

Sales Secrets of Optical Stars

Course Description and Outline

1) Your Ophthalmic Career

Workshop begins with discussion around the attitudes and images that impact patient experience. Participants are asked to consider the ways in which they embrace their position as a career and whether or not everyone is fully engaged. Optical team develops sense of ownership for office experience and learns how to manage patient's perception at all touch points of progression through the office.

2) Anatomy of the Sale

Six key steps in optical sales are defined, reviewed and rehearsed:

- Meet, greet & seat
- Interview the patient
- Sunlenses
- Lens presentation
- Personalize frame selection
- Closing

Other key items are reviewed along with multiple pair sales, strategic internal marketing efforts, managing perceptions of value and the barriers to success.

Role Play: Workshop participants work through several scenarios together.

3) Building Value in the Lens and Frame Selection Process

Workshops participants learn communication skills necessary to assure every patient leave office fully educated on the highest quality procedures that meet their visual, cosmetic and lifestyle needs. Section features a review of aesthetic challenges and understanding frames for different faces, coloring and personal style, as well as an overview of lens technology, including discussion and case-studies of products for patients.

4) Dispensing Finished Eyewear With Finesse

Provides tips and methods for dispensing eyewear in a way that keeps patients returning and referring new patients to the practice; creating a WOW! everytime. Dispensing is the key moment to develop referrals.

Participants are asked for "pearls" as discussion point on best practices for internal and external marketing.

Discussion of methods for tailoring sales presentation to different personality types, using DISC behavioral assessment discussion.

5) Inventory Management

Provides an understanding of demographics and patient base as it relates to inventory and sales. Includes review and discussion of board space assignments and how to determine number of vendors, along with price points, pricing for profit and suggested formulas for mark-ups.

What does your gallery say to your patients? How visual merchandising should create the WOW!

6) Teaching those at Home

Identifying action commitments on the part of workshop participants. What you will do immediately upon your return to the office to increase your own sales and goals? What are two new ideas you will implement to enhance training staff training? How are these ideas implemented with the team?

Review of staff meetings and communications.