



EyeSystems



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No audio or video recording permitted

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

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



Mary E. Schmidt has no financial interests to disclose.

“I Object!”

“I Only Want What My Insurance Will Cover.”



Resistance

- Why do people say that?
 - Misperception
 - Misunderstanding
 - Fear
 - Money
 - Lack of awareness
 - Lack of education
 - Their personality



Your Role

- You've now become a teacher
- How do you respond?
 - Patient
 - Encouraging
 - Affirming
 - Understanding



How do you Communicate?



Introvert - Quiet



What do you think?

Judger – Opinionated



**"Of course,
that's the
one for
you!"**

Intuitive - Sweet

You should buy from me
because I'm so nice...



Understanding Yourself



You can be a *good* communicator.

The Conversation **STARTS HERE**

Rules to Sell By



RULE #1

Determine the needs of your patient and filling those needs.

Ask questions.

Rules to Sell By

RULE #2

Be knowledgeable about your products
and pass this knowledge to your
patient.



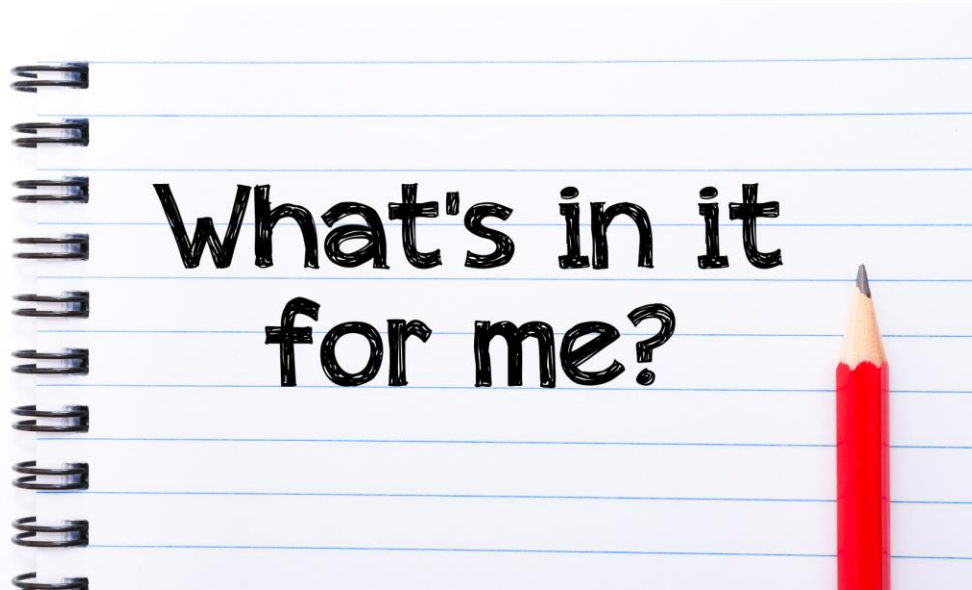
Rules to Sell By



RULE #3

Recommend the best
product first.

Rules to Sell By



RULE #4

Tell the patient what is
in it for them.

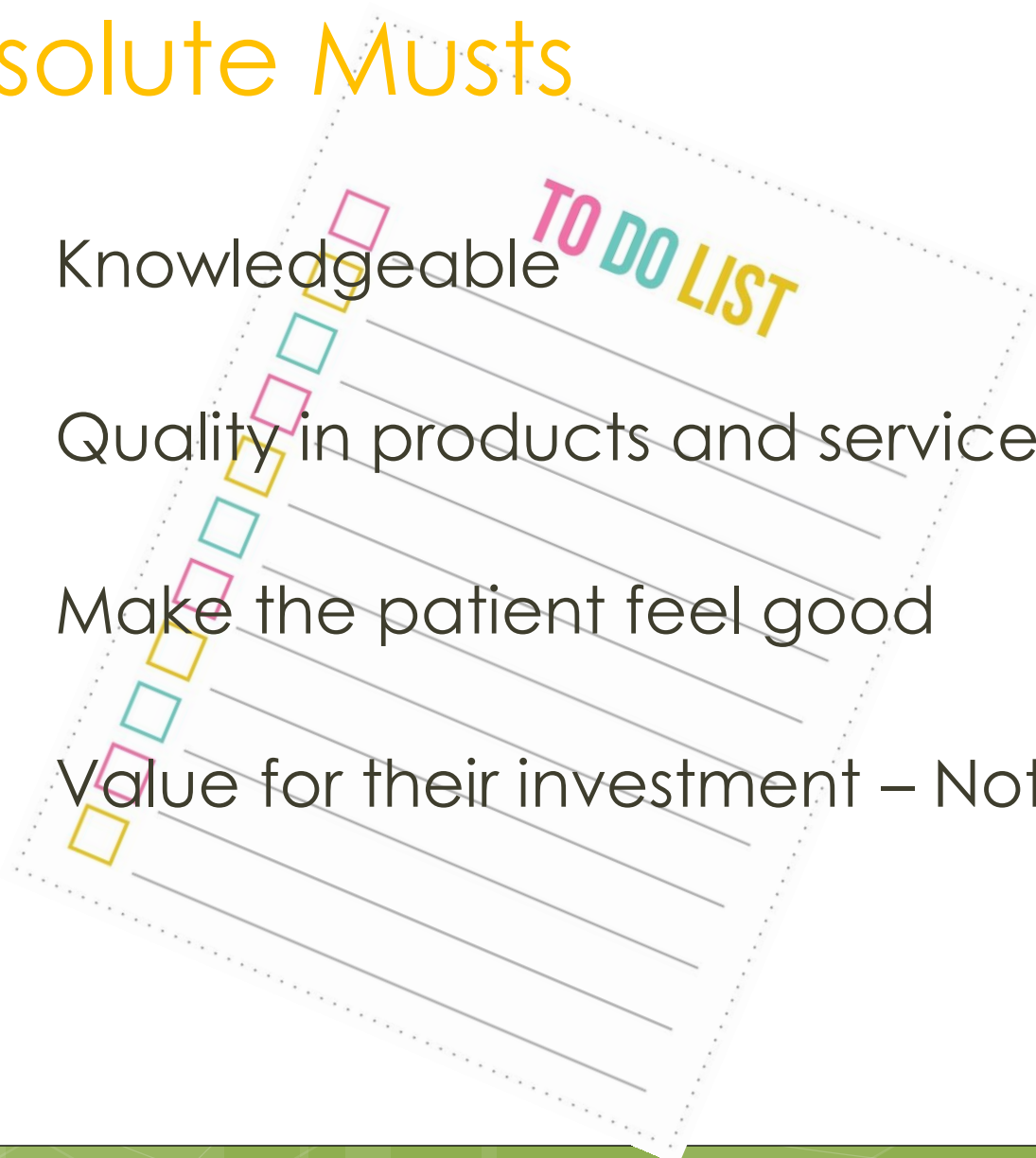
Absolute Musts

Knowledgeable

Quality in products and services

Make the patient feel good

Value for their investment – Not cheap



Development Plan

Staff Member	Start Date	Lens Designs	Lens Materials	Lens Treatments	Frame Materials	Designer Frames	Completed
Beth	5/1	8/30	9/30	10/15	11/15	1/15	3/1/2024
Jeff	4/15	7/30	8/30	9/15	10/15	12/15	2/1/2024
Anna	1/1	3/30	5/30	6/15	7/15	9/15	12/1/2023
John	1/1	3/30	5/30	6/15	7/15	9/15	12/1/2023
Ryan	9/15	12/15	1/15	2/15	3/15	5/15	7/15/2023

First Impressions

- First impressions are critical.



- You have 10 – 30 seconds to make that impression.
- How will you communicate your knowledge and expertise in those first few seconds?

First Impressions



- How you look, what you're wearing, and your body language say more about you initially than anything else.

First Impressions



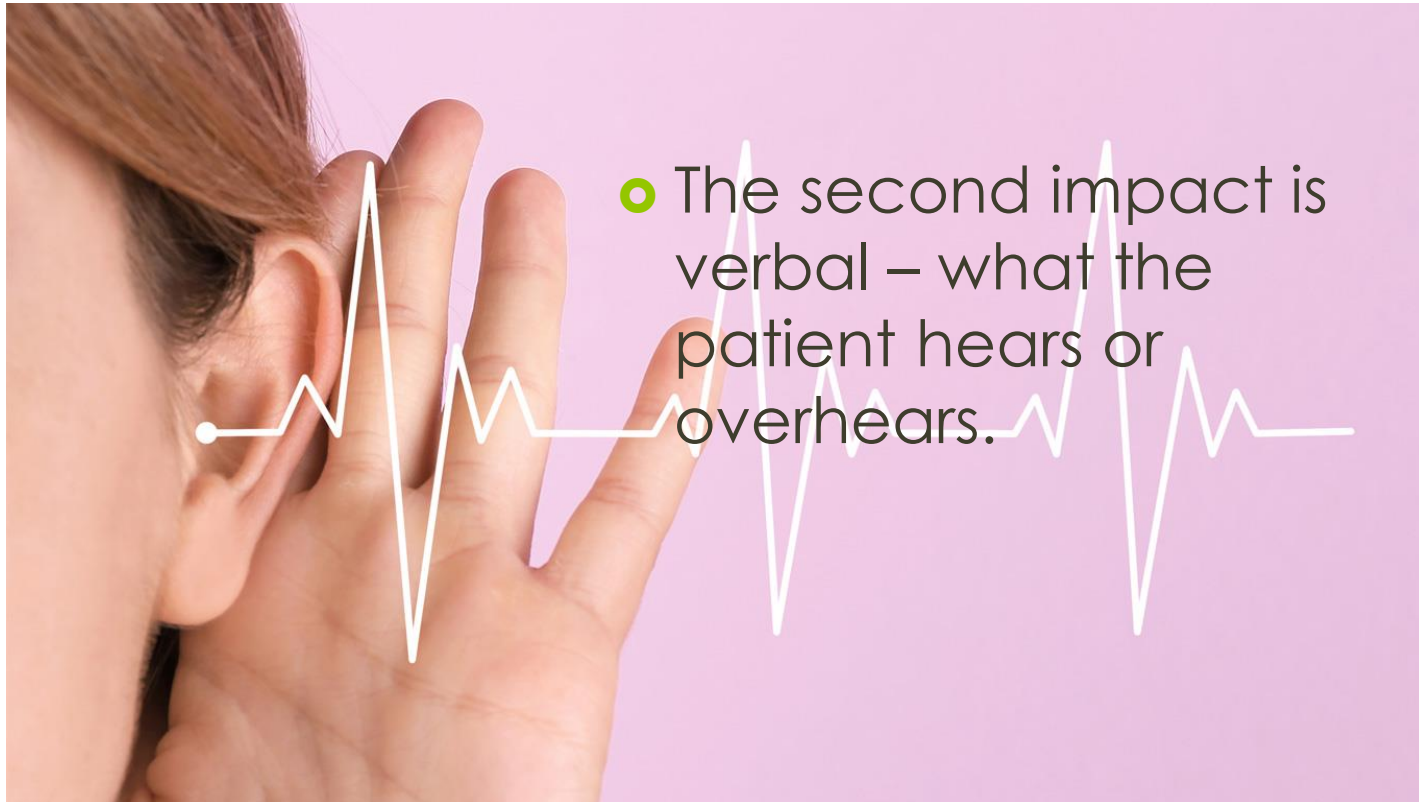
- SMILE
- Introduce yourself
- Use the patient's name
- Take control of the situation

Tips

How to Make a Positive First Business Impression



Second Impressions



- The second impact is verbal – what the patient hears or overhears.

Approaching The Patient

- The first 10 words you choose will set the tone for the entire interaction. Say something positive and informed. Here are some examples:
 - “The doctor said that that you’ll need new glasses today. Let’s walk you through your choices.”
 - “Has anyone ever explained all your options to you?”
 - “Come right this way and I will discuss everything with you.”
 - “There are so many new choices for people with your type of vision needs.”

Approaching The Patient



- What NOT to say:
- “Let’s see what your insurance will cover.”
- “Do you want what you had last time?”

Approaching The Patient

- Don't be afraid to address a negative – then offer to help!



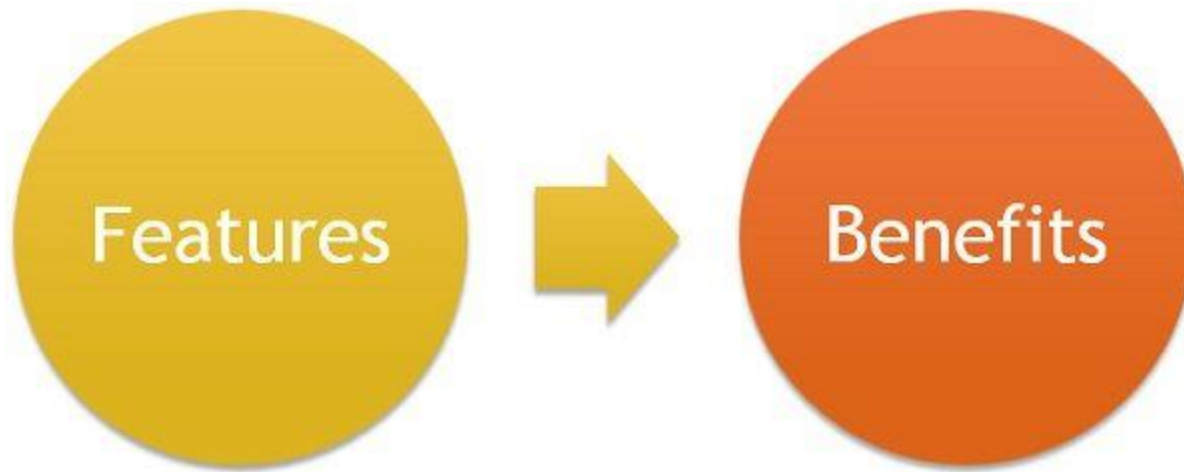
What do you KNOW about your patient?

Please check all of the visual activities that you participate in:

- | | | |
|--|---|---|
| <input type="checkbox"/> Basketball | <input type="checkbox"/> Hiking | <input type="checkbox"/> Snorkeling |
| <input type="checkbox"/> Bicycling | <input type="checkbox"/> Home repair | <input type="checkbox"/> Stamp Collecting |
| <input type="checkbox"/> Boating | <input type="checkbox"/> Hunting | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Bowling | <input type="checkbox"/> Knitting | <input type="checkbox"/> Surfing |
| <input type="checkbox"/> Card games | <input type="checkbox"/> Machinery | <input type="checkbox"/> Target shooting |
| <input type="checkbox"/> Carpentry | <input type="checkbox"/> Music | <input type="checkbox"/> Team sports |
| <input type="checkbox"/> Ceramics | <input type="checkbox"/> Opera | <input type="checkbox"/> Television |
| <input type="checkbox"/> Coin collecting | <input type="checkbox"/> Painting/Drawing | <input type="checkbox"/> Tennis |
| <input type="checkbox"/> Computer | <input type="checkbox"/> Photography | <input type="checkbox"/> Theatre |
| <input type="checkbox"/> Cooking | <input type="checkbox"/> Pilot | <input type="checkbox"/> Travel |
| <input type="checkbox"/> Crochet | <input type="checkbox"/> Racquetball | <input type="checkbox"/> Typing |
| <input type="checkbox"/> Driving | <input type="checkbox"/> Reading | <input type="checkbox"/> Water skiing |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Scuba diving | <input type="checkbox"/> Writing |
| <input type="checkbox"/> Gardening | <input type="checkbox"/> Sewing | |
| <input type="checkbox"/> Golf | <input type="checkbox"/> Skiing | |

What You Recommend and Why

FEATURE: Something about the product



BENEFITS:
How it impacts the patient

Question to Target Patient Needs



- Many patient's ask about cost or money because they don't know where else to start.
- Here are some suggestions to identify their visual needs.

Questions That Target Patient Needs

○ What is most important to you in wearing glasses?

- Cost
- Style
- Durability
- Vision
- Comfort



○ What did you like the most or least about your last pair of glasses?

- Fit
- Comfort
- Style
- Price
- Quality



Questions That Target Patient Needs

Has anyone explained your lens options to you?



Activities that benefit from glasses

- Hiking
- Boating
- Reading
- Cycling
- Golf
- Scuba diving
- Needlework
- Home repairs
- Woodworking
- Driving
- Target shooting
- Photography
- Artists
- Fishing
- Gaming
- Cooking



Most Common Objection

“I only want what my insurance will cover!”

- “I’m happy to discuss your insurance coverage...but let’s also consider the doctors recommendations...”



Do's

- Observe and ask questions.
- Educate the patient.
- Discuss lens options first.
- Encourage people to consider the very best options.
- Suggest additional pairs for lifestyle needs.
- Express an honest opinion when asked.
- Demonstrate value with each option.



Do's

Don'ts

- Judge the amount of money the patient will spend.
- Insist on showing higher priced products.
- Encourage patient to try on every frame.
- Pressure a patient into buying anything.
- Tell a patient they look great if they don't.

DON'TS 

Conclusion

- Education and information is your goal.
- Pass your knowledge onto them.

