

Overcoming Objections When Selling Transitions® lenses “Sample Responses”

Should you in the unlikely event encounter any of these objections, here are some sample responses you can use. They are written out and then bullet pointed for making practice easier.

Step 1 – Acknowledge the Objection

Step 2 - Clarify with Questions if Needed

Step 3 - Educate/Recommend

Objection: They don’t darken behind the windshield of a car.

I understand how that might be something you struggle. How much driving do you do? What eyewear do you currently wear now when driving? Transitions lenses are activated by UV. Since windshields block most of the UV, they work the same as clear lenses in a car. We can discuss a second pair of prescription sunwear if you are concerned with driving and bright light. Transitions® SOLFX™ is an excellent choice and/or we can take a look at Transitions® XTRActive™ lenses which do offer moderate darkening inside a car because they activate with ambient light, too. Some of my other patients have also found a pair of clip-ons to keep in the car is a great solution for times you are driving into the sun. So, Transitions lenses are the best pair of glasses for your everyday needs.

Step 1: Struggle due to Transitions not darkening in a car.

Step 2: Clarify needs when driving, current driving solution and how much time spent in car.

Step 3: Transitions or Transitions XTRActive as your everyday pair -- Second Pair, Transitions® SOLFX™ or polarized lenses.

Objection: They are too expensive.

I understand that cost is a concern to you. Do you have a particular budget you are trying to stay within? Do you have a managed vision care plan? With your VIP plan, X% of your Transitions® lenses are covered so the cost to you would only be \$XXX, which would fit within your budget. I recommend that you include Transitions® lenses in your prescription.

Step 1: Cost is a concern?

Step 2: Vision care plan? What is your budget?

Step 3: Transitions® original lenses can fit into any budget.

Objection: They are slow to fade.

I can understand why that might be a concern. When was the last time you learned about the technology of Transitions® lenses? In the past previous technology took much longer to adjust back to clear. The new technology becomes just as clear indoors as ordinary clear lenses. It happens twice as fast. So fast that most patients don’t even notice the change! I can be sure we include Transitions lenses in your prescription. (Show them or UV demo.)

Step 1: With older technology that was true.

Step 2: New technology is faster and clearer.

Step 3: Transitions® lenses. Participants Guide Page 11 Overcoming Objections When Selling Transitions® lenses

Objection: They don’t get dark enough.

*You are probably thinking of the previous generation of photochromic lenses. What have you seen recently in terms of technology? Customers who use the latest technology tell us they get as dark as they expected and find them very comfortable. The nice thing is that sometimes sunglasses are too dark in many situations, like cloudy weather or when you are in the shade. Transitions will adjust to give you the appropriate level of darkening. You also have two choices. Original Transitions® lenses or Transitions® XTRActive™ lenses that gets much darker outdoors and will darken slightly behind the windshield. You would have that extra protection when you don’t want to fumble with your sunglasses. **I recommend you try the XTRActive™ lenses if darkness is an issue.***

Step 1: That may have been true with previous technology.

Step 2: New technology gets as dark as consumers find comfortable.

Step 3: Transitions® XTRActive™ lenses get much darker outdoors.

Objection: They are not for me (those are for senior citizens).

Frankly Transitions® lenses had that image in the past but the product has improved a great deal in quality and fashion. Did you know Transitions® lenses work in most frame styles? Nowadays it's a product starting with children and those people who consider quality and style as important for everyday life. The lenses also come in gray or brown! Which color would be best for you?

Step 1: That image was true in the past.

Step 2: New technology works in most frames and come in brown or gray.

Step 3: Which color would you want? Participants Guide Page 12 Overcoming Objections When Selling Transitions® lenses

Objection: They are too dark indoors.

You are probably thinking of previous generation photochromic lenses. What technology have you seen recently? These lenses use the very latest technology and as you can see Transitions® lenses activate and fadeback very quickly and look just as clear indoors as ordinary clear lenses. It happens so fast that most patients don't even notice the change. I would recommend Transitions® original lenses. (demo your glasses!)

Step 1: With older technology that was true.

Step 2: New technology activates and fades back very quickly.

Step 3: Transitions® original lenses.

Objection: I don't need them because I spend most of my time indoors.

I know what you mean. I practically live indoors. Do you ever go out to walk the dog or go to the store? Check the mail? Like most people, you spend most of your time indoors, at home or at work. But every minute you are outside, harmful ultra violet rays affect your eyes and you should think about protecting them. Just consider how often you actually are outdoors. I would recommend Transitions® original lenses for added protection when you do go out.

Step 1: Live indoors? Walk the dog? Go to the store?

Step 2: Even sun exposure during short amounts of time outdoors can damage eyes.

Step 3: Transitions® original lenses. Participants Guide Page 13 Overcoming Objections When Selling Transitions® lenses

Objection: Why have Transitions® lenses when I have prescription sunwear?

That is a very good question! Most people get confused about that very same thing. Have you ever had to search for your sunglasses? Or perhaps you were just walking out to the mailbox and didn't bother to find your sunwear? Transitions® lenses were not meant to replace prescription sunwear. They were created to protect your eyes when your sunwear is not available. It's a matter of total protection and convenience. I would recommend that we go with the Transitions® original lenses.

Step 1: Confusion about the difference.

Step 2: Never meant to replace sunwear. Convenience and full protection.

Step 3: Transitions® original lenses.