




**Intuitive** *EyeSystems*




“You should buy from me because I am so nice.”

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**Rules to Sell By** *EyeSystems*

**RULE #1**  
Determine the needs of your patient and fill those needs.



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**RULE #2**  
Be knowledgeable about your products and pass this knowledge to your patient as appropriate.

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**RULE #3**  
Recommend the best product first.



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**RULE #4**  
Tell the patient what is in it for them.

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**Absolute Musts** *EyeSystems*

- ✓ Knowledge
- ✓ Quality
- ✓ Good feeling
- ✓ Value

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**Know Your Products:  
Progressive Lens** *EyeSystems*



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**Know Your Products:  
Impact Resistant Lenses** *EyeSystems*



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**Know Your Products:  
High Index Lenses** *EyeSystems*

Material	Index	Thickness (-8.00 D)
CR-39	1.50	13.8 mm
Poly	1.59	11.6 mm
Hi Index	1.66	10.3 mm
Hi Index	1.70	9.8 mm

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**Know Your Products:  
Computer Lenses** *EyeSystems*



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**Know Your Products:  
Scratch Resistant Treatment** *EyeSystems*



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**Know Your Products:  
Anti-Reflective Treatment** *EyeSystems*



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**Know Your Products**  
**Titanium Frames**




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**Know Your Products:**  
**Designer Frames**



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**Know Your Products:**  
**Polarized Lenses**




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**First Impressions**




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**First Impressions**



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**First Impressions** *EyeSystems*



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**Approaching The Patient** *EyeSystems*



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**Approaching The Patient** *EyeSystems*



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**Approaching The Patient** *EyeSystems*



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**Getting to Know Your Patient** *EyeSystems*

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"/> Water skiing
<input type="checkbox"/> Golf	<input type="checkbox"/> Skiing	<input type="checkbox"/> Writing

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**What You Recommend and Why** *EyeSystems*

Progressive lenses

**FEATURE:**  
Bifocals with no line

**BENEFIT:**  
You will LOOK better without lines.  
You will SEE better with progressive lenses.

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What You Recommend and Why



Impact Resistant lenses are:

FEATURE:

Thinner, lighter & impact resistant

BENEFITS:

- You'll LOOK better because the lenses are thinner.
- You'll be more COMFORTABLE because the lenses are lighter.
- You'll be SAFER because the lenses are impact resistant.

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Question to Target Patient Needs



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Questions That Target Patient Needs



- What did you like the least about your last pair of glasses?
- Has your frame been comfortable?



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Questions That Target Patient Needs



Do you have any problems driving at night?



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Questions That Target Patient Needs



Has anyone explained your lens options to you?



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Questions That Lead to Second Pair Sales




- Tell me about your work day...
- Do you sit at a desk?
- Meet with colleagues?
- Travel?

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**Questions that lead to 2nd Pair Sales** *EyeSystems*

What do you do for fun?



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**Overcoming Objections** *EyeSystems*

"I only want what my insurance will cover!"



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**Overcoming Objections** *EyeSystems*



"What do you mean I can't use this frame again?"

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**Overcoming Objections** *EyeSystems*

You're going to charge me for that?!!!



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**Do's** *EyeSystems*

- 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.

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**Don'ts** *EyeSystems*

- 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.

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**Closing the Sale***EyeSystems*

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**You Now Know How To***EyeSystems*

- Maximize patient connections
- Improve communication with patients
- Explain product features versus benefits
- Educate your patients using knowledge, quality, value and good feelings

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