

Selling Skills

How to Sell Efficiently and Effectively in a
Busy Practice

1 General ABO Credit

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Walman Optical



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OPTICAL

Objectives

- Review of on-line eyeglass sales
- Understand the Sales Presentation Process
- How our words affect the patient satisfaction
- Help create a unique patient experience
- Ensure repeat clients and patients

Post COVID

- ❖ The pandemic has changed the way we operate our practice. Every industry is still struggling with supply chain issues.
- ❖ COVID 19 accelerated the purchase of glasses online. According to VCA the online buying activity had cooled in early 2021, but online sales are still incredibly higher than pre-COVID times.
- ❖ Revolving door of new hires and sharp changes in patient purchasing habits.
- ❖ The 29th Jobson ECP Survey for COVID-19 indicates that 54% of the practices feel that the major challenge to them serving more patients is the “lack of staff”

Addressing staffing issues

2 key components that can alleviate staff shortages:

- ✓ **Cross train everyone:** Empower all staff with the ability to book an appointment and to check a patient in. Although the expertise of a certified optician can not be easily transferred to auxiliary staff, they can be taught basic skills such as higher rx powers in relation to frame size/shape to give the optician a “head-start” on the selection process:

“Mrs. Smith, our optician(s) are busy assisting other patients, but I can help you start the process of frame selection. Suzie will be able to truly identify if the frame will work with your rx and needs, but I can start the process with you!”

You will not receive rejections from a patient due to being assisted immediately!

Addressing staffing issues

60% of a Practice's revenue is generated in the dispensary

- ✓ Implement pre-determined lens packages to make the pricing conversation flow smoothly.

PROGRESSIVE LENSES		
Category N	Category O	Category F
Brand X /pal 1	Brand X/pal 2	Brand X pal 3
ANTI-REFLECTIVE COATING		
Brand X		
PHOTOCHROMATIC		
Variable tint brand		
DIGITAL SV & TASK LENSES		
Computer Lens	Anti-Fatigue Digital SV	Digital SV
Brand X	Brand X	Brand X

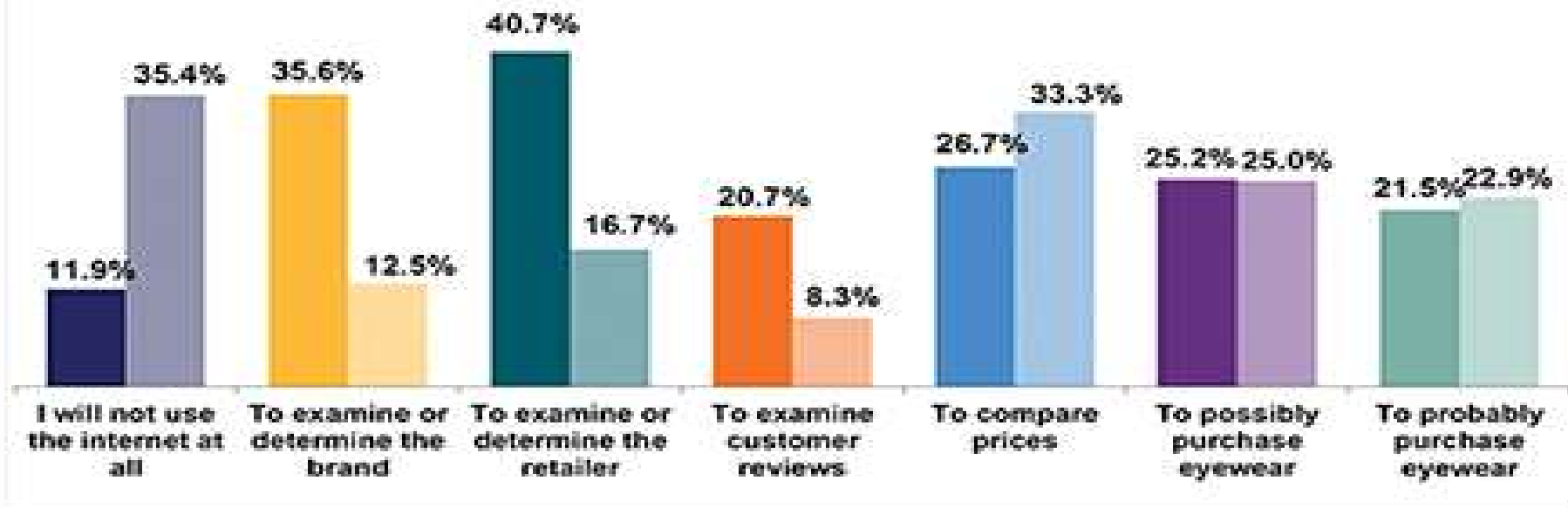
PROGRESSIVE LENSES		
LAB GROUP 4	LAB GROUP 3	LAB GROUP 2
Brand X /pal 1	Brand X/pal 2	Brand X pal 3
ANTI-REFLECTIVE COATING		
Brand X		
PHOTOCHROMATIC		
Variable tint brand		
DIGITAL SV & TASK LENSES		
Computer Lens	Anti-Fatigue Digital SV	Digital SV
Brand X	Brand X	Brand X

PRIVATE PAY		
PROGRESSIVE LENSES		
PREMIUM SELECTION	SUPERIOR SELECTION	BASIC SELECTION
Brand X /pal 1	Brand X/pal 2	Brand X pal 3
ANTI-REFLECTIVE COATING		
Brand X		
PHOTOCHROMATIC		
Variable tint brand		
DIGITAL SV & TASK LENSES		
Computer Lens	Anti-Fatigue Digital SV	Digital SV
Brand X	Brand X	Brand X

How you will probably use the internet for future eyewear purchases?

Dark Bars = 18 to 34 Years Old
 Light Bars = 55+ Years Old

Base: American Adults Purchasing Eyewear During the Past Six Months



As studies suggest, COVID has increased the number of patients using the internet for eyewear purchases

Social Media is an opportunity to engage patients before they even step foot in your practice. From your on-line platforms you can challenge misconceptions about “budget” eyewear, showcase exclusive frames/services and encourage followers to support a local business...YOU!!!



The Right Fit

In-Person Styling

Support Local



Your eyewear isn't complete without the right fit!

Our skilled opticians adjust your glasses to ensure optimal visual performance as well as comfort. #eyecare #independent

What can't be found online?

You know your style. We know your eyes. Experience safe, customized styling and the focused eye care that guarantees your best vision. #eyecare #shoplocal

Independent practices are local businesses!

When you support our clinic, you receive top quality care and eyewear, plus your dollars stay in the community. #shopsmall #supportlocal #eyecare

<https://trade.transitions.com/resources/public/10148/social-media-guide-v2.pdf>

NOW IS THE TIME!

STRUCTURE YOUR POLICY ON ADJUSTING GLASSES PURCHASED ONLINE!

<https://www.eyecarebusiness.com/issues/2013/february-2013/charging-for-services>



For those not sure how to determine the need to start charging for services, one idea is tracking adjustments, repairs, and measurements of web-purchased eyewear and other for-fee situations for about three months.

Record each instance, then tally how many minutes and hours were lost because of these situations. Ask the following:

How often and how long did the optician have to leave the sales floor to work on no-charge repairs?

How much profitable chair time was lost by the optometrist who was troubleshooting eyewear purchased elsewhere?

Competing with online sales

It's clear to see – online optical retailers are not a passing fad. However; the internet CAN NOT replace the “in person” aspect of professional service and fitting that are ONLY obtainable in the practice!

Warby Parker realized this phenomenon and started opening “brick – and- mortar” stores back in 2010.

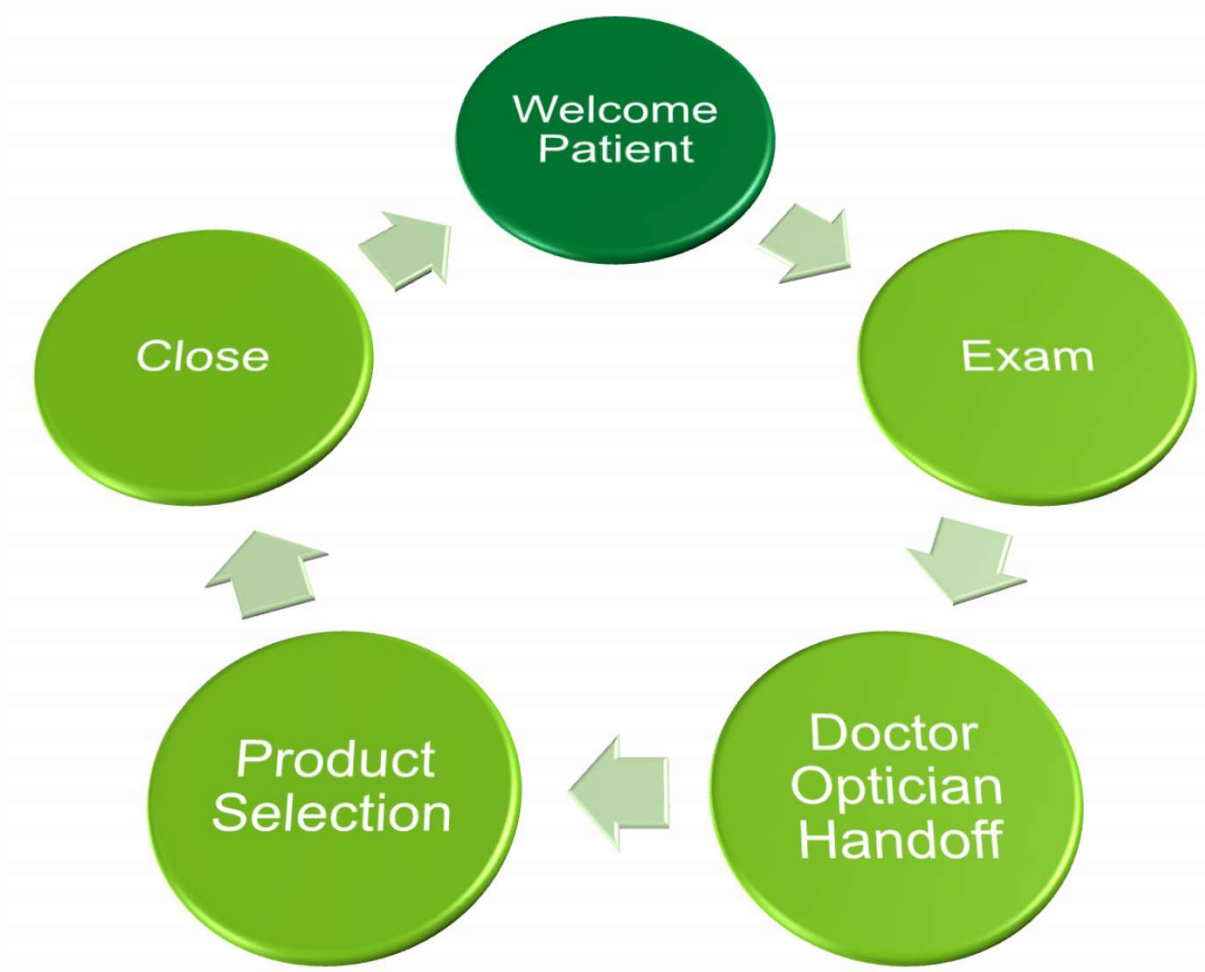
In fact, here is an excerpt from a recent article in Vision Monday:

Addressing the competitive landscape, Blumenthal told securities analysts on a conference call that he believes the company's starting price of \$295 for progressive lenses represents a significant savings for consumers and provides a key competitive edge.

If we offer the patient the similar competitive offerings as on-line, combined with your personal “community” footprint and expertise, many patients will opt to “stay local”.

Nearly every full-service lab offers private label lenses to allow the ECP to remain competitive with on-line offers. Offer patients private label AND branded choices!

The Patient Experience



Action steps for a great patient experience:

A patient should be acknowledged immediately upon entering your practice!

**68% of customers leave a place of business
Because of poor attitude or indifference.**

Get all staff members involved in the process!

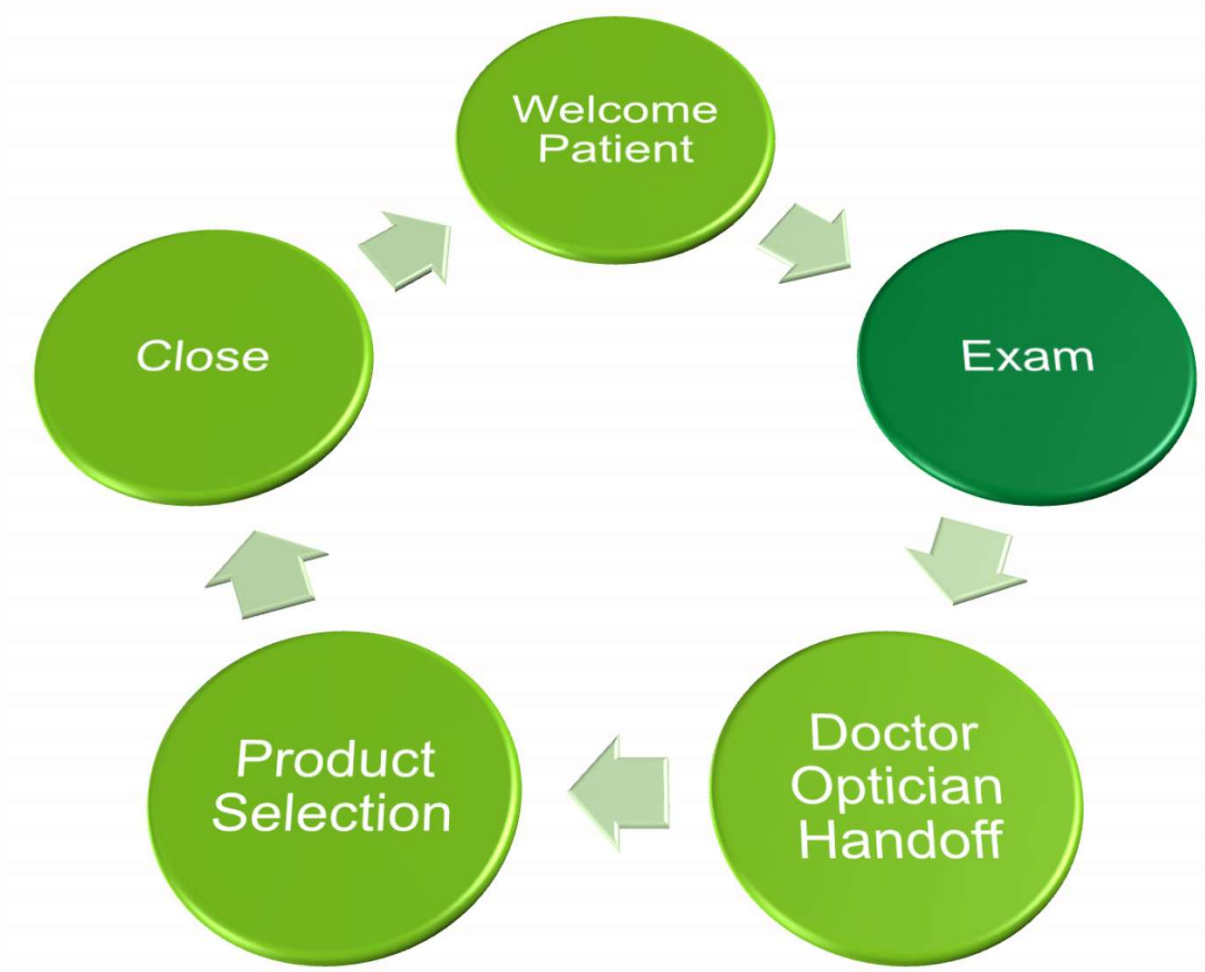
- **Reception**
- **Technician**
- **Doctor**
- **Optician**

Welcome patient

Acknowledge the patient when they enter your practice. Don't let them stand around trying to figure out where to go.

- Even if acknowledgment is a friendly nod while talking on the phone!
- If they are having an exam, see if they have filled out their forms already/ have forms ready if they have not done this step.
- Let them know the approximate wait time and set the expectation.

The Patient Experience



Things to keep in mind....

- How can we change our medical jargon to patient friendly language?

AR – Accounts Receivable?

Progressive – car insurance?

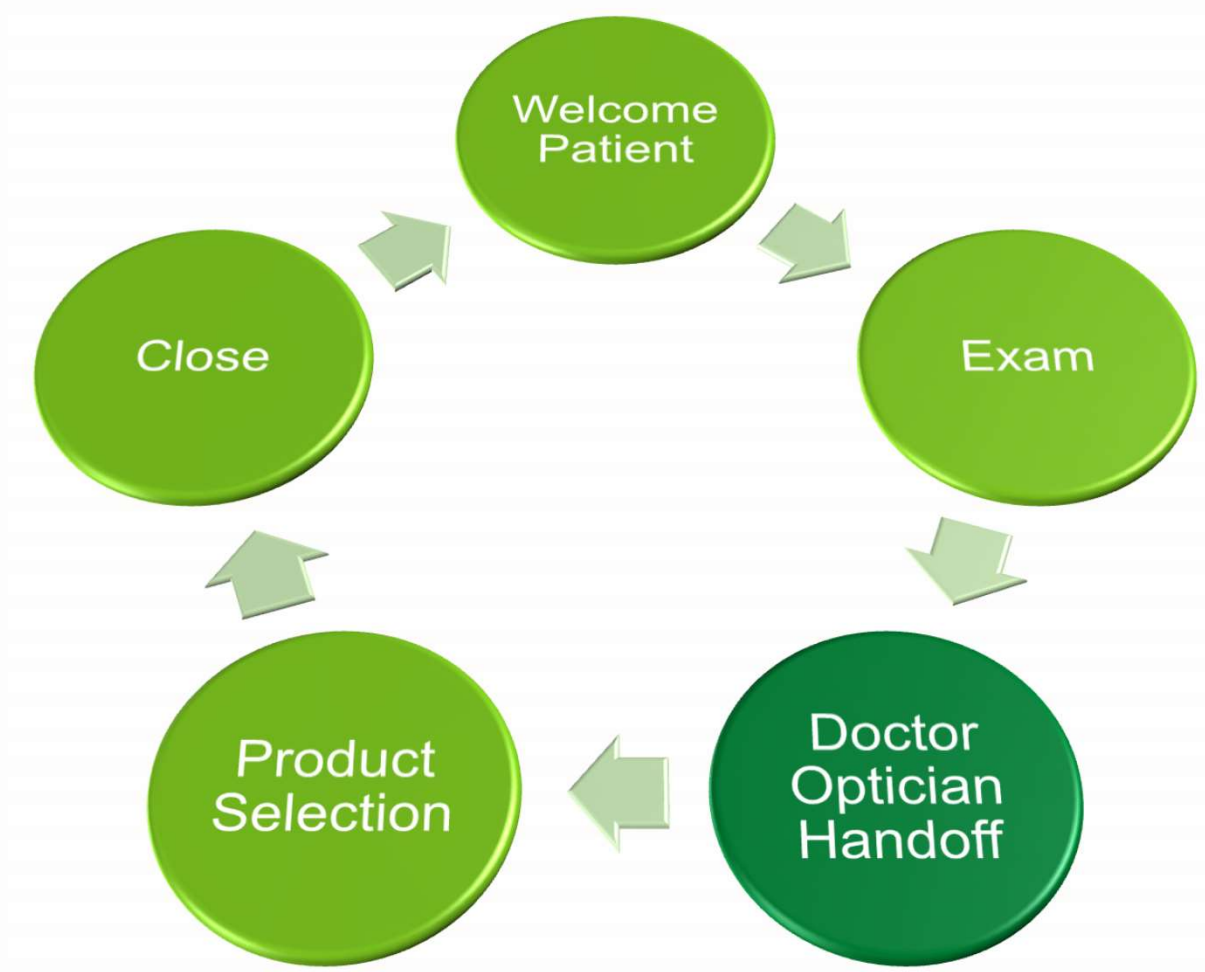


Transitions – invisible bifocal?

Exam

- Explain the tests that were performed and answer the following questions:
 - What
 - What tests were all performed and what the results were
 - Why
 - Why we perform the tests we did, what we are looking for, and why it may have been new for them
 - How
 - How the tests work, in simple terms and how peoples eyes change over time
 - When
 - When the need to do the test again and the frequency, when they need to follow up and when your office will contact them for their next exam

The Patient Experience



The Hand-Off

The Patient just completed their exam...

Are you giving your patients a memorable experience?

- Does the doctor recommend chairside? (*best “set up” scenario, we all know the POWER of the WHITE COAT!*)
- Is there a physical handoff from the doctor to the dispenser? (*the doctor reviews his recommendations in front of the patient and optician*)
- Is the patient “let loose” in the dispensary without acknowledgement? (*very dangerous, remember, people leave a place of business due to “lack of concern”*)

Power of the White Coat!

In a recent survey, the #1 reason for single pair purchases was the fact that the doctor only wrote One prescription!

- ✓ Doctors need to prescribe a visual solution which includes a primary script and also secondary scripts for sunwear or task specific. Play detective and uncover ALL visual needs. (I bet patients that are prescribed medication for high cholesterol and high blood pressure fill both rx's)

**Remember a patient leaves due to indifference,
Show them you are concerned about their needs!**

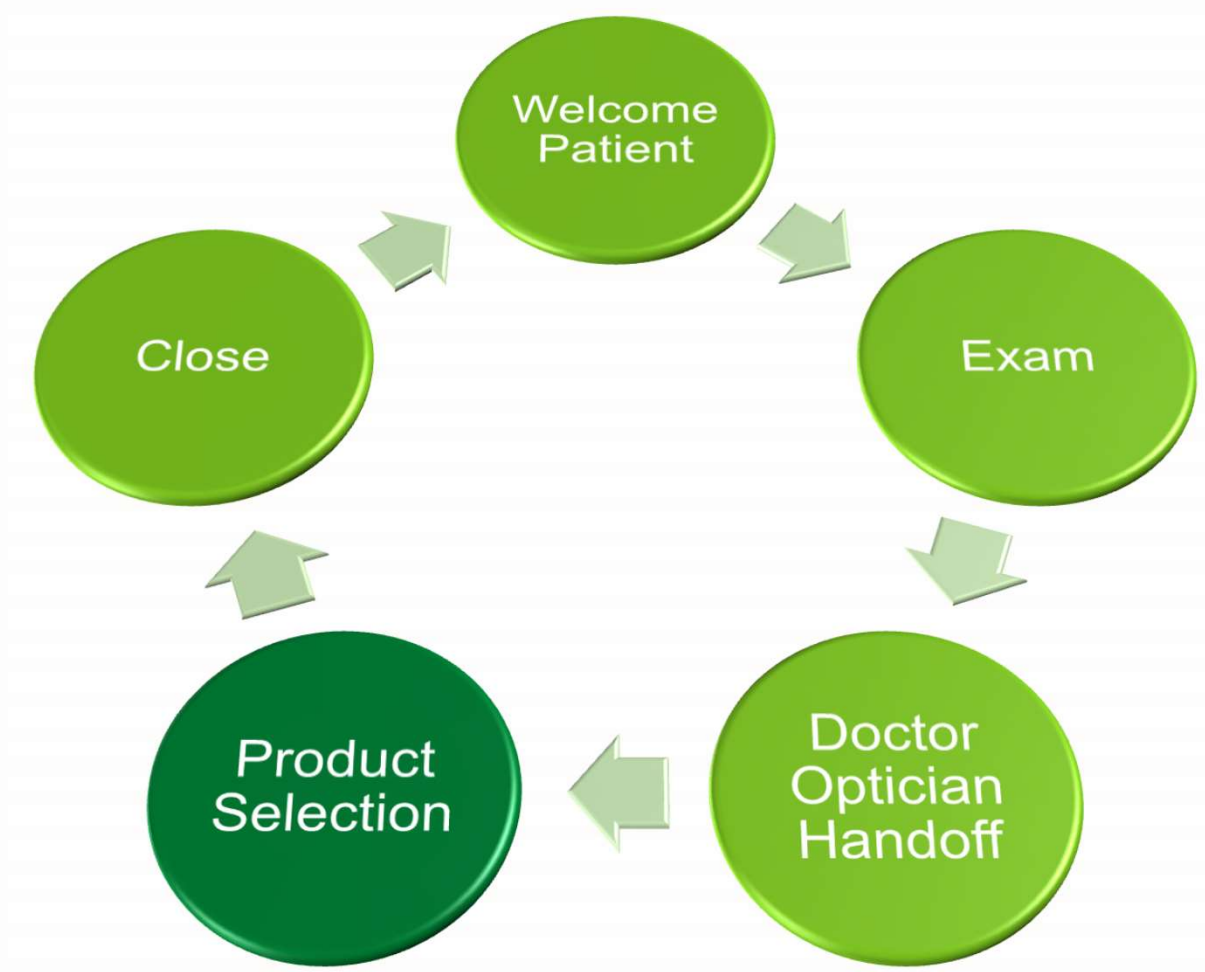
Since 2007 our visual demands have changed drastically!

Time for an infomercial!!



- 1 The change in technology has significantly changed our habits and how we use our eyes. We no longer have to sit at a desk with a large monitor to “surf” the web.
- 2 A recent study shows that 80% of our time is spent in “mid-range”, **(pre-COVID)** progressive lenses simply don't fit the need. **Computer lenses are the new PRIMARY PAIR for many!**
- 3 Our children are being bombarded by hazardous blue light on a daily basis.

The Patient Experience



Simple questions...

How many of you own polarized sun lenses?

How many of you own a pair of computer glasses?

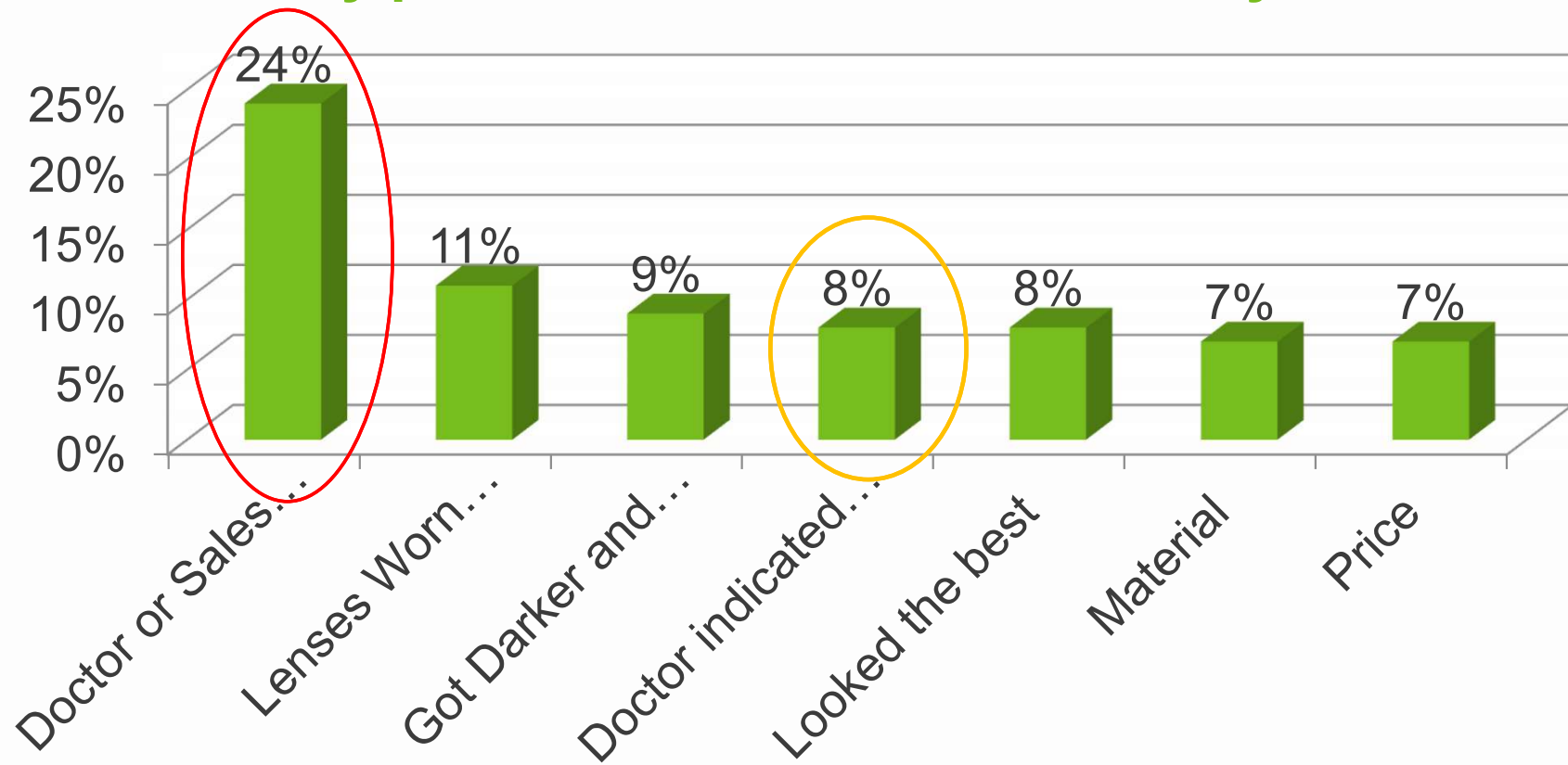
How about lenses to protect you from harmful blue light?

Lifestyle questions are KEY!

- Ask you patient to walk you through their typical day
 - Find out how long their commute is or how much time they spend driving
 - Find out how much time is spent on the computer
 - Find out how much time they spend outdoors
 - Find out what hobbies and sports they play throughout the year

You are the expert!

Why patients choose the lenses they do



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*VCA 3rd quarter 2009

I only want what my insurance covers!

It is time to challenge the mindset of the patient from

“What does my insurance cover”

To

“What does my insurance contribute”

Benefits to your patient (and practice)

- Patients will experience better vision through superior products
- Patients will understand that vision insurance is designed to supplement, not cover their eyewear needs AND style preferences
- Pricing push back is reduced
- Increasing premium product sales to your MC patients improves revenue

**What MC
“COVERS”**



**What MC
“Contributes toward”**




Regular Retail Price = \$150.00

Managed Care Price = \$85.00


VSP Choice Plan - Avance

Don't be afraid to put the cost into perspective for your patient!


How Much is Your Vision Worth?




Coffee Before Work
Cost per Day
\$2.00
Cost per Month
\$40




Cable & Internet
Cost per Day
\$4.16
Cost per Month
\$125



Cell Phone
Cost per Day
\$2.66
Cost per Month
\$80



Gasoline
Cost per Day
\$5.83
Cost per Month
\$175



\$400 Glasses
Cost per Day
\$0.56
Cost per Month
\$16.80

\$700 Glasses
Cost per Day
\$0.97
Cost per Month
\$29.10

\$1000 Glasses
Cost per Day
\$1.40
Cost per Month
\$42.00

Over 2 years, the average life span of a pair of glasses.

eyerecommend

Your patients want to know!

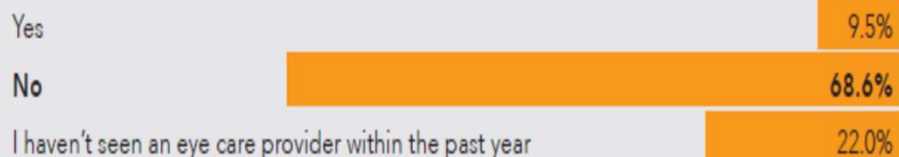
So, what happens when your patient
Meets up with a friend for lunch who
Is discussing their new computer glasses
they just received?



**Why didn't Dr. Smith
tell me about this
option? Doesn't
he care about my
vision?**

Interesting facts:

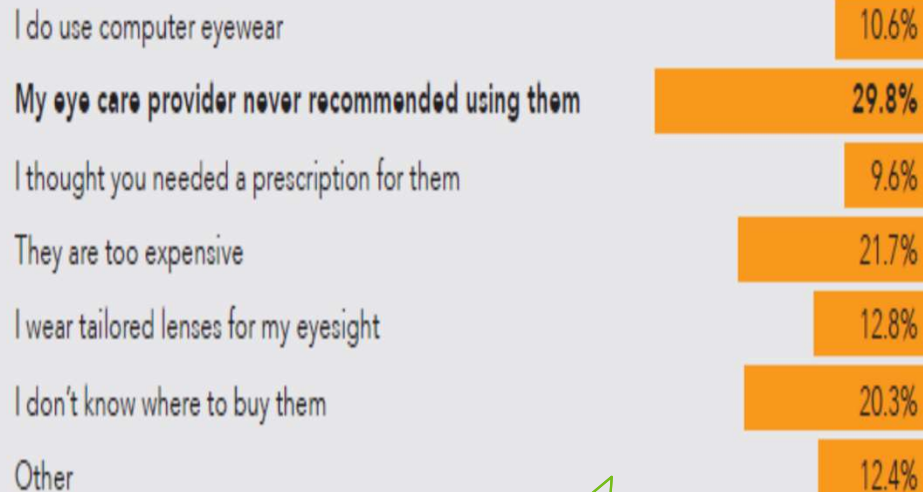
Has your eye care provider discussed your digital device usage?



Did you know computer eyewear can protect your eyes from both short-term and long-term effects of digital eye strain?



Why don't you currently use computer glasses?



72.6% did not know about the benefits of computer eyewear

29.8% said their eye care provider never recommended computer eyewear



77.3% are concerned about the impact of digital device use on their children's eyes

Nearly 90% of your patients use a digital device! However, it is discussed less than 10% of the time!!!!

*VCA 2017 Report

Why non glare with UV is important for children

- **Children tend to spend a lot of time outdoors:** on average, their annual UV exposure is 3 times higher than for adults.
- **Children's pupils are larger,** meaning they let in more UV and Blue-Violet light
- **Glare from Whiteboards** is far more distracting than the old black chalk board.
- **Their crystalline lens is more transparent,** meaning it is less efficient at filtering out UV and damaging blue light.
- **80%** of the UV damage done to eyes occurs before age 18.

Talking Points

- Digital:

Prior to the rollout of digital surfacing equipment, technology for eyeglasses had not changed in over 100 years. Traditional progressives are actually “copies” from a mold. The mold is used hundreds of times until the integrity of the mold was “worn out”. Digital lenses are not created with molds (there are some exceptions). (has this ever happened in your practice...a patient purchases a pair of progressives, traditional comforts, they call back 3 weeks later because they lost their glasses...you make them the exact same pair.....but they are not seeing as well out of them.....everything checks out....the reason is the second pair were probably the 200th pair made out of that same mold). This does not happen with digital lenses.

Think about a fax machine....When a fax transmission is sent the “received” copy is never as crisp and clear as the original that was fed to the machine. It is still legible.....just not as sharp...Traditional surfacing!!

Talking Points

1 Non-glare:

For the doctor: take a look at the patient's glasses..."Mrs. Smith, I do see that you have the non-glare lenses. I am going to recommend that you stay in this product due to: onset of AMD/cataracts/you indicated you are light sensitive/you drive in the evening/you spend more than an hour on a digital device/**It allows 8% to 12% more light into your eye**

Light Transmission= Clear, Crisp Vision			
Lens Material	Index	Without AR	Including Multi-Layer AR
CR-39	1.50	92.06	99.1
Glass	1.52	91.04	99.2
Polycarbonate	1.59	89.4	99.2
High-Index Plastic	1.60	89.4	99.0
Super High-Index Plastic	1.67	87.8	98.2

All the lenses in the exam room are equipped with AR; when you decline this option you just lost 8 to 12% of your clarity. No glare improves visual acuity up to 2 lines.

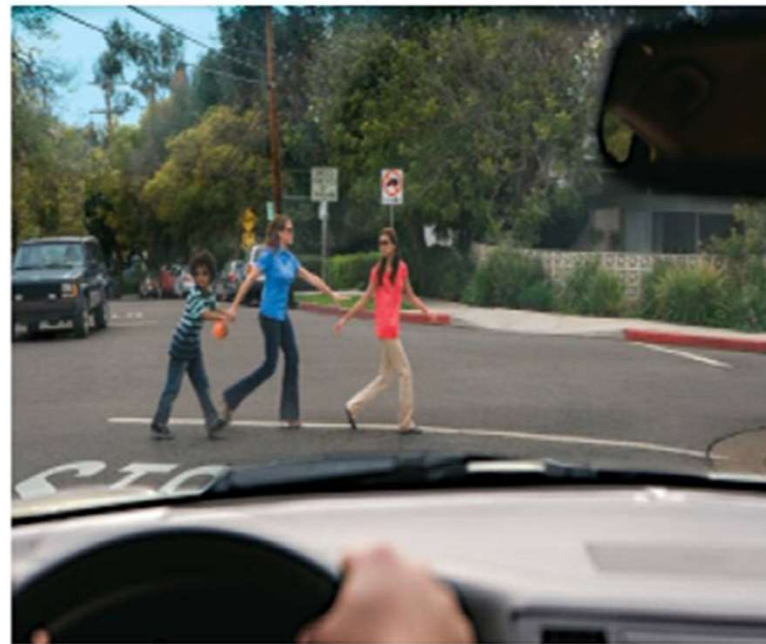
No glare lenses allow the wearer to recover up to 5 seconds faster to full vision after being exposed to extreme glare such as headlights.

80% of everything children learn in their first 12 years is through their eyes. White boards used in schools emit a ton of glare.

Talking Points

- 1 When driving at 50mph, you get an additional 23 feet of stopping distance wearing polarized lenses versus other sun protection.

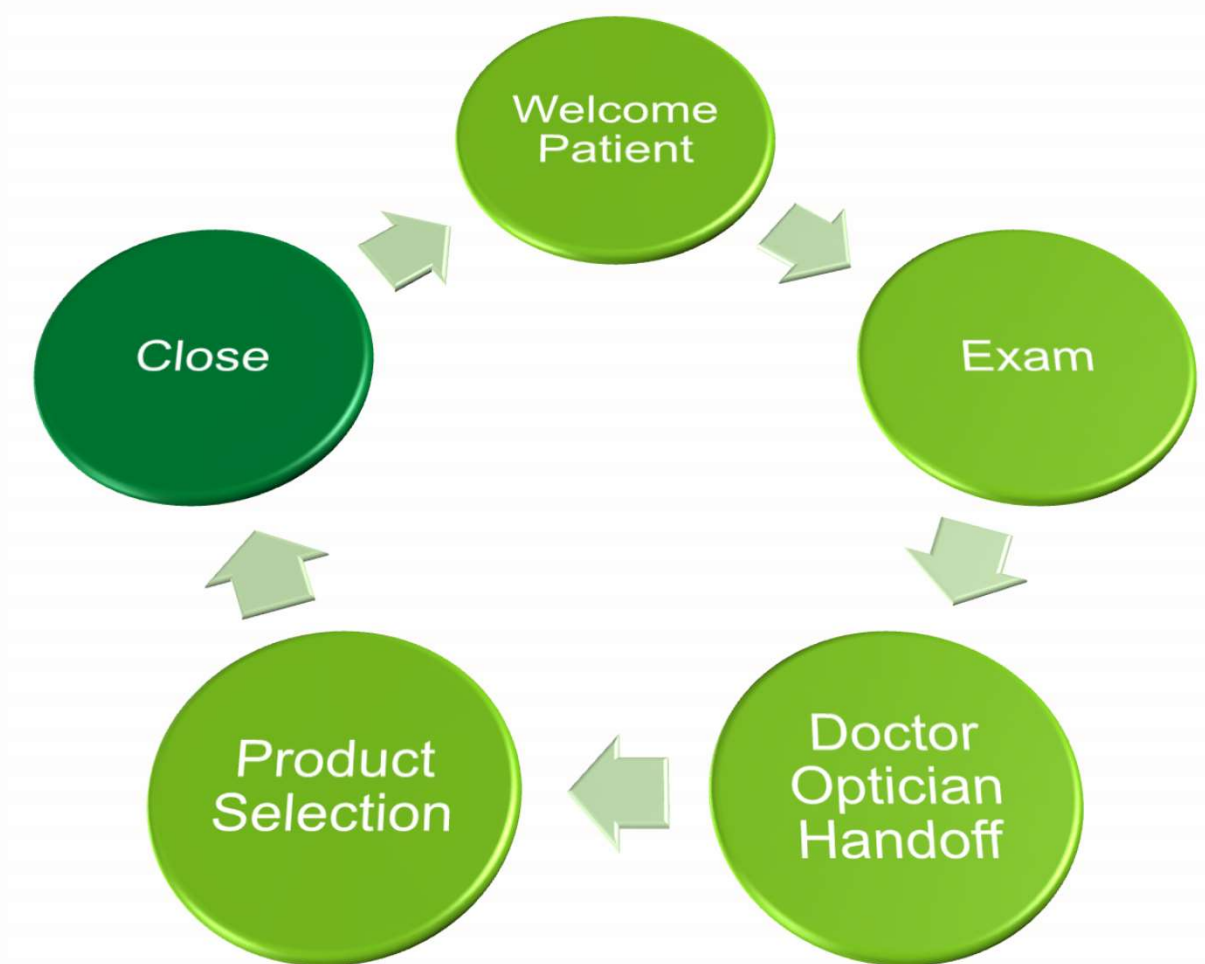
23 feet is about the size of an intersection



Multiple Pair Sales

- ✓ **Selling a second pair is a mindset.** Approach every encounter with the mindset that all needs must be addressed for each and every patient.
- ✓ You are not there to provide the single least expensive option.
- ✓ When you buy shoes, one pair does NOT fill all your needs.....would you go hiking in flip flops or heels??
- ✓ Second pairs should be presented every time, the assumption must be that more than one pair will be needed to fulfill the patient's visual needs.

The Patient Experience



The Close

- Thank them for choosing YOUR practice!
- Present the total savings first....
- Ensure that we have met the patient's expectations for their new glasses!



**I got new glasses
with anti-glare
lenses; but I'm
looking at my wife
now, they clearly
do not work!**

(Laramy-K Optical)

Thank you!