


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 Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



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Has no financial interests to disclose



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Dealing With Difficult Customers

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The Agenda

- Self-discovery.
- Do we have the right people for the job?
- Do we have what it takes to get it right?
- What's the real problem?
- Where will we go from here?
- Communication is the key.
- We all are winners.
- Questions.

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Dispensing to challenging patients"

Our Customers, Do we love them all?
Can we do without this guy?




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Self-discovery

- When was the last time you received a performance review?
- Performance reviews are very important.
- Management review
- Peer review.
- Customer review.

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Do we have the right people for the job?



Having the right staff is the number one key to the success of any organization.

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Do we have what it takes to get it right?



I can train a monkey to run the edger

I just can't promise you he will be civilized


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What's the real problem?

- Patients are not happy all the time.
- Sooner or later you'll have to deal with one of the following people!!!
- Picky people
- Know-it-all
- Egocentrics
- Fault-finders
- Constant complainers
- Or someone that has a legitimate concern.
- "Normal patient"

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What's the real problem?








- Move to a private area
"quarantine The situation"
- Listen to the patient
- Start by saying
"I AM SORRY"
- Be concern
- Be compassionate
- Use soft words
- "issue VS. problem"
- Recap what you understood

"Let me make sure I understand your concerns"







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Where will we go from here?

-  Uncover what the expectations are
-  Can we deliver what's expected
-  Do I want to continue the relationship
-  Offer a solution
-  Let's meet halfway

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Communication is the key.

-  Face it now or face it later
-  Throw yourself at the mercy of the court
-  You have chosen the job and not other way
-  Be proactive and not reactive
-  Inform the patient
-  "It's NOT always better to ask for forgiveness"

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We all are winners.

Think of how much this patient means to you.
Existing patients are way less expensive than new patients.

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Questions ?

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Thank you

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