

Patients for life

Opening Guidelines:

Research tells us that patients form an impression within the first 15 seconds.

Use these steps to ensure that it is a positive first impression.

- Smile. (Very important) and greet the patient immediately. "Hello and welcome to Marion eye centers. My name is _____ how may I help you today?"
- Approach the patient; do not wait for them to come to you. If you are with another patient, let them know that you will be with them shortly.
- Be sure that you are dressed professionally, scrubs should be clean and pressed, name tags should be visible.
- The optical should be clutter free and clean.
- Be positive, enthusiastic and communicate with the patient in a professional manner.
- Make sure your body language is professional and positive (Maintain a natural smile, lean forward to convey interest, keep good posture and maintain eye contact.

Doctor Hand-off to optician:

Dr: "Mr./Mrs. Jones this is _____ she is our eyewear specialist, she will be happy to help you with you customized eyeglasses and answer any questions you may have."

Dr: If the optician is with another patient. "Mr./ Mrs. Jones _____ our experience eyewear specialist will be with you shortly and will be happy to answer all your questions. You may look over the frames while you wait." Be sure the doctor motions to the designer or fashion forum selections not the packages.

Optician:

Even if the optician is busy she should always acknowledge the patient and let me know she will be with them shortly.

Script based on lifestyle questionnaire

Optician: Welcome Mrs. _____, my name is _____ I will be your eyewear specialist today. I see you have completed the lifestyle questionnaire. Let me briefly take a look and then I will make some recommendations based on your personal needs.

The optician should briefly summarize the lifestyle questionnaire. If the lifestyle questionnaire is not available then go over their needs based on job, hobbies and activities, and what they like and dislike about their present glasses. The optician should then guide them to the frame board or pick a few frames for them and bring them to the optical desk.

Optician: I'm excited that you choose Marion Eye Center, let's start by choosing a frame, we have many to choose from I'm sure we will find something that looks great on you ... or will look great with you beautiful hair color, complexion, great shape of your face, as fashionable as that beautiful purse you have, I can see you like things that are very fashionable. (this works well for females, they are more concerned about beauty and fashion.) Males are more concerned about comfort and how they will help with work or hobbies. To them the optician might say I sure we can find a frame that will be comfortable and look nice. When they get

When suggesting each feature they must tell them about how it will benefit them. Patients are interested in how it benefits them and their lifestyle. Examples as follows:

Digital Progressive Lens/Bifocal Guarantee /Plus Crizal

"Mr. /Mrs. _____ I see that you work at _____, I would imagine that you work a lot on the computer, patient states yes, (always try and identify with them by say, I do too, I know how that constant glare can be) Mr. /Mrs. _____ have you heard of HD for you TV, did you know that they now make glasses lenses of the same quality and they eliminate 99% of that glare from the computer.

Transitions/Trivex

Optician: "May I ask you a few questions so I can find what lenses will best meet your needs.

"Patient: "Sure"

Optician: "What do you like the most and least with your current glasses?"

Patient: "I guess the most is that they change color when I go outside and the least is that they feel heavy."

Optician: "What type of work do you do?"

Patient: "I work in an office."

Optician: "What do you do when you are not working?"

Patient: "I like to go to the lake every weekend, of course it's 2 hours away so I spend my weekends driving and fishing?"

Optician: “Based on what you’ve told me I would recommend couple of different things. First I would recommend a lens we call Trivex it is a lighter and thinner lens than what you are currently wearing which would fix that heavy feeling you told me about in your current glasses and we can get that lens with Transitions which is the color changing part that you like. I would also recommend a 2nd pair for you to wear while driving and at the lake. We have a lens with a polarized filter built in to greatly reduce the glare that you get off the water at the lake and while driving let me show you how it works” The optician shows the patient the polarized display and does a demonstration.

Patient: “Wow that really works; you know I could never get my transitions dark enough when I drive.”

Optician: “ I understand, the Transition lens does pretty good outside but does not get dark while driving and does not have the built in polarized filter.”

Patient: “I think those lenses are going to solve a lot of problems I had.”

Optician: “Great, then let’s take a look at a couple of frames and get your order placed.”

Second Pair Sunglasses

Mrs. Jones: “I enjoy being outside working in my yard”

Specialist: “Great lets also choose a frame for your sunglass prescription so you can also protect your eyes from the harmful UV rays that the sun gives, do you like a larger lens for your sunglasses?”

Mrs. Jones: ‘I don’t wear sunglasses, I normally only purchase one pair of glasses”

Specialist: “And that is ok, do you wear transitional lenses, the kind that gets dark and light?”

Patient; “yes”

Patient: “That sounds great”

Specialist and Patient: make their frame selection

Specialist: Mrs. Jones let’s get started on processing your order.

Specialist: “Great, but Mrs. Jones you are aware that they don’t get as dark behind the windshield of the car, and right now Marion Eye Centers is offering 80% off of your second frame and that would save you approximately \$200.00 today. I would recommend a pair of prescription sunglasses to ensure that you have full protection from the sun at any time that you are outside or driving. You can also purchase as many that you would like. We could make a computer pair or a back-up pair which ever you would like. The more you purchase the more you save”

Important Point: As the specialist is fitting the frames: “Mrs. Jones this frame is wonderful on you; you are going to be very happy when you pick them up”

THIS IS EXTREMELY IMPORTANT:

On completion of order

Specialist: Mrs. Jones I want to thank you again for choosing Marion Eye Centers for your vision needs. I truly want you to know that you have saved _____ today and that is more than you would have saved with any of our competitors. We want you to know that we value you as a lifetime patient and hope you will tell family and friends about your experience today and refer them to us. Thank you again Mrs. Jones and I will be calling you when your glasses come in. Have a wonderful day!”

Wrap-up

You have identified the needs and presented the options. You have made the sale. It's time to wrap up and provide for a lasting impression.

- First review the order. Make sure there is no confusion on delivery time or options and make sure that you have set them up for their next year exam or recall.
- Thank them. It may seem like a no brainer but they are the reason we get a pay check. (“Thank you for coming to see us Mr. /Ms. _____ I look forward to working with you in the future.”)
- Walk them out and hold the door for them. Granted you may be busy but this is something that really shows we appreciate them it only takes a few seconds but will be remembered for a long time by the patient. (do you know of any other competitors that do this)
- As you are holding the door and they are leaving be sure to tell them to have a good afternoon or a nice day.

You are building a long term relationship and common courtesy is a must. When you have patients come back asking for you because you treated them better than any other optician in the past that speaks volumes about your professionalism and your skills.

After the sale

Goal: Call the patient before they call you! This is even more important when there is a delay in the promised delivery date.

Presentation & Adjustment Exceed Expectations

1. Proper presentation Black Bags, clean trays, handle them as if they are a fine piece of jewelry, talk about them as if they've just bought a Mercedes
2. Provide clean new looking reading material if you are having the patient read something
3. Instruct patients on proper use, reinforce the benefits of the features they purchased
4. Adjust the glasses, even if no adjustment is necessary, Patients want to feel they are getting a custom fit.
5. Explain how to care for their glasses (cleaning, removing, etc.)
6. **IMPORTANT: REINFORCE THAT THEY MADE A GOOD PURCHASE FOR THE PRICE AND THE SAVINGS AND THAT YOU ARE SURE THEY WILL BE VERY HAPPY WITH THEIR NEW CUSTOMIZED GLASSES. LET THEM WE WILL ADJUST THEIR GLASSES AT ANY TIME FOR REPLACE NOSE PADS, LET THEM KNOW WE WILL DO THIS FOR FAMILY OR FRIENDS EVEN IF THEY DIDN'T BUY THEIR PRESENT PAIR OF GLASSES FROM US. ONCE AGAIN THANK THEM AND ASK THEM TO SHARE THEIR EXPERIENCE WITH FAMILY AND FRIENDS.**
7. **FOLLOWUP WITH A PHONE CALL AND/OR A NOTE WITH YOUR BUSINESS CARD**