

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

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Speaker Financial Disclosure

Bob Alexander has no financial interests to disclose.

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Creating Patient Touchpoints

Tying recommendations to individual visual needs

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Objectives

- At the end of this presentation, you will be able to:
- Restate how paradox of choice negatively affects decision making
 - Identify patient visual needs
 - Apply and explain an identified need to a visual solution/s
 - Overcome patient objections to offered solution/s

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Background

Selling no longer works!

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Selling Creates Pushback!

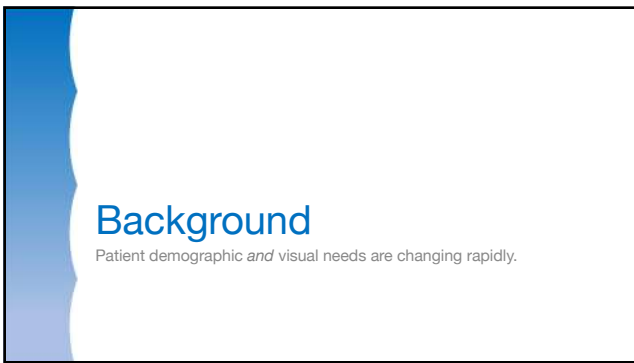
Patients have a paradox of choice and are consumer experts.

What is our solution?

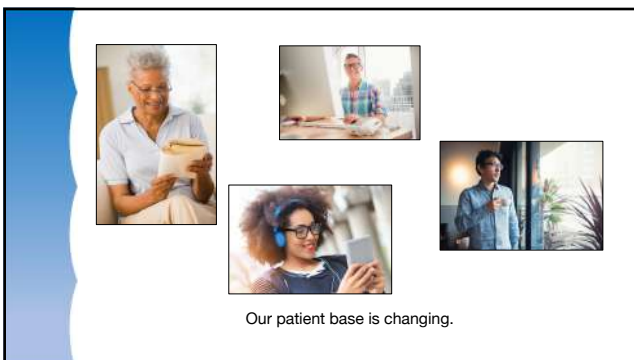
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The way we use our eyes is also changing!

10



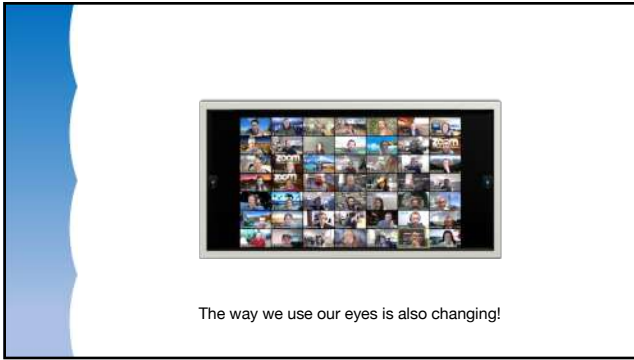
The way we use our eyes is also changing!

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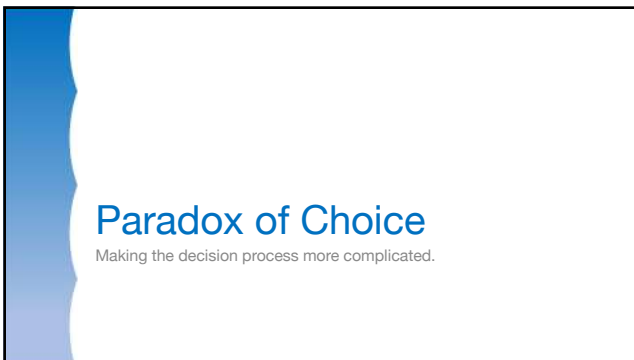


The way we use our eyes is also changing!

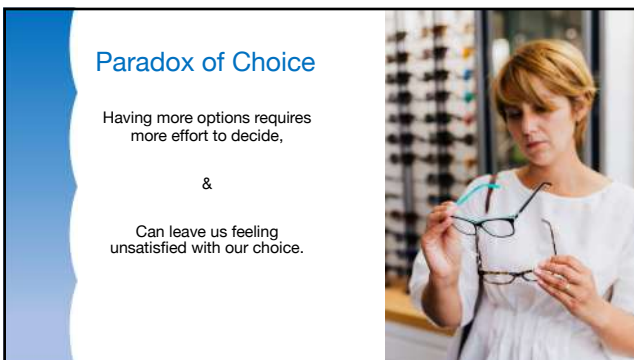
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Paradox of Choice

Produces paralysis and decreases satisfaction.

1. Anticipated regret
2. Opportunity cost
3. Escalation of expectations
4. Self-blame



Barry Schwartz – Paradox of Choice

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Paradox of Choice

Produces paralysis and decreases satisfaction.

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Paradox of Choice

- Technology?
- Convenience?
- Performance?
- Connection?
- Price?

Experience!


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Paradox of Choice

Get the patient involved.

Let them 'own' the experience.

Creates a positive lasting memory!



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Listening


Not hearing

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Listening

Green = Talking
Discuss something that is important to you.

Red = Listening
Ignore the conversation.




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Listening

Green = Talking
Discuss something that is important to you.

Red = Listening
Be intent. Ask questions to clarify, etc.



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Listening

<p>Listening to respond.</p> <ul style="list-style-type: none">• Disengages other party• Won't feel heard• Being sold to	<p>Listening to understand.</p> <ul style="list-style-type: none">• Involves other party• Feel heard• Being offered solutions
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Listening

80 / 20

80% Listening
20% Talking

Listening – understanding needs
Talking – open-ended questions to clarify

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Asking Questions
What are you doing now?

25

Questioning Exercise
Open or closed question? Is it leading?

1. Do you feel that way about your glasses because you've had negative experiences?
2. Why is that important?
3. Tell me about how you use your vision in a typical day?
4. Are you concerned about how the price can impact your budget?
5. Is that OK?
6. What are your concerns about the price?
7. Do your children have issues with their vision?
8. What do you mean when you say that "it just doesn't feel right"?
9. Do you understand how progressives work?
10. What is more important to you at this point, the price or quality of your vision?





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**Ask Questions? Find their Needs...
Link their needs to your visual solution.**

"What are your hobbies?"	"What do you do at work?"	"How much time do you spend on a computer each day?"	"How do your eyes feel at the end of the day?"
"When do you experience the most struggle with your vision?"	"How much time do you spend outdoors each day?"	"Is there anything you don't like about your current eyewear?"	"Is there anything you love about your current eyewear?"

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Identify Needs

-  Ownership of an **EXPERIENCE** happens when a patient starts to realize their issues and concerns on their own.
-  This Creates **MEMORY** or a light bulb moment
-  **YOU THEN BECOME A MANAGER OF SELF DISCOVERY!**
-  Once they own the problem, the solution become much easier to understand

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Link Visual Needs Patient Has Stated to Solution You Are Providing

- ✓
- ✓
- ✓
- ✓

Reconfirm the needs they stated

- Focus on the benefits of your solution
- Demonstrate what the solution can do
- Give one price for a total visual solution



\$750'


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Linking Solutions to Needs

Turning features & benefits into value.



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Describe the Features




31

Describe the Features



32

Describe the Features



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Offer Value – Not Benefits

VALUE - Offers a solution to the patient's specific needs based on their lifestyle preferences or struggles.

- **Offers** a solution to a problem or concern
- **Directly relates** to the need of the patient
- **INCREASE** perceived value

BENEFITS - Offers additional possible benefits but does not benefit the patient's specific needs.

- **Does NOT** offer a solution to a specific problem or concern
- **Does NOT** relate to the need of the patient
- **DECREASE** perceived value

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Overcoming Objections

You mean people don't always agree to buy what you recommend?!

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1

REVEAL



2

RECOGNIZE & RESPOND



3

RESOLVE



4

RECOMMEND



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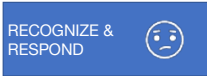
STEP 1 – Reveal why the objection occurred



- APPREHENSION
Does not believe or trust your claims
- CONFUSION
Inadequate information or misinformation
- Incorrect perception about features and/or benefits
- OBSTACLE
Valid point about a drawback to your product

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STEP 2 – Recognize and Respond to the objection



'I understand your concern given your prior experience.'

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STEP 3 – Resolve



- APPREHENSION
Provide proof
- CONFUSION
Provide correct information
- OBSTACLE
Redirect conversation

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STEP 4 – Recommend

RECOMMEND ✓

Recommend and ask permission to move forward.
Back to original recommendation is the goal.

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Overcoming Objections - Practice

Let's see how you do!

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Recap

How about a quick review?

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SELLING CREATES
PUSHBACK –

BE DIFFERENT



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PARADOX OF CHOICE


1. Anticipated regret
2. Opportunity cost
3. Escalation of expectations
4. Self-blame



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LISTENING, NOT SIMPLY
HEARING

Create a memorable
experience.



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ADDRESSING CONCERNS


- 1 REVEAL 
- 2 RECOGNIZE & RESPOND 
- 3 RESOLVE 
- 4 RECOMMEND 

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