

1 Experience EXPO With Us!

- ✿ *Innovation Stage - Exhibit Hall – The Bridge (Booth P14051)*
Our Innovation Stage sessions feature free, promotional content for all attendees.
- ✿ *OptiCon General Session: A Conversation with Scott Shapiro, Presented by United Opticians Associations (UOA) - Thursday, Sept 19 - The Bridge (Booth P14051)*
Join us for a conversation with Scott Shapiro, CEO at Europa Eyewear/STATE Optical Co./AO Eyewear and the Chairman of TVC Board.
- ✿ *Patient Choice Awards - Friday, Sept 20 - Exhibit Hall – The Bridge (Booth P14051)*
- ✿ *Exhibit Hall Hours*

<i>Thursday, Sept. 19</i>	<i>9:30am – 6:00pm</i>
<i>Friday, Sept. 20</i>	<i>9:30am – 6:00pm</i>
<i>Saturday, Sept. 21</i>	<i>9:30am – 3:00pm</i>

2 Adaptive Consulting & Training

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3 The Agenda

- ✿ *Introduction*
- ✿ *What's NBD*
- ✿ *What we are doing now*
- ✿ *The first step*
- ✿ *The second step*
- ✿ *The third step*
- ✿ *The big picture*
- ✿ *Conclusion and quoins.*

4 Introduction

- ✿ *The journey*
- ✿ *My motivation*
- ✿ *My paradigm-shift*
- ✿ *My call to action*

5

6 What's NBD

The absolute understanding of the way the patient's expectations of the products or services that you are about to provide for them.

7

What we are doing now?

8 9 **The first step**

Knowledge.
 You need to know.
 You ask questions.

10 **The second step**

Recommendations.
 Remember you are the expert.

11 **The third step**

Overcoming objections
 Showing The value
 how will it impact their day

12 **The big picture**

Recap the sale
 Celebrate their dissension
 Assurance

13

Conclusion and quoins

*You are as good as your service
 your service is as good as your believe system
 "Mohamed E Ganem"*

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14 1 -Johnny Appleseed2 "Type a quote here."