



*EyeSystems*

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No audio or video recording permitted

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### Selling Skills

To Speak or Not to Speak...  
That is the Question

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### First Determination

- Knowledge
- Skill
- Desire

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## Who are you?



Order taker



Pushy Salesperson



Professional

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## Patient Perspective

Why should the patient have confidence in you?

- Communication Skills
- Knowledgeable
- Experienced
- Certification
- Patience
- Honesty



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## Communication Skills

- Listen
- Nonverbal cues
- Clarity and Concision
- Friendly
- Confidence
- Empathy

- Open Minded
- Respect
- Feedback from patients
- Right method
  - Visual
  - Auditory
  - Tactile



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# QUIZ TIME

## How Good Are You at Listening?

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## Knowledgeable

- Where do you need to develop?
- Where are you an expert?
  - Lenses
  - Frames
  - Technology
  - Services
  - Communication




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## Experienced



- Time
- Have a training plan
- 21 attempts
- 10,000 executions

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### Certification

- ABO-NCLE.ORG
- AOA.ORG



American Optometric Association

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### Honesty



Sincerity Trust

Honesty

Commitment Reliability

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### What is Selling?



- Determining your patient need and filling it

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## ACTIONS

- What do you **KNOW** about each patient?
- How can **YOU** help them see and look their best?



The illustration shows five stylized white figures of varying heights. They are positioned around large, colorful 3D blocks that spell out the word 'ACTION'. The 'A' is orange, 'C' is purple, 'T' is green, 'I' is blue, and 'O' is red. The figures appear to be working together to build or stabilize the blocks.

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## ACTIONS

- Three actions you will take to improve yourself.

- 1.
- 2.
- 3.

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