A Positive Approach To Patient Objections

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There are days when we as eyecare professional feel resistance from our patients. Whether the objection is price, compliancy, or understanding the technology you are recommending, not all objections need be negative. It is how we deal with them that make all the difference. And there are ways to turn the objection around. The goal is to welcome the objection, re-frame it, learn from it and move forward.

As a result of this course, the student should be able to:
2. Better their listening skills
3. Identify and understand valid objections.
4. Choose positive verbiage for success

notes: