

Why They Need More Than one ... eyewear option



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Learning Objectives

- At the conclusion of this session the participants should:
 1. Be able to identify reasons for recommending multiple eyewear solutions
 2. Comprehend the patient benefits of multiple eyewear choices
 3. Understand the business benefits of recommending multiple eyewear choices to most patients

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Agenda:

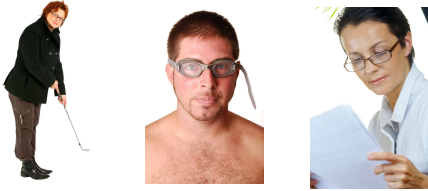
- Understanding your customer's lifestyle needs
- The process for recommending multiple eyewear choices
- Customer and business benefits



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What is Lifestyle In Optical Terms?

- Lifestyle describes all of the activities we do; the values we have; and our visual demands.



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How do you recommend based on Lifestyle?

- 1) Understand the psychology of the customer
- 2) Build a profile of each and every customer
 - Include occupation, recreation, sports, hobbies, specific daily activities and environmental concerns
- 3) Present optical choices to answer the needs and wants



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Today's Customer

- Has an active lifestyle with greater visual demands
- ...and if you don't satisfy your customer's needs and wants....someone else will



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Recommending More Than One

- Step 1: Build the profile
- Step 2: Review the options
- Step 3: Present the benefits
- Step 4: Look for agreement
- Step 5: Close the sale



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Building The Customer's Profile

- Ask the questions and build a customer needs profile
- Be specific...fashion, appearance, image, environment, outdoor activities, driving, reading, use of computers, tablets, smartphone, hobbies, etc.



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Building The Customer's Profile

- Your objective is to fully understand how your customer uses their eyes and the image they are looking for
- ...only then can you begin to assist them in their product selections



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Presenting Lens Styles

- Lens styles directly relate to lifestyle
- Occupation, recreation, sports, environmental and hobbies



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Presenting Lens Styles

- Talk in terms of...
 - Work or business lenses
 - Sports or recreation lenses
 - Lenses for your hobbies
 - Protective lenses for home or work



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Presenting Lens Styles

- Talk about enhancements
 - Enhancements customize
 - Enhancements personalize
 - Enhancements improve performance
- Enhancements improve customer satisfaction... and increase profits



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Presenting Lens Enhancements

- **Anti-reflective coatings**
 - Ideal for presbyopes
 - Ideal for night driving
 - Ideal for high levels of glare
 - Ideal for multiple light source situations
 - Cosmetically beneficial



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Cosmetically beneficial



Would you like your lenses with or without glare?

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Presenting Lens Enhancements

- **Photochromic properties**
 - Provide 'convenient' eyewear
 - Enhance cosmetic appeal
 - Increased comfort in bright light conditions



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Presenting Lens Enhancements

• Polarized lenses

- Provide comfort in bright sunlight
- Improve vision in high glare situations
- Safety
- Reduced wrinkles from squinting



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Presenting Lens Enhancements

○ Blue light protection

- Ask – Do you suffer from:
 - Tired eyes
 - Light sensitivity
 - Loss of sharp contrast vision
 - Poor vision especially at night
 - Discomforting glare
 - Risk factors for AMD



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Presenting Lens Enhancements

○ Blue light protection

- Ask – Do you ever experience:
 - Difficulty falling/staying asleep at night
 - Overall fatigue
 - Difficulty staying focused
 - Headaches and increased migraines
 - Behavioral issues in our children



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Presenting Lens Enhancements

Blue light protection

- Ask – Are you interested in risk prevention:

- Increased risk of early onset of Cataracts
- Increased risk of Macular Degeneration
- Increased risk of Diabetes
- Increased risk of Obesity



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Multiple Eyewear Examples: Sports

Contact sports Polycarbonate or Trivex lenses;
Racquet sports Backside A.R. Coating; Yellow tint for outdoors at dusk; Single Vision lenses; Safety or Sports frame; Safety strap

Golf Tint to reduce blue blur (yellowish brown); Blue light protective outdoor lens or coating; Sunglasses with backside A.R. Coating; Polycarbonate or Trivex lenses; Small temporal round bifocal segment on one lens; Single Vision lenses; Larger eyesize frame

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Multiple Eyewear Examples: Sports

Fishing, Skiing, Ice Skating, Snowmobiling, Snowboarding Polarized; BluTech outdoor; Mirror coating with backside A.R. Coating; Polycarbonate or Trivex; Single Vision lenses; Wrap frames; Sports or Safety strap



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Multiple Eyewear Examples: Occupational

Public Speaking, Teaching Bifocals or Progressives fit low; A.R. Coating; High Index for thinnest possible lens; Thin metal frames; Light colored plastic frames



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Multiple Eyewear Examples: Occupational

Driving Polarized; (Brown – hazy conditions; Grey – bright sunlight); BluTech outdoor; Backside A.R. Coating for sunlenses; Clear or 5% yellow tint with A.R. coating for night; BluTech indoor for night driving; Lined multifocals or Progressives fit low



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Multiple Eyewear Examples: Occupational

Computer use A.R. coated; U.V. Protection; Blue light protection (BluTech indoor or blue light filtering lens coating); (Presbyopes) Single Vision intermediate; CRT bifocals or Occupational progressives



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Multiple Eyewear Examples: Occupational

**Mechanics,
Plumbers,
Electricians,
Carpenters**

U.V. Protection for outdoor work;
(Presbyopes) ADD power above and
below...Double D bifocal; Safety thickness or
Polycarbonate or Trivex lens material;
Industrial safety frames



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Presenting Frames

- Use fashion, lifestyle information and frame features
- Talk to your customer
 - 1) Describe why you recommend the frame
 - 2) Tell the customer what the frames does for his/her image
 - 3) You are the expert

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Case Study #1

- Female; 50+ years old; presbyope
 - Travels for business
 - Extensive computer time
 - Light sensitive
 - Gardens
 - Extensive reading for relaxation
 - Loves to fish
 - Watches TV occasionally



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Case study #2

- Male 30 years old; myope
 - Extensive drive time (am and pm)
 - 4-6 hours computer time per day
 - Plays softball in summer
 - Makes silver jewelry as hobby



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Case study #3

- Child age 12
 - School
 - Plays softball and volleyball
 - In drama group
 - Extensive game play on computer or TV monitor



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Review: Recommending More Than One

- Step 1: Investigate the Lifestyle
- Step 2: Review the options
- Step 3: Present the benefits
- Step 4: Look for agreement
- Step 5: Close the sale

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Business Benefits

- Enhances your 'professional' image
- Takes you out of the realm of 'me too'
- Grows your business (Sales and Profits)

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Business and Customer Benefits

- Provides customer delight
- Promotes customer loyalty
- Allows you to truly fulfill the needs of your customers

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Why They Need More Than one



... eyewear option

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