY	NETS	NETS EXCL	PROFIT	MARKETS
PROGRESSIVE CONTACT LENS	\$200	\$160	\$40	Progressive Contact Lens
PLAT VISION	\$200	\$160	\$40	Plat Vision
SINGLE VISION	\$200	\$160	\$40	Single Vision
MULTIPLE PAIR (EXCLUSIVE)				
BUTTON SINGLE VISION	\$100	\$70	\$30	Button Single Vision
BUTTON PROGRESSIVE	\$100	\$70	\$30	Button Progressive
PROGRESSIVE CONTACT LENS	\$100	\$70	\$30	Progressive Contact Lens
PLAT VISION	\$100	\$70	\$30	Plat Vision
SINGLE VISION	\$100	\$70	\$30	Single Vision
FRAMES ONLY				
PLAT VISION	\$200	\$160	\$40	Plat Vision
SINGLE VISION	\$200	\$160	\$40	Single Vision

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In the End

- Needs are met
- Customer is happy
- Staff is happy
- Total agreement that the customer will wear the product and will provide free marketing for the office



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Statistics and Sources

\$63B
annually

— Harvard Medical School, 2011

\$411B
annually

Why sleep matters — the economic costs of insufficient sleep (2016)



HARVARD
UNIVERSITY

"People are not missing work because of insomnia. They are still going to their jobs but accomplishing less because they're tired. In an information-based economy, it's difficult to find a condition that has a greater effect on productivity."

— Ronald Kessler
Professor of Health Care Policy
Harvard Medical School

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THANK
YOU
VERY
MUCH!

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