

The Sleeping Giant of Multiple Pair Sales -- And How to Wake it Up



Cindi Davis, ABOC, CPOT

Course Objectives

- 1 Focus on the patient
- 2 Why multiples
- 3 The patient engagement
- 4 Solutions
- 5 Avoiding pitfalls

Where assuming leads

- The dispenser assumes:
 - Since the patient is not complaining, he/she must be happy with current eyewear
 - The patient doesn't want to pay for a second pair
 - The patient wants to minimize out-of-pocket costs
- The patient assumes:
 - These are the best lenses for me
 - The compromises and inconvenience I have now are unavoidable
 - If there were better options available, the doctor or optician would have told me

Don't make assumptions about what your patients will or won't purchase!

Course Objectives


- 1 Focus on the patient
- 2 Why multiples
- 3 The patient engagement
- 4 Solutions
- 5 Avoiding pitfalls

What Patients Want; It's a short list

How hard can it be? Right?

Except:

- They may no longer notice the limitations of their current eyewear
- They aren't aware of the options available to them
- They don't know how good their vision could be!



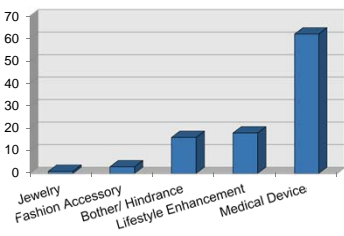
Focus on the Patient "What Customers Want"

- Competent, efficient service
- Basic courtesies
- Honesty
- Follow-through
- Not to be "bounced around"
- Feedback
- Respect
- To be taken seriously
- Knowledgeable help

- Anticipation of needs
- Friendliness
- To be kept informed
- To be listened to – and heard
- Empathy
- Dedicated attention
- Professional service
- Easy to understand explanations
- To be informed of options

Exceptional Customer Service: National Press, Inc. 2000

How Eyewear Consumers Perceive Glasses



Course Objectives



- 1 Focus on the patient
- 2 Why multiples
- 3 The patient engagement
- 4 Solutions
- 5 Avoiding pitfalls

A Multiple Pair Can Be



- A lens pair that enhances an important patient activity
 - But isn't ideal for general wear
- A backup pair
- A pair of sun lenses
- A different look



How Eyewear Consumers Perceive Glasses



- Consumers like to look good in eyewear, but generally don't accept fashion as a basis for multiple pairs
- Generally, they regard "seeing clearly" as their only goal in eyewear



Would you...



...wear the same shoes on a hike and to a formal dinner?

...wear the same outfit for cooking and skydiving?

...use a chain saw to open a can of soup?

...drive without a spare tire?

Why then would one pair of glasses be enough???

What Patients Need to Know



That eyewear selection is more than just frame choices...

That different types of lenses can enhance vision, comfort and satisfaction...

...and if you don't tell them, who will?

What is "value" beyond price?



- Better performance
- More convenience
- Enhance important/favorite activities

....You don't know what's valuable to a patient!!!!



Asking Lifestyle Questions



What's wrong with this picture?

Your job is to make sure the Patient gets the right lens design, material and enhancements along with appropriate frames to meet all of their individual visual needs!!



Office Initiative



Remind patients to bring all of their glasses to the appointment when making confirmation calls

Why?

- Sets the expectation for multiple visual solutions
- Insures we provide exceptional patient care by making sure all eyewear is up to date

Course Objectives



- 1 Focus on the patient
- 2 Why multiples
- 3 The patient engagement
- 4 Solutions
- 5 Avoiding pitfalls

Asking Lifestyle Questions



- Have you worn glasses before?
- Tell me about a typical day...
- When do you wear your glasses each day?
- What do you (like, not like) about your current eyewear?
- What do you do in your free time?
- How many pairs of glasses do you currently use?
- How many hours do you work on a computer or mobile devices?
- Do you enjoy computer or video games? If so, how many hours a day?

Optician Opportunities



- Check and review all habitual Rx's
- Review lifestyle and ask more questions
- Remember the 80/20 rule!
- Recommend lens options FIRST!
- Don't ask, "Do you want...?" Be the expert!
- Make appropriate recommendations, which almost always means multiple pairs

Talking to Patients: It's Not Really About the Glasses...



- Most people don't come into the office wanting multiple pairs of glasses
- What they *do* want is to have the best experience in situations that are important to them
- That could mean
 - Peak athletic performance
 - Comfort and eye protection outdoors
 - Visual comfort during long hours of work (or play) at the computer or mobile devices.
- Don't focus on the glasses
 - Focus on the activities the patient cares about, and how you can enhance them!



Don't focus on this...



...focus on this

19

Everyone understands multiple pairs -- They just haven't thought of eyeglasses that way



Dress shoes - style and functionality



Primary pair



Athletic shoes - performance



Sun/sport pair



Casual shoes - comfort



Computer pair

20

Example



"Mr. Brown, based on what you've told me I **recommend 3 pairs of glasses**. The first will be your "**everyday**" pair: a thin, customized progressive offering great vision at all distances with a changeable tint that automatically adjusts when you go in and out showing your houses. We will include an anti-glare treatment that will help with your discomfort while driving at night. The second will provide **comfortable viewing while you work** at your computer finalizing the closing contracts and paperwork. This includes the no-glare treatment as well. This should eliminate the eyestrain that you have experienced while working at the computer. And the third will be your **polarized sun wear that will give you crisper vision and more comfort while your driving**. You'll love these when you are out on the boat! And the total is \$\$\$\$

21

Selling vs. Informing



- What you don't want to do
 - You never want to persuade patients to buy things they don't want or can't afford
- What you must do
 - Inform patients of their options, and the advantages and limitations of each
- Because
 - They rely on you for this information
 - Most won't get it anywhere else

Explain the Recommendation



Patients must understand the specific benefit to be gained from the recommendation

- How will it make my vision/lifestyle better?
- Will it eliminate a problem I had with my previous glasses?



But what if they object????



You're offering solutions

- Which of these benefits do you wish to eliminate?



Making Multiple Pair Dispensing Second Nature



- Ask the key questions
- Get the Patient lifestyle information you need
- Make your recommendations based on their answers
- Let the Patient choose!
- *Notate all solutions discussed for future reference!!
 - Make it easy when they choose to purchase
 - Use to remind on the next visit
 - Remind them you have the information when they are ready to purchase

Occupational Situations



- Computer work/Digital usage
 - Lenses designed to reduce strain and eye fatigue
- Driving/outdoor/water
 - Lenses that reduce glare
- Safety/eye protection issues
 - Impact resistant lenses in protective frames
- Overhead reading (pilots/mechanics)
 - Double D segs

Lens Options



Materials

- Polycarbonate
- Trivex
- High index (1.6, 1.67, 1.74)
- Glass
- Hard resin

Treatments

- AR coating
- Polarized
- Self-Tinting
- Scratch coatings

Designs

- Aspheric
- Atoric
- Customized!!
- Computer lens
- Multifocal

Course Objectives



- 1 Focus on the patient
- 2 Why multiples
- 3 The patient engagement
- 4 Solutions
- 5 Avoiding pitfalls

Common Leisure Situations



- Outdoor activities
 - Lenses to reduce glare, especially in fishing, boating, driving
- Sports/vigorous activities
 - Lenses and treatments to protect eyes and prevent lens damage
- Hobbies
 - Sustained close up or intermediate activities (stamp collecting, needlepoint) may require specialized design
 - Computer

Customized/Optimized Lenses



Features	Benefits
<ul style="list-style-type: none"> • Designed specifically for patient and prescription • Wider field of view 	<ul style="list-style-type: none"> • Eliminates visual compromises of ordinary lenses • More comfortable • Truer vision throughout the lens

Progressives

Features	Benefits
<ul style="list-style-type: none"> • Smooth transition of power without a line • No image jump 	<ul style="list-style-type: none"> • More natural vision than lined bifocals • More like your eyes before you needed glasses • Look younger

31

Self-tinting Lenses

Features	Benefits
<ul style="list-style-type: none"> • Respond to light by darkening the lens • UV filter 	<ul style="list-style-type: none"> • Convenience and comfort when you go from indoors to outdoors • Protects eyes from damaging UV radiation associated with eye disease

32

Computer/Task Specific Lenses

Features	Benefits
<ul style="list-style-type: none"> • Large intermediate vision area in top half of lens • Large near vision area in bottom half of lens 	<ul style="list-style-type: none"> • Allows wide, clear view of screen with proper posture and minimal head movement • Allows clear view of desk and reading materials

33

Anti-reflective Coating

Features	Benefits
<ul style="list-style-type: none"> • Reduce lens reflections 	<ul style="list-style-type: none"> • Clearest vision possible with your prescription • Looks great

34

Polarized Lenses


Features	Benefits
<ul style="list-style-type: none"> • Cut glare from reflected light • UV filter 	<ul style="list-style-type: none"> • Safety and good vision when driving • Comfort and protection on the water and around snow

35

Multiple Pairs


Features	Benefits
<ul style="list-style-type: none"> • Specialty eyewear for specific uses 	<ul style="list-style-type: none"> • The best visual performance for activities you enjoy

36

Course Objectives 


- 1 Focus on the patient
- 2 Why multiples
- 3 The patient engagement
- 4 Solutions
- 5 Avoiding pitfalls

17

Course Objectives 

- 1 Focus on the patient
- 2 Why multiples
- 3 The patient engagement
- 4 Solutions
- 5 Avoiding pitfalls
- 6 Conclusion

18


Multiple Pairs = Revenue 

3 Multiples per week @ \$250


$\$250 \times 3 = \750 additional per week

$\$750 \times 52 \text{ weeks} = \$39,000$ additional annually


Is this “do-able”????

Crush Bad Habits 


- Inflicting personal prejudices about products
 - What works for you might not be best for your patient
 - What has failed for you may not be taboo
- Making recommendations based on your own “hassle factor”
 - Lined multi-focal vs. progressive
 - Non-AR vs. AR
 - Self-tinting vs. sunglass
- Making recommendations for the pocketbook
 - Everyone values things differently
 - You don’t hold the purse string
 - Everyone deserves the best possible vision
- Don’t “sell” to benefit
 - “Your plan covers.....”



19

Multiple Pairs = Outstanding Service 

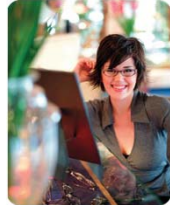
- You’re in a competitive marketplace
 - Service and expertise can set you apart from the competition
- Understanding lifestyles and recommending multiple pairs demonstrates individual attention to the patients
 - Even if they don’t buy an additional pair, they’ll appreciate that you took the trouble to understand their needs



20

Multiple Pair Dispensing Is... 

- A chance to make patients aware of the options available to them
- An opportunity to better integrate eyewear with lives
- Exceptional patient care
- Good business



21



We make it visible.