

2XRX, Doubling the Opportunity

Objectives:

Optical has problems positioning the need for more than one pair of frame for most of the general public. This course provides the optician the opportunity to

1. Understand how each person, in an optical practice, should define themselves to double the opportunity for eyeglasses.
2. Learn an easy 4 steps that can make a difference in every office.
3. Use proven retail techniques that help sales.

Description

Learn how to transform the patient into the consumer. This course will supply doctors, opticians and their staff with the tools to grow their optical sales through selling multiple pairs.

Script

1. Let's make believe I can see you but close your eyes and listen to this beginning of this course.

With a show of hands, how many of you believe that your practice sells multiple pairs of frames and lenses to 25% or more of your patients? I know the answer and it may be true for some but most, at best that number is 15%.

How many of you would like to see that % increase? **Why?**

Because it's right for your patients. Satisfy your patients needs and wants, in turn you will get their loyalty, referrals and enhanced profits. So what's preventing you? One reason might be your approach, another your ability to overcome your customers perception that they have no need, no want, and/or no money. We'll discuss that during this course.

Let's begin by taking a look at today's business model.

What's different in today's patients? **More demanding** - Why do you suppose that is the case?

Consumer power: Over abundance of places the consumers can go for their goods and services

Think about all the places a person can chose to go for their frames and lenses; retail chains, mass merchandisers, independent ophthalmologists, optometrist , optical shops, department stores and now the internet.

Why would a patient come to your place of business?

What are patients looking for from you?

Disclosure: Mark Mattison-Shupnick is Director, Education for Jobson Medical Information LLC, a consultant to EnChroma and a frequent lecturer at local, state and national meetings.

2. Here are this course's objectives...

Optical has problems positioning the need for more than one pair of frame for most of the general public. This course provides the optician the opportunity to

1. Understand how each person, in an optical practice, should define themselves to double the opportunity for eyeglasses. Discover the best way to get you and your staff comfortable with doubling the optical opportunity in your practice.
2. Learn an easy 4 steps that can make a difference in every office, change patients to customers and increase practice revenue; sell more than one pair to each patient.
3. Use proven retail techniques that help sales. Understand the 3P Technique that defines the Presentation, Performance and Product

3. Navigation of the course is easy.

Follow along - by the numbers...

1. Menu shows the slide titles
2. Click the Notes tab, that's the script being spoken so you can read and follow along
3. Is volume control
4. Is Pause or Go
5. Is the progress of the slide and narration
6. Allows you to repeat the slide
7. Next or previous slide.

4. You've probably heard most or all for this before. Look at the blue arrow. Independent eyecare practitioners sell frame to only about 64% of the patient that get an eye exam. That means that a third of patients leave a practice without products.

And you've probably tries to increase your multiple pairs. But it either hasn't worked, or worked for a short time while focused on it until another focus was important.

Perhaps that's because in a Forbes article and in research by Jobson, 8 of 10 patients have difficulty understanding their options and finding what they need. See the white arrow.

Eyewear is a complicated business, isn't it?

5. And they want to buy.

85% of patients want their ECP to inform them about all frame and lens options available regardless of price.

What should you do?

6. Sell frame to every patient. Of course that's not possible since some patients are in for well visits or contact lens checks.

But, the practice would benefit if the number was greater than 64% - AGREE?

7. In fact, if that number were 100% then the average revenue increase would be about \$160,000. Only get halfway there – that's still \$80,000.

So, how do we get there?

8. The opportunity is to think two pair and that doubles the opportunity. However, easier said than done. We need a plan.

9. The path to doubling the opportunity is 4 steps.

They are: 1. Get comfortable, 2. Transform the patient to a consumer, 3. Let the fun begin! And then, 4. Make the sale.

The key here is to understand why it hadn't worked before. And why you need to really overhaul your approach to be successful today.

10. Also, you need to be mindful of the age you now work in. The siren's call of convenience and low cost is being trumpeted by the Internet.

To be successful with multiple pairs, you must always be thinking three things:

1. Fashion
2. Need
3. Fashion

More clearly:

Fashion x Need x Fashion.

Because fashion is want

Which can be multiplied by need, which is the Rx and the doc

Which can further be multiplied by want (fashion)

Time to get comfortable with that as a mindset.

That leads to eyewear wardrobes that every patient understands.

11. STEP 1 – If you want to build an eyewear wardrobe for each patient, it starts with you.

12. Getting comfortable starts with the doctor, the practice owner and management.

That means Challenge yourself to be fashionable, take some frame chances

Doctor: How many pairs of frame do you own?

Doctor: How often do you change your frame fashion? Lifestyle needs.. skiing/jogging..etc..

Doctor: If you want to build an eyewear wardrobe for each patient, it starts with YOU!

Doctor: Can you get comfortable with frame as fashion?

Doctor: If your Rx is PLANO...Try a mobile/digital relax-style lens

13. And doctor, **Challenge yourself to sell,** to ensure that compliance with your prescription actually gets realized, functionally and fashionably.

The frame is a part of the service you provide

- Do you mention new frame in your exam?
- How comfortable are you with selling the function and fashion of eyewear?

The offices or the online sellers aren't embarrassed about selling benefits realized with your prescription. In fact that suggest that your prescription include actual lenses as well as frame categories like wrap frames for sports, larger vertical dimensions for progressives or work glasses, nylons for kids, etc.

14. Opticians, para-optometrists, techs and reception Challenge yourself to bring the frame into every touch point with your patient. Walk the walk, talk the talk

Optician/Para-Optometric:

- How comfortable are you with the medical aspect of eyewear?
- Are you asking lifestyle questions during personal exchanges?
- Are you wearing on trend frames?

I know, as an optician myself, when that price gets high, I start to feel protective of the patients pocket – well that's not my job. I'm there to give them the best options based on what I know about them. They will decide like they do for all other consumer type goods.

15. Reception, Staff:

- When appointing, on the phone, are you asking the patient to bring **all** the eyewear they use regularly, especially their prescription sunglasses? What do they say?
- Are you sending email reminders to new patients to complete intake forms *before* arriving for their 1st appointment? Do you collect email addresses from all patients?

16. So, as professionals it suggests that there is a crossing of an invisible line that goes in both directions – a doctor should be able to talk knowledgeably on eyewear and frames as they are on eyecare.

The optician and staff should also be able to talk knowledgeably on eyecare as they are on eyewear.

17. That kind of cross training builds **Teamwork**

Doctor: Be as up on fashion as you are on medical

Staff: Be up on medical as you are on fashion

For eyecare – vision care for digital eyestrain, medical need for blue light protection, sunwear for UV protection.

For eyewear, know product benefits, fashion trends, quality/craftsmanship, lifestyle needs and of course, fit

That also means the store environment is conducive to storytelling - Both medical need and fashion

18. It's time to ask yourself a few questions as we wrap up step 1 –

What am I doing today to get comfortable with ways to enhance the optical shopping experience for our patients?

What am I doing today to help patients see well and look good?

19. Step 2 – Transform the patient to a customer

Start thinking **need + want**

Start **thinking** about the **patient as a consumer**.

20. Transforming patient to customer is the patient crossing that invisible line also.

They are loyal to you because of your superior medical care, you choose quality products consistent with that quality of care your office promotes. However, to get them to make that transformation, it also means brands that resonate with the consumer, each with it's own loyalties and promise. Then, enclosed in a shopping experience that engages and excites.

In that way, patients evolve with their Rx to consumers. Loyalty: MOST important - If you don't retain, you'll feel the pain.

21. How do we define The Need + The want?

Look at the first column, "I need to see well". That's right for a patient to say...

What does a customer say?

"I **want** eyewear that complements my style."

"I **want** eyewear from my favorite brand."

"I **want** eyewear that reflects my personality."

"I **want** eyewear that fits my lifestyle needs."

"I expect that any of the above will make me see well"

And if you don't understand this, the patient will leave and go somewhere else.

Apples? An apple a day... what emotion does the other apple create?

Need and want are interconnected

22. To wrap up Step 2 – ask yourself

What am I doing today in my practice to transform the patient into a consumer?

23. Step 3 – how to make buying frames and eyewear fun for your patient/customer

Let the fun begin!

24. Funny, I never really thought about myself as an eyewear fashion consultant but how many times has one of my customers asked me to help them find what looked good on them...

Here's what I do, right from the start – I develop and reinforce the idea of an eyewear fashion wardrobe.

Work and play- do you wear the same outfit to a business meeting and a night out

Casual and formal -Do you wear the same shoes to work to a formal wedding?

Different looks, different days

What about for driving during the day or at night

A pair of reading glasses

Offer the best options appropriate to the patients needs and lifestyle

- Contact Wearers: Using glasses to give your eyes a break
- Safety Eyewear: Recommend based on lifestyle questions
- Sport Eyewear: To protect your eyes during water and in-motion sports
- Task Specific: Computers, driving, classroom

25. But the fashion side requires it's own direction

1. Focus on fashion/looks

Suggest shapes, colors, treatments that "break the rules"

2. Use fashion to complement need

Complement frames with color of their eyes, hair, wardrobe and favorite color

3. Style them with authority

Using lifestyle questions, pick brands that are aligned with their personal preferences. If you have the same eyewear brand...show them!

Always present a frame as a brand. Know 3 things about that brand story and product inspiration.

26. Do you have a look for every day of the week?

The Shopping Spree Concept implies purchasing more than one item.

Try on a pair of shoes in Nordstrom and they'll bring out multiple similar shoes for you to try on.

Just as you wear shoes for different occasions and outfits, eyewear provides endless possibilities!

However, to do this that means the right number of opticians or para's and the time for them to show the variety of possibilities.

27. Here one solution...

Have **two** presentation trays nearby to separate the "favorites so far" by function

EXAMPLES:

- Work and Play
- Casual and Formal
- Sun and Optical

28. To sum up – ask yourself the questions...

Doctor – ask, how am I setting the stage for a fun shopping experience?

Optician, Para, Staff – ask how am I creating a fun experience for the customer?

29. Step 4: Making the Sale

That's the final step to doubling the opportunity

30. First, be a good listener. What does that mean?

As you are asking to help and listening, the consumer's self-talk is saying

“Is this person **trust worthy?**

Do they **care** about me?

Do they have the **knowledge** to meet my needs and wants?”

Do they start selling before asking questions? (trust)

Are they attempting to get to know me before trying to sell me? (trust, care)

Are they able to compare products and make solid recommendations for my particular needs? (knowledge)

Do they know the trends of the industry, the new technologies, materials? (knowledge)

Are they selling me what I want or what their business wants them to sell? (trust, care)

Being a good listener is not always easy. So often our minds wander during our workday and this is natural.

When listening to patients, use good eye contact, lean in a bit, fold your hands if necessary to keep from distracting the patient, keep a smile and pay attention.

Try to avoid multi-tasking at this most important time. Positive first impressions are crucial.

31. Allow the patient to tell you:

What they are looking for

What they believe their needs are

How you can help

Use eye contact

Avoid multi-tasking

Smile

Pay attention

32. I always loved this tip that I heard from a sales trainer many years ago. : **You have two ears and one mouth—that's a good ratio, listen twice the amount that you speak**

33. With two trays by function or fashion, narrow the choices in each tray to 3 pieces only. Use the 3P Technique.

Performance

Make sure your offerings serve different functions and lifestyle needs.

Presentation

Reference brand knowledge and the consumer connection learned

Product

Present products with different price levels.

Up Selling is simply a method for selling higher end priced product first.

Begin recommending higher priced product first by emphasizing the features and their benefits that contribute to the cost and continue with less priced items.

Remember, your responsibility is to offer customers options, it's up to them to decide which ones best fit into their needs and wants.

Last, since managed care is a big part of the optical world, let it work for you not against you. Acknowledge the insurance benefits the patient has can be applied as a big down payment on purchasing any frame and lens available.

34. Almost there – time to seal the deal

1. Stay Engaged:
2. Keep the customer focused.

The moment where the consumer is working through the decision-making process of whether to make the purchase or which item to purchase, reinforce the customers buying decisions- restate how well the selection meets his or her needs.

3. Be on alert for cues that may indicate concerns, questions or confusion
 - perhaps a Team Selling Approach
4. Reinforce decisions (restate the benefits)
5. Entice multiple pair sales with package bundles
 - Discount for multiple pairs purchased within 30 days
 - Extended payment options: www.carecredit.com

No body wants to be sold, every one wants to buy.

35. One tip to always remember – never assume that the customer may not be able to afford this new eyewear

36. Now, for closure, treat the customer as you have been, with care... all the way to the end...

- 1. Carefully package the purchase and explain warranty and care**
- 2. Thank them for their purchase.**
- 3. Follow through is key to create true loyalty and return business**
 - a. Invite them back
 - b. Phone calls, or emails ensure satisfaction, alert them on new release updates and trunk shows,
 - c. Follow up with the 2nd choice frame
 - d. Use Facebook to celebrate their purchases

37. For Step 4 – ask yourself...

Doctor:

- What am I doing to set the stage for the sale?
- Am I following up on the sale?

Optician/Para/Staff

- What am I doing to execute multiple pair sales?

38. Here's the doubling the opportunity, selling challenge...

What will you do differently tomorrow to increase your multiple sales, double the optical opportunity?

Pause this slide and write down how you will enhance the optical shopping experience...

Think about Fashion Wants:

Fill the shopping tray with various shapes, materials, colors, embellishments.

Remember this is an “and/also” opportunity not an “either/or”

Discuss Function Needs: Lens for safety, sun, task, sports

And finally show them how they can afford to get it all right now.

If you have fun being the personal shopper for your clients I guarantee they will have fun. And remember, a satisfied customer will look to you first whenever they think of future eyewear purchases.

You are there acting as their consultant; to listen, learn and offer your professional expertise. It's all about building trust, being patient focused and principled. Remember, it's all about them!

39. Thanks for joining me for this course on doubling the optical opportunity.

For credit for this course, pass the exam and receive one hour of credit.

This course was supported by an educational grant from Luxottica.