

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Conference Advisory Board considers content and speakers for future meetings to provide you with the best education possible.



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Speaker Financial Disclosure

Bob Alexander has no financial interests to disclose.

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Multi-Pair Sunglass Sales

Bob Alexander, ABOM, NCLEM

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## Objectives

- At the end of this presentation, you will be able to:
- Recall facts that highlight the importance of wearing sunglasses
  - Identify changes to optical office that increase sunglass sales
  - Incorporate changes in the patient journey that increase sunglass sales
  - Effectively communicate through objections to a sunglass recommendation

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## Sunglass Facts

71%



50%



25%



- Reduces glare
- Feel more safe
- Decrease accidents
- Improves performance
- General comfort
- Eye protection
- Light sensitive



Vision Council of America Survey

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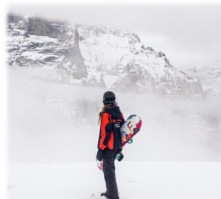
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## Sunglass Facts

**8 out of 10**  
ADULTS  
**WEAR** SUNGLASSES  
IN THE WINTER



Vision Council of America Survey

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Sunglass Facts

Less than 10% of all sunglasses sold come from optical shops.





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Sunglass Facts

26%  
OF ADULTS **RARELY OR NEVER** WEAR SUNGLASSES.

63%  
OF ADULTS **DON'T WEAR** SUNGLASSES ON CLOUDY OR RAINY DAYS

65%  
OF ADULTS ARE **UNAWARE** OF THE LINK BETWEEN UV EXPOSURE AND SERIOUS EYE DISEASES.



Vision Council of America Survey

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Sunglass Facts

93%  
of Americans that wear sunscreen, apply it to their face

74%  
Preventing skin cancer as a motivation.

53%  
Wear sunscreen at least one day per week.



2019 RealSelf Sun Safety Report: Only 1 in 10 Americans Uses Sunscreen Daily. Men Significantly More Likely Than Women to Reapply Sunscreen and Get Annual Skin Checks.

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### Sunglass Facts

Serious car accidents increase by 16% when glare is present.<sup>1</sup>

AAA recommends investing polarized sunglasses.



1 - <https://www.aaa.com/newsroom/blog/2016/06/16/glare-not-a-good-defense-for-a-car-accident-when-you're-wearing-sunglasses>

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### Open Ended Questions

How much time do you spend driving during the day?

What time of day do you drive most?

What type of outdoor hobbies do you participate in?

How much time do you spend outdoors?

How much to bright reflections bother you when outdoors?

What type of sunglasses do you currently wear?

How often do you wear sunglasses?



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### Inventory

25% - 30% of inventory

Multiple styles

- Active
- Casual
- Fashion

Balance

- Look for brands that aren't male/female dominated



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### Inventory

Keep **'your'** brand identity dominant!

Know your patient base.

Match styles to your patient base.

Differentiate!



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### Inventory

Create a sunglass area separate from ophthalmic.

Place a small selection in your CL area & exam lane.

Be ready to demonstrate!



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### Patient Journey

Appointment

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Arrival

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Exam

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Optician Handoff

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Frame Selection



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### Patient Journey - Appointment

- Start the conversation at time of scheduling
- Remind again when confirming appointment



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### Patient Journey - Arrival

- Mention at time of check in
- Questionnaire
  - Occupation
  - Hobbies
  - Time outdoors
  - Time of day driving
  - Light sensitivity



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### Patient Journey - Exam

- Review questionnaire
- Educate
- Recommend



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### Patient Journey – Optician Handoff

- OD reiterate recommendation
- Optician confirm recommendation
- Discuss any other pertinent information
  - Multiple pairs
  - Specific style
  - Lens color
  - Front treatments



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### Patient Journey – Frame Selection

- Optician emphasize need for sun protection
- Demonstrate available products
- Meet objections

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### Brand Information

Take advantage of manufacturer supplied information.



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## Brand Information

### Lens Technologies



- POLARIZATION (ANTI-GLARE)**  
Prevents glare reflecting off horizontal surfaces.  
Reduces glare.
- HYDROPHOBIC & OLEOPHOBIC**  
Prevents water and oil from adhering to the lens.  
Easy to clean.
- ANTI-REFLECTIVE**  
Prevents light from reflecting off the back of the lens.  
Reduces glare.
- UV PROTECTION**  
Blocks 100% of all harmful UV rays.  
Protects your eyes.
- CRASH RESISTANT**  
Meets or exceeds ANSI Z87.1 impact requirements.  
Protects your eyes.
- HYPERBOLIC & ASYMMETRIC**  
Prevents light from reflecting off the front and back of the lens.  
Easy to clean.

### Lens Materials

Material	Weight (g)	Thickness (mm)	Index of Refraction	Abbe Value	UV Protection
Polycarbonate	30	1.5	1.58	30	UV400
Trivex	30	1.5	1.53	40	UV400
CR-39	40	1.5	1.50	55	UV400
High Index	30	1.5	1.67	32	UV400
High Index	30	1.5	1.74	25	UV400
High Index	30	1.5	1.80	17	UV400


### Plano Lens Codes

Lens Material	Code	Frontside Lens Treatment	Code
Polycarbonate	100	Hydrophobic & Oleophobic	100
Trivex	100	Hydrophobic & Oleophobic	100
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Effective Communication

- **Reveal why the objection was presented**
  - Are they apprehensive? – May not believe you
  - Are they confused? – Not enough information to make decision
  - Is there an obstacle? – Have valid point about push back
  - Ask more open-ended questions to find the real need
- **Recognize & Respond**
- **Resolve the objection**
  - Apprehension - Provide proof
  - Confusion - Provide correct information
  - Obstacle - Refocus on what you have to offer
- **Recommend**
  - Is it OK to proceed?

The diagram illustrates a sales interaction. A salesperson (blue icon) says, "I recommend polarized sunglasses." The customer (red icon) responds, "No thank you. Why should I have 2 pair of glasses?!"

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Effective Communication

**ECP** – I understand that Dr. Jones has recommended a pair of prescription sunglasses for your primary pair of glasses. Can you tell me more about that?

**Patient** – Sure. My work is outdoors, and I currently do not wear sunglasses. He and I agreed I should do more to protect my eyes against sun damage and something about blue light. Oh, and he said something about them increasing my visual comfort by reducing glare.

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Effective Communication

**ECP** – That makes sense. Just so I understand, your work doesn't require safety glasses?

**Patient** – No. I am a flagger for a road crew. My job doesn't require me to wear safety glasses.

**ECP** – Great! That means we can select a frame style from the sunglass display. I recommend a full coverage wrap style that will fit all the needs you expressed as important with Dr. Jones.

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### Reveal

**ECP** – Dr. Jones wears polarized sunglasses himself and feels they provide the best solution for anyone spending as many hours outdoors as you do.

**Patient** – Yeah, he mentioned that already. But I don't need protection against sun damage. My current glasses have UV and blue light protection already. Why should I buy a pair of sunglasses and have two pairs of glasses?

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### Recognize & Respond

**ECP** – You are correct, your current clear lenses do have those features. However, they don't provide the level of protection you need when outdoors.

**Patient** – Really? Why not?

**ECP** – While your current clear lenses are 100% UV protective and provide blue light protection, they are intended for indoor use. Blue light from the sun is far more intense, and therefore, more harmful than indoor light. Also, your current clear lenses do not provide ample coverage to properly protect your eyes.

**Patient** – I didn't know that. I thought the protection my clear lenses provided was good enough.

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### Recognize & Respond

**ECP** – Also, all polarized sun lenses help with reflected glare.

**Patient** – What does polarized mean?

**ECP** – In the exam notes, Dr. Jones mentioned you stated being bothered by the sunlight reflected off the road, especially if it is wet. Polarization is a feature that reduces reflected glare. Polarized sunglasses have this feature and nearly eliminate reflected glare. How much more comfortable would you be during those situations if we could eliminate that bothersome glare?

**Patient** – Wow, doing away with that glare would be extremely beneficial!

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Recommend

**ECP** – This is the reason Dr. Jones recommended polarized lenses as your primary pair. They check all the boxes concerning eye health *and* the needs for your job. If you buy both your clear and polarized pairs from us, your MVC plan affords you a benefit toward your second pair. Would you like me to help you pick out the perfect fit for your new polarized sunglasses?

**Patient** – I didn't know there was so much to consider between indoor and outdoor lighting situations. I'm really looking forward to wearing the right glasses for my job.

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