

**1) To Master Sales, you must first Master the products you're selling!**

Overview of workshop content and expectations.

**2) Understanding Lens Technology**

The perfect lens produces a sharp retinal image. There are many obstacles to achieving this: Review of fluctuating tear film, aspheric cornea, aging zoom lens, mounting the lens on patient's nose, as well as inherent lens design deficiencies.

**3) Benefits of Product Progress**

Discussing with patients better performance; greater convenience; and higher level of user satisfaction. Workshop participants learn the ways to assess authentic technology improvements: sometimes it is quite easy to assess, other times it is not. How can optical staff look deeper to identify true improvements? Refined mediocrity is still mediocrity.

**4) Effects of Visual Acuity in Various Lens Designs**

Each lens design will effect visual acuity differently. Visual acuity is the clarity of vision or the quality of the apparent image

**5) How Do Ophthalmic Lenses Correct Refractive Errors ?**

An in-depth review of emmetropia vs. ametropia; myopia vs. hyperopia.

**6) Lens Aberration**

Definitions and review of:

- Chromatic (Transverse)
- Spherical
- Coma (Comatic Flare)
- Radial Astigmatic Error
- Curvature of Field
- Distortion (Barrel and Pincushion)

**7) What Makes a Good Lens Design?**

Lens formation is based on base curve philosophy: definition and discussion.

Review of different progressive lenses. Today lens manufactures offer multiple progressive lens designs; though many designs are available, the basic optical fundamentals remain the same. Includes overview of common myths about progressive lenses.

Discussion of emerging trends for single vision lenses and cutting edge lens treatments - lens treatments have evolved from yesterday's choices!

## **8) Review of objectives to accomplish with patient**

Have you – and how do you – defined a good lens design? Explained the relationship between refractive index & image quality? Discussed aspheric and atoric lenses?  
Reviewed progressive lenses? Provided a deeper understanding of new lens treatments?

## **9) Perception of Value**

Customer's perception of value is based upon:

- Quality
- Service
- Level of Need
- Convenience
- Price

Definitions of each are reviewed. Discussion around ways to convey value and improve perceptions.

## **10) Conclusions**

Selling through technical excellence is based upon your ability to educate patients about a) quality differentiation; b) service differentiation; c) level of need; and d) convenience differentiation.