

When Life Gives You Lemons

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Speaker Financial Disclosure Statement:

Robin Brush has received honorarium from Maui Jim. She is the Training and Technical Marketing Partner for this company.

"All relevant relationships have been mitigated."

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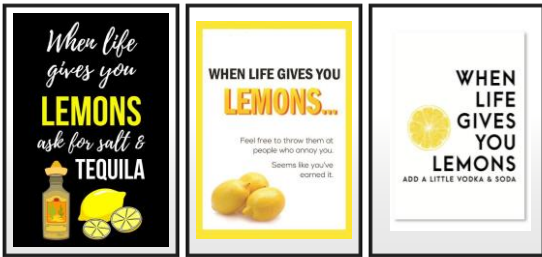
- Training and Technical Marketing Partner
- Specialty: Optical
- ABO Certified Optician - over 29 years
- Ophthalmology/Optomety
- Manager/Buyer
- ABO certified speaker

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- Lemons 101
- On the Job Lemons
- Communication Styles
- You're Frustrated

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What does it mean..

“When life gives you lemons, make lemonade.”

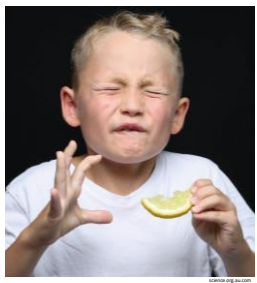
- make the best out of a difficult situation
- turn something negative into something positive
- making something sweet out of something bitter
- embracing life, no matter what
- look on the bright side of life.

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Lemons 101



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How sour is that lemon?

- according to the Australian Academy of Science, acidity measures the concentration of hydrogen ions
- the PH scale (potential of hydrogen ions) ranges from 1-14, 14 being basic and 1 being acid
- Scale:
 - 7 -pure water
 - 6 -milk
 - 5 -bananas
 - 4 -tomatoes
 - 3 -vinegar
 - 2 -lemons
 - 1 -stomach acid
 - 0 -battery acid
- too sour avoid all lemons! Or...

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Benefits of Lemons

- lemon water in the morning has been said to boost your metabolism
- high in vitamin C and fiber
- good for your digestive health
- other potential health benefits like:
 - lowering your risk of heart disease, cancer and kidney stones
- Do the benefits outweigh the sourness?

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On the Job Lemons



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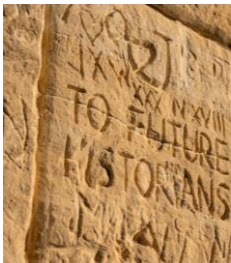
"This is my style of communication, so you're aware moving forward."



Employees

- Hank the Historian
- Steady Eddy
- Emotional Edna
- Charismatic Carl
- Doris Details
- Feelers & Thinkers.

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Hank the Historian

- long-time Optician
- has done everything in optical
- sometimes not your biggest fan
- says things like:
 - "That'll never work."
 - "Yah, they tried that last year."
 - "When I was a manager in 1981...."
- **Lemons to lemonade REALIZATION:**
 - *the Historian just wants to be heard and valued*
 - **I changed**
 - "In your past experience...."
 - "Can I get your input on..."
 - "Take a look at these new frames. See any adjustment opportunities?"
 - "This is their new RX. See any opportunities from their previous?"
- Learned how to make proper adjustments.

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Steady Eddy

- shows up every day – never sick, never late
- very loyal - never threatens to jump ship
- does "just enough" to get by
- sells the same frame styles over and over
 - LucyAnn 92 times!
- not engaged with the other office employees
 - clock-in, work, clock-out
 - "if it's not broke, don't fix it"
- fly under the radar

Lemons to Lemonade REALIZATION:

- *to the Steady Eddy, change is scary and may need a gentle push*
- **I changed**
 - any changes I made required a 1:1
 - moved Eddy to the front desk in optical
 - calm personality
 - put in charge of monthly inventory
 - always done
 - started sending other employees over to Eddy with optical/brand questions
 - engagement

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Emotional Edna

- one thing goes wrong, their entire world falls apart
 - Hoover
- needs constant affirmation
- struggles receiving constructive feedback (not constructive criticism)
- everything is a BIG deal!
 - spiff changes

Lemons to Lemonade REALIZATION:

- *their over-the-top emotions are normal to them, and they don't see how it's draining others*
- **I changed**
 - monthly 1:1
 - be direct with specific behavioral examples
 - "I understand you're upset about the spiff changes. How could you have handled this better instead of throwing trays?"
 - set clear goals and why – challenge them
 - "I hired you because you are more than capable of reaching this sales goal."
 - needs recognition in front of others.

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Charismatic Carl


- suave
- people are drawn to him
- everybody loves him
- club members
- top in sales
- perfect right?
- ABO certification is required, can't pass the ABO

Lemons to Lemonade REALIZATION:

- Carl knows optical inside and out because he is a very hands-on learner
- can't pass the ABO because he struggles with reading comprehension
- I changed
 - I took the ABO with him
 - notecards in the lab for two months
 - he passed!

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Doris Details




- most painful for me
 - 3 wrong flights
 - 1 wrong airport
- needs to know the details of every program, sale, meeting
- what if?
- analyze paralyze - won't make a decision because they're afraid of making the wrong one
- hard time adjusting to ever-changing optical fast pace

Lemons to Lemonade REALIZATION:

- find mistakes easily, very focused and eager to complete daily tasks, organized and likes to follow the same routine every day
- I changed
 - new program - provide all details
 - perfect person for:
 - checking-in orders and comparing them to sales rep order
 - tracking returns
 - lab bill for mistakes (\$1000)
 - Optical handbook.

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Optical Handbook


- 3rd party
 - step by step instructions
- Redo's - how to order
 - Dr.'s changes
 - lens changes (design, material, type)
- Restyles
 - how long
 - how to re-order
- Warranty policy
 - how long
 - manufacturer's defects only
- How to add/take out frames of inventory
- Sales Reps
 - by brand, the number of frames allowed in your inventory.

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Communication: Interpreting Information

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Feelers and Thinkers

- A's and B's
- Two ways you interpret information:
 - Feel it
 - Think/analyze it
- **FEELERS:**
 - *feel what you said because they process information with emotion*
 - hug a feeler what happens?
 - **Don't communicate with:**
 - get over it...let it go
 - constructive criticism
 - don't take this personally but...
 - Are you crying?
 - your feelings don't matter, just do your job
 - **DO:**
 - "Wow! This display looks awesome! Fantastic use of brand colors and logo plaque. Amazing mixture of styles. Great job Suzy! You're good at this. Can I make one suggestion? How about adding a few suns? How do you feel about that?"

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Feelers and Thinkers (cont.)

- **THINKERS:**
 - *think about what you've said to see if it's valid or not, before they respond*
 - hug a thinker what happens?
 - **Don't communicate with:**
 - that made me feel...
 - how do you feel about that?
 - amazing, fabulous, awesome!
 - **DO:**
 - give to-the-point constructive feedback
 - "Can we talk about your display? One suggestion, I'd like to see you add some sunglasses to promote multiple pair purchases. Your thoughts?"

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Communication Skills




- high functioning autistic
- Sensory Processing Disorder
 - tags, seams, materials are "itchy"
 - lights are too bright
 - all sounds are the same volume
- Thinker
 - "I told them I love them. Why do I need to keep repeating it?"
- I changed
 - Clocks don't tick
 - Ceiling fans off if not in the room
 - I've learned how to communicate *with him, not the other way around.*

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Optical Lemons

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Possible LEMONS of Your Optical:

"We're lucky if we get the patient to stay and buy the first pair, let alone a sunglass."

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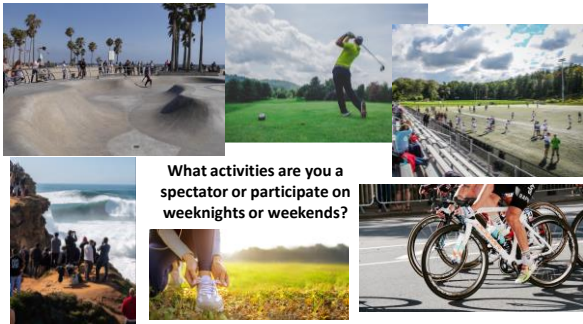


Capturing the Patient

- "Would you like to look at glasses today?"
- "Are you going to get glasses today?"
- "Do you have time to look for glasses today?"
- "Take a look around and let me know if you find anything."

"What are we doing to update your glasses today?"

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What activities are you a spectator or participate on weeknights or weekends?

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"I buy cheap sunglasses because I lose them all the time."

- **WHY** the dr. recommends and **HOW** it's going to benefit me
- Long term exposure to ultra-violet light can result in cataracts, macular degeneration, skin cancer in and around the eyelids.
- "Sunglasses are exempt from the Pre-Market Notification 510(K) submissions to the Food and Drug Administration (FDA)."
 - 510(K) is a pre-market submission made to the FDA to demonstrate that the device to be marketed is safe & effective.

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Would you buy sunglasses here?



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You're Frustrated




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You:

- I was once one of them and now I'm the manager
 - set boundaries
 - no longer their pal – lunches, drinks after work
 - office hours – not always on the floor
 - set the tone (be consistent)
 - can't listen to office gossip and provide feedback, discipline and reviews
 - letting go
 - empower your employees to make their own decisions
 - makes them confident and you won't be needed 24/7

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You're Frustrated:

- What are you supposed to learn, before you can move on?
 - Practice the Pause
 - don't react with emotion
 - sent home
 - gain control over your emotions before you react
 - "Is this going to matter one year from today?"
 - address the frustration or let it go
- look for positives
 - example: COVID Shutdown...
 - missed work-friends & traveling, missed the people
 - positives:
 - home in my own bed, time with family

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REMEMBER...



Change starts with you to get lemons made from a lemon.



Knowing other's communication style is imperative for your relationship and profitability.



When your job gives you lemons, change your perspective.

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