



# *EyeSystems*

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*No audio or video recording permitted*

# “I Object!”

Overcoming Patient Objections



## Your Attitude



- How do you behave?
  - Happy?
  - Angry?
  - Engaged?
  - Frustrated?
  - Patience?
  - Defensive?
  - Tolerance?
  - Stressed?

# How do you Communicate?



# Expert - Extrovert



TALK, TALK,  
TALK, TALK,  
TALK, TALK,  
TALK ,TALK,  
TALK, TALK,  
TALK, TALK  
TALK.....

# Introvert - Quiet



# Judger – Opinionated





# 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.



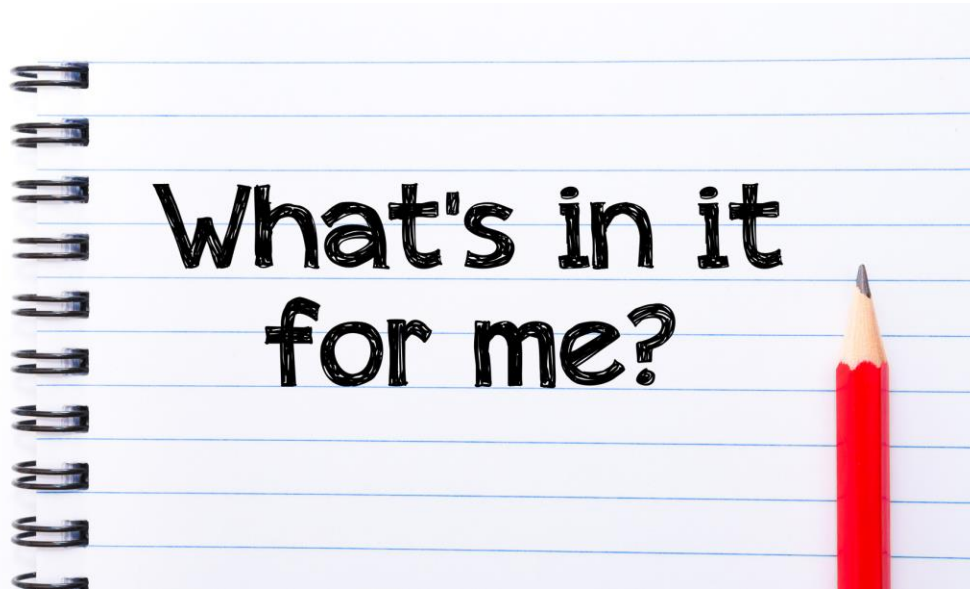
## Rules to Sell By



### **RULE #3**

Recommend the best  
product first.

# Rules to Sell By



## **RULE #4**

Tell the patient what is  
in it for them.

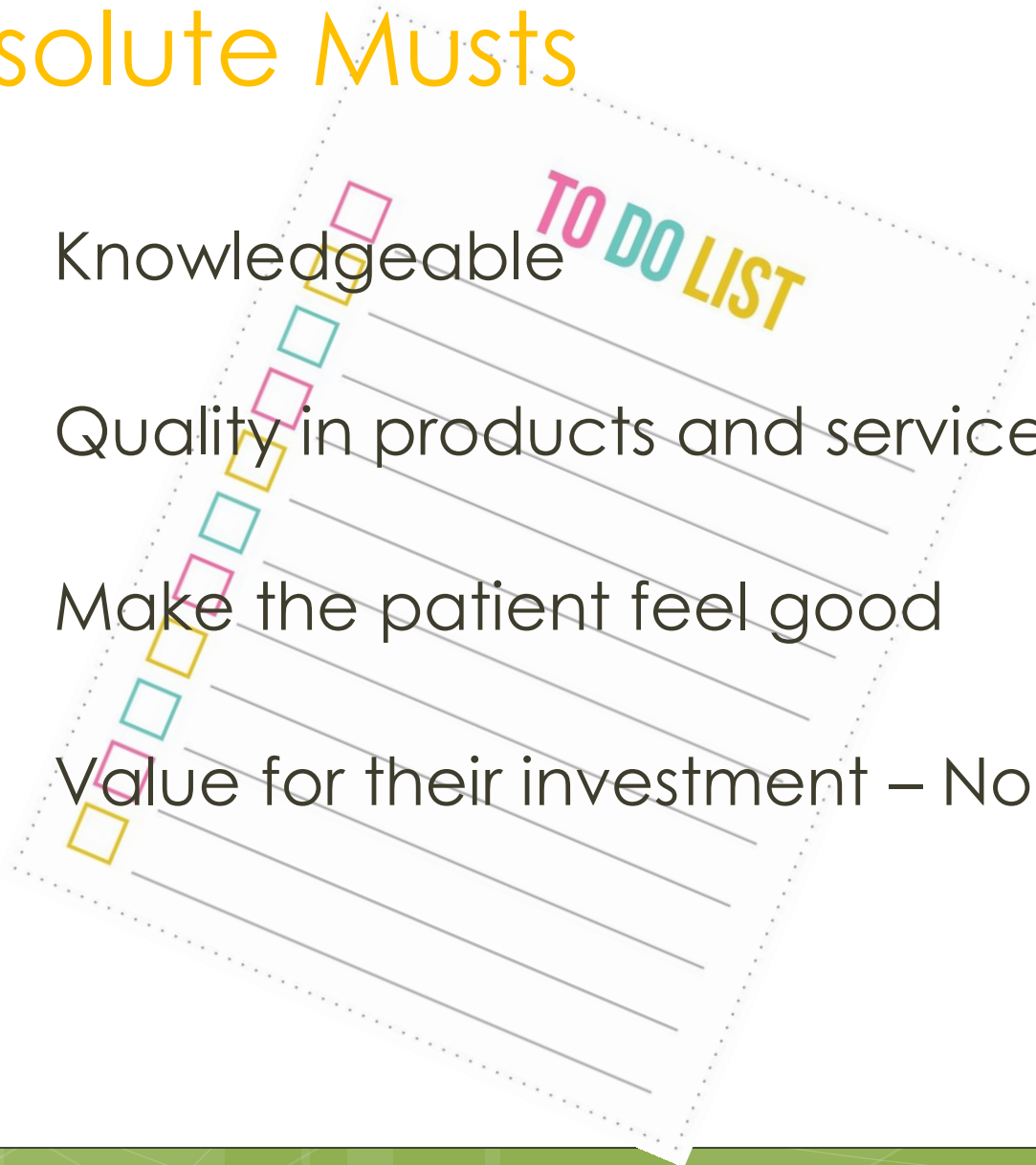
# Absolute Musts

Knowledgeable

Quality in products and services

Make the patient feel good

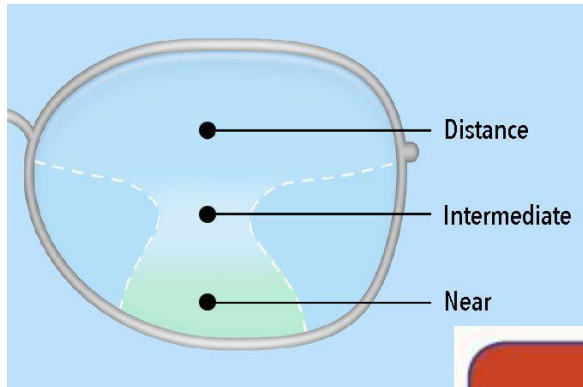
Value for their investment – Not cheap





# Know Your Products:

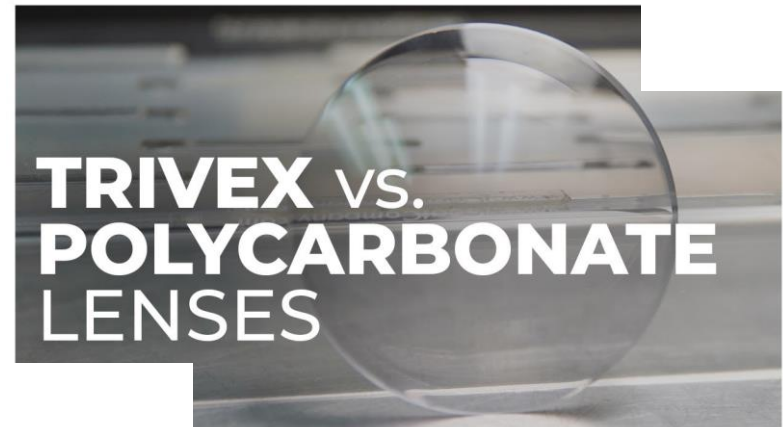
## Progressive Lenses



# Know Your Products: Impact Resistant Lenses



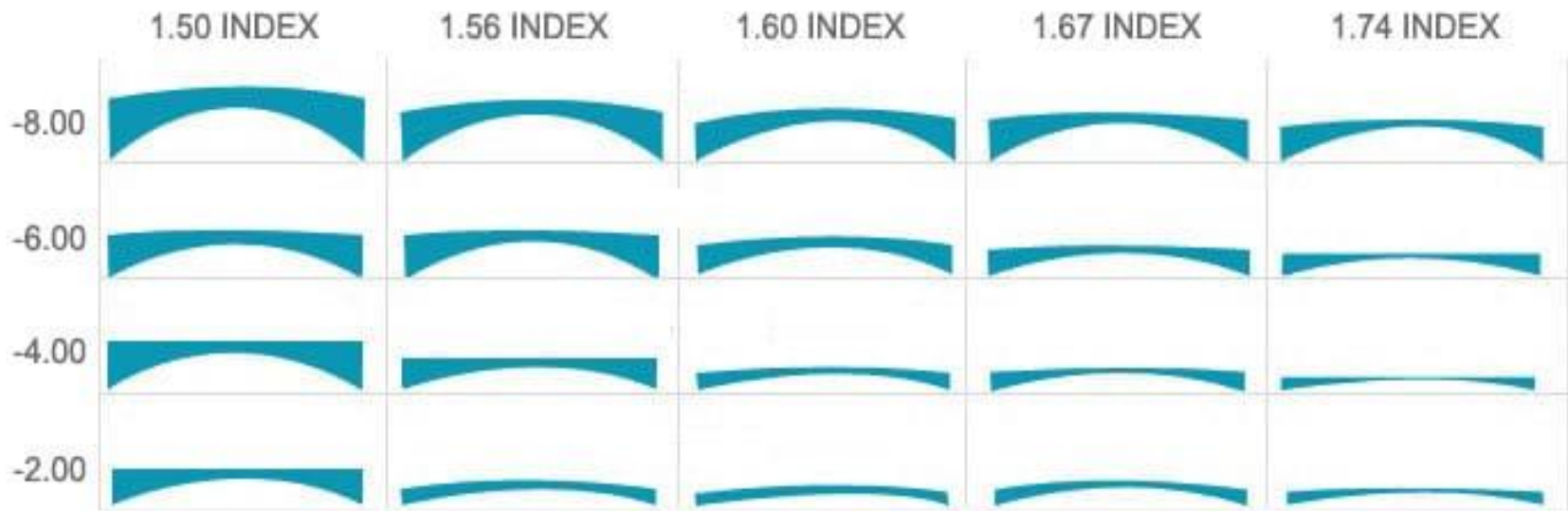
Image by Ben Hoyord



# Know Your Products:

## High Index Lenses

### Lens Thickness Comparison



# Know Your Products:

## Computer Lenses – Near Variable Focus

Typical Progressive Lens



Smaller intermediate area not designed for long-term computer and intermediate works

Computer Lens



Larger intermediate area creates a more relaxed, comfortable visual experience

Viewing Areas:

Distance



Intermediate



Reading



# Know Your Products: Scratch Resistant Treatment



# Know Your Products: Glare Free Treatment





# Know Your Products

## Titanium Frames



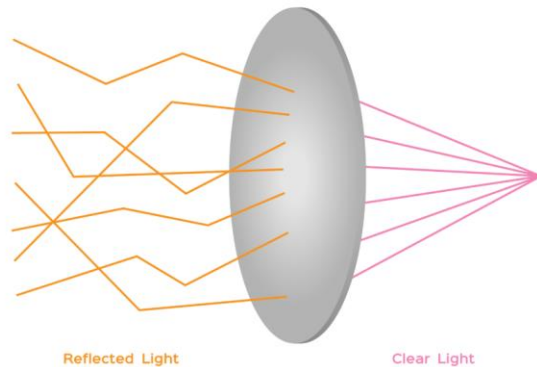
# Know Your Products: Designer Frames



# Know Your Products:

## Polarized Lenses

POLARIZED LENS



# 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



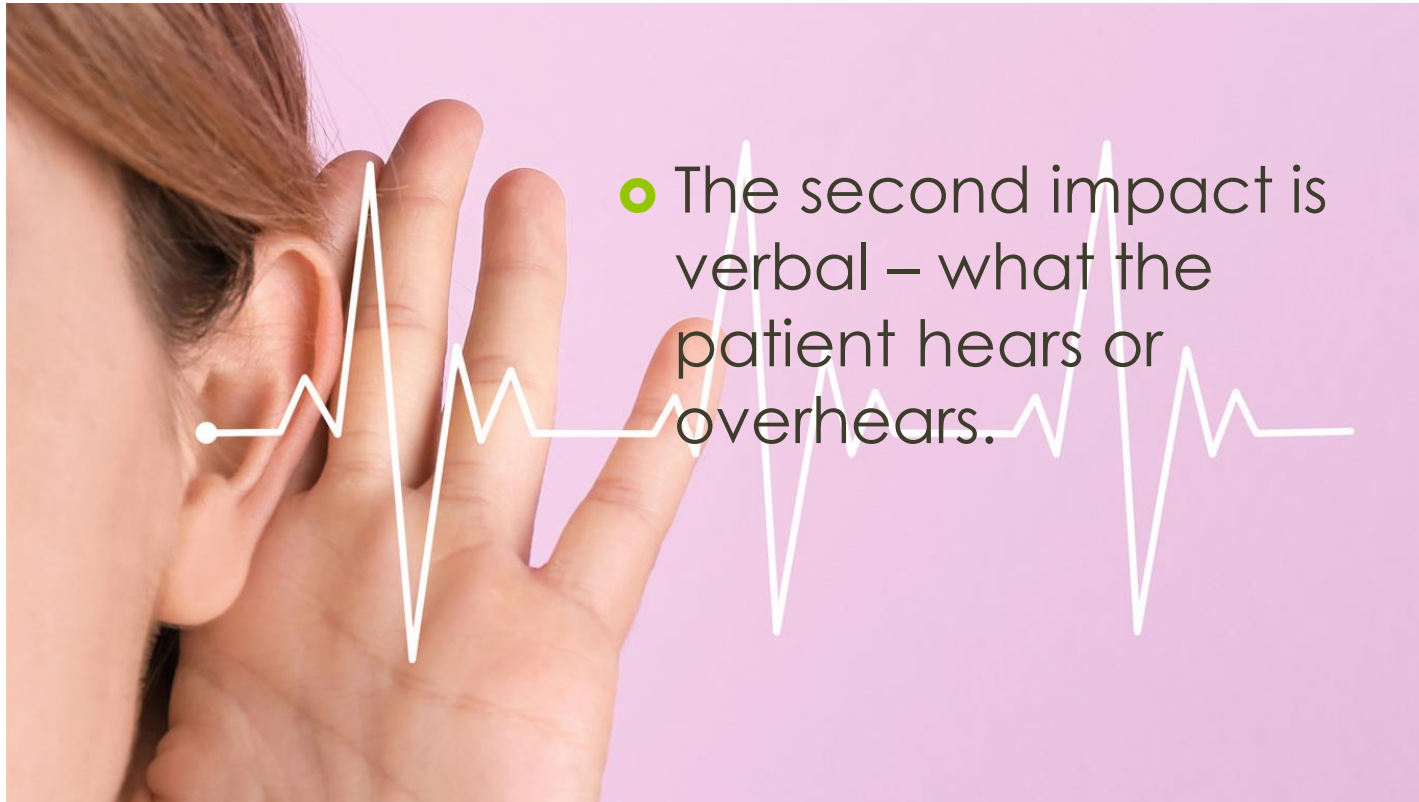
- SMILE
- Introduce yourself
- Use the patient's name
- Take control of the situation

# 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:

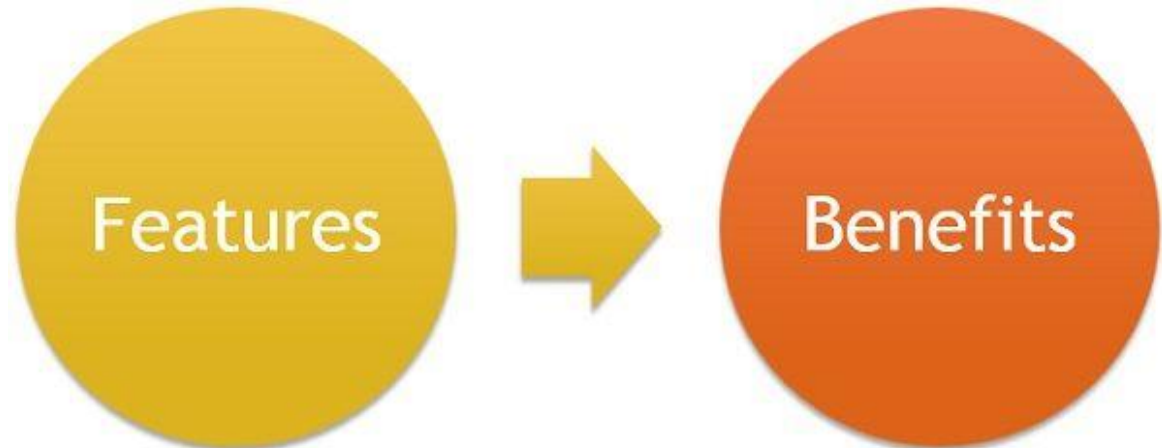
- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Basketball      | <input type="checkbox"/> Hiking           | <input type="checkbox"/> Snorkeling       |
| <input type="checkbox"/> Bicycling       | <input type="checkbox"/> Home repair      | <input type="checkbox"/> Stamp Collecting |
| <input 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

## Progressive lenses

FEATURE:

Bifocals with no line



BENEFIT:

LOOK better without lines.

SEE better with progressive lenses.

# What You Recommend and Why

Impact Resistant lenses are:

FEATURE:

Thinner, lighter & impact resistant

Features



Benefits

BENEFITS:

LOOK better because the lenses are thinner.

More COMFORTABLE because lenses are lighter.

SAFER because the lenses are impact resistant.

# 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

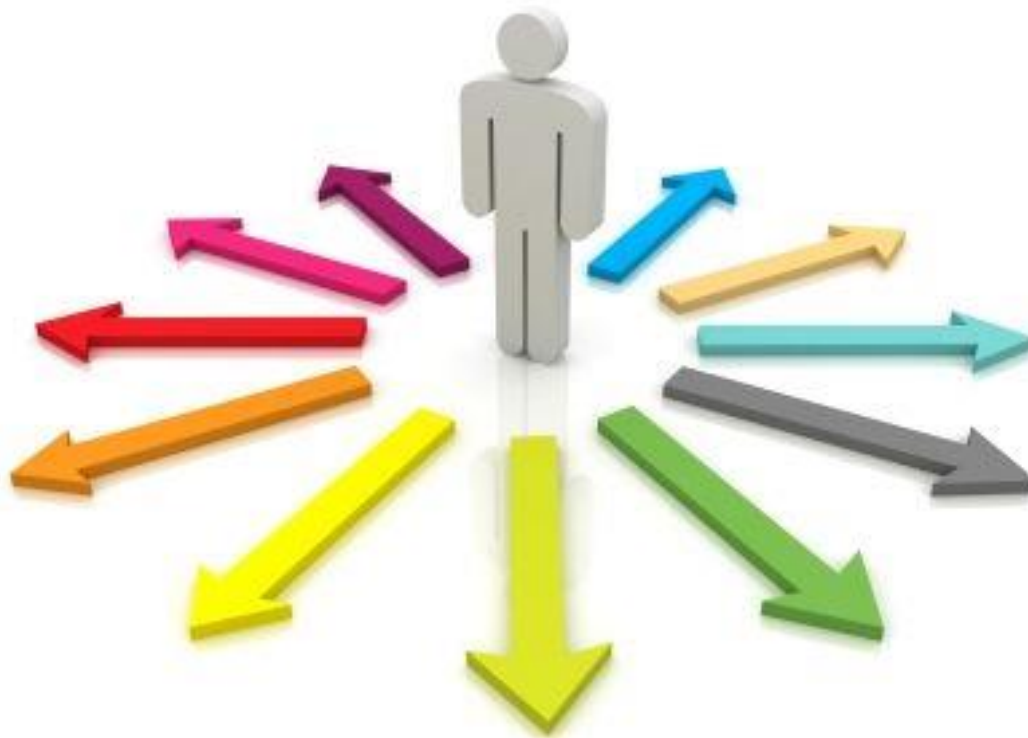
Do you have any problems driving at night?





# Questions That Target Patient Needs

Has anyone explained your lens options to you?



# Questions That Lead to Second Pair Sales



- Tell me about your workday...
  - Do you sit at a desk?
  - Meet with colleagues?
  - Travel?
  - Work on a computer?
  - Work outdoors?

# Questions that lead to Second Pair Sales

## What do you do for fun?



# Activities that benefit from glasses

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





# Common Objections

“I only want what my insurance will cover!”

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



# Common Objections

“Can I use my own frame?”

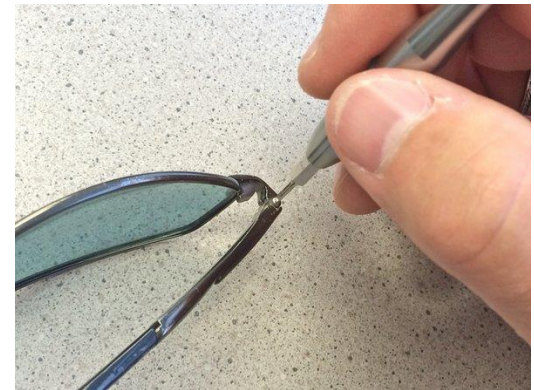
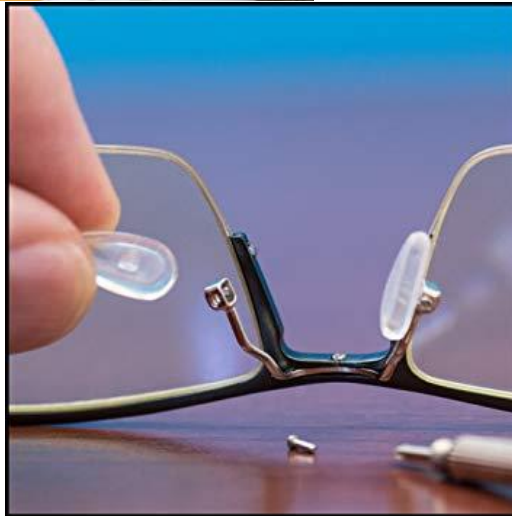


- “We can certainly look at it. Remember frame materials fatigue over time and may not withstand the lab processes. But let’s take a look...”



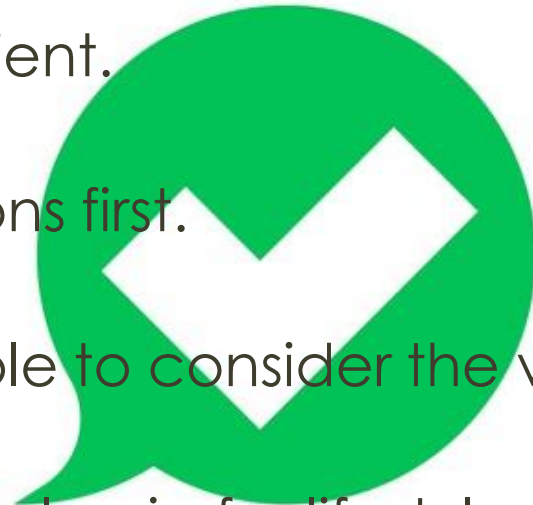
# Common Objections

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



# 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** 

# Closing the Sale

- If you've don't your job properly, you should never feel the need to close the sale.



# Conclusion

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

