



J.O.B.S. Program:
 Joint
 Opportunity to
 Believe in
 Staying




Robin Brush, ABOC
 Training and Education Manager

1

V VISION EXPO

Robin Brush has received honorarium from Safilo Group.

2




- Safilo Training and Education
- Specialty: Optical
- ABO Certified Optician - over 27 years
- Ophthalmology/Optomety
- Manager/Buyer
- ABO certified speaker

3




- The First Call In – S.O.S.
- Technicians – C.A.R.S.
- Doctors – P.S.I.
- Appointment Desk – P.A.R.K.
- Optical – W.A.R.
- Monthly Sales Meeting Recognition
- Optical Improvements & Opportunities.

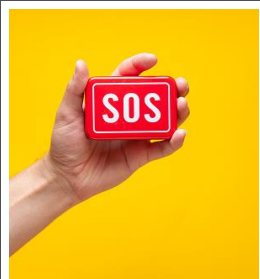
4



J.O.B.S PROGRAM[®]
Joint Opportunity to Believe in Staying



5



THE FIRST CALL IN: S.O.S.

SUNGLASSES

OTHERS

START TO LOOK.

6



TECHNICIANS: C.A.R.S.

Generally technicians spend more time with patients than anyone else in the exam process.

CHECK

ASK

REMIND (2nd layer)

SHOW

Opens up conversations about sunglasses; price; insurance; satisfaction.

7



DOCTORS: P.S.I.

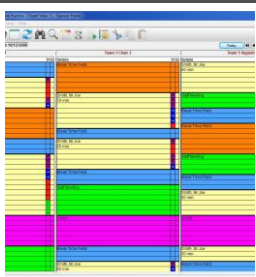
PAGE

SHOW

INSTRUCT

You can't sell glasses on the walk from the exam room to the appointment desk.

8



APPOINTMENT DESK: P.A.R.K.

NEVER use the word "check-out"

PAGE

APPPOINTMENT

RETAIL

KINDLY WALK.

9



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?

10



OPTICAL: W.A.R.

WHAT are we doing to update your glasses today?

ADJUST

RX.

11



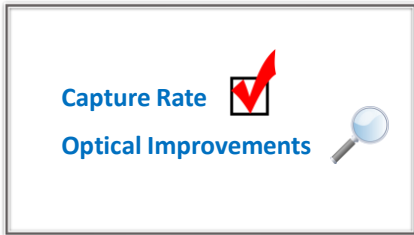
MONTHLY SALES MEETING: Recognition!

\$750 sales and above (optician):


- ✓ Front Appointment Desk
- ✓ Technician
- ✓ Scribe
- ✓ Doctor
- ✓ Back Appointment Desk.



12



13



**ART OF CONVERSATION:
Lenses First**

- "You're currently wearing _____. Tell me was there anything you didn't like about your lenses?"
- "Doctor recommends the _____ lens because _____." WHY and HOW
- "Doctor also recommends to all his patients that they have a separate pair of computer glasses for work." BENEFITS.

14

How does driving at night affect your vision?

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

(Mom, Dad) What will happen if _____ loses or breaks his/her only pair of eye glasses?

What activities or hobbies do you devote time to in the evenings or on weekends?

How many screens do you work on?

15



**ART OF CONVERSATION:
Lenses First - P.O.F.**

"I want to use my own frame and just replace the lenses."

- What is your response?
 - "Okay." (?)
- Look at their frame!
 - dehydrated?
 - soldered?
- Third party insurance--\$\$.

16



**ART OF CONVERSATION:
Frames**

"Tell me what you loved about your frame?"

"Tell me what you **didn't** like about your frame."

-adjustment; nose pads, no spring hinge, temples too short, won't stay up on the nose, constantly out of adjustment.


17

ART OF CONVERSATION: Frames (cont.)

- Choose a variety of frames**
- Triple Threat
(regular, computer, sun)
 - S.I.T. (sunglass in tray)
- Matching ophthalmic and sun**
- Displayed that way?.



18



**ART OF CONVERSATION:
Frames (cont.)**

- Show HIGH to low.
- Does the frame fit the patient and the prescription?
 - temple length, mastoid bone, bridge fit, centered (decentration), base curve?

19

ART OF CONVERSATION: Frames (cont)



CRAFTSMANSHIP



QUALITY MATERIALS




EXCLUSIVE DETAILS





ACCESSORY STORIES

- KNOW your brands.
- 3 Fast, Fun, Facts.
- Story behind the new design.


20

Capture Rate 

Optical Improvements 

Objection Opportunities 

21




"I need my PD and my RX to order online."

- Doctors what is your answer?
 - Do you recommend using insurance for sunglasses?
 - Do you have comparable package pricing?
- Opticians what is your answer?
 - I'll write your PD on my business card. When you receive your glasses, please bring them in to me to double check the prescription and fit. Approximately 35-40% of all glasses ordered online come in incorrect.

Ordered my glasses online. Nailed it.


22



"That's more than I wanted to spend."

- What price range were you wanting to stay within?
- Find similar style in that price range.
- LEAVE first choice on the table!.


23




"I can go to ____ (big box store) and spend less for the same exact thing."

- coupon lady,

24

	<p>(Insurance) "I just want what's covered."</p> <ul style="list-style-type: none">• Perspective• Think like a realtor• \$150 allowance (benefit).
---	---

25

	<p>(Insurance) "I know I'm not eligible for a frame this year."</p> <ul style="list-style-type: none">• That's not true• Dollar amount, discount, dollar amount, discount.
--	--

26

<p>Remember...</p>	
--------------------	--

27



Thank you!

J.O.B.S. Program:
Joint
Opportunity to
Believe in
Staying



Robin Brush, ABOC
Training and Education Manager
