

Selling 2nd pairs

There are a number of reasons to sell second pairs of eye glasses to patients. Here are some tips to make the most of second pair sales.

IDPA

The turnaround time on these glasses can run 1 to 3 months. Compared to a week for local lab made glasses. In most cases the patient needs glasses and going 1 to 3 months with no glasses or old glasses that need updating is frustrating. This is where a second pair comes in.

Remember just because they are IDPA does NOT mean they cannot afford a better pair of glasses. Show them our entire selection, if the patient says they have a limited income then you can show them the package 1 and 2 frames. The best way to approach a second pair for IDPA is to say “Your glasses from the state can take from 1 to 3 months because they are produced by the state and not Marion eye centers, what most patients do is use the state glasses as a backups and purchase a regular pair for their primary glasses. The selection is better and they only take about a week to come in.” You will have a number of patients turn you down because they do not believe it will take that long but after a few weeks they may be back to get glasses. Plant the seed.

Contact lens patients

Even the best contact lens patients will have times when they are not wearing their contacts. Allergies, eye infections and eye fatigue are a few examples. Back up glasses for these patients are essential. A question you and your doctors should be asking to all contact lens patients is “When was the last time your back up glasses were updated” When a number of different people ask the same question the point of how important it is will be made. Contact lens wearers tend to be more concerned about fashion and are good candidates for our fashion forum and designer lines.

Driving Glasses

A good pair of polarized glasses for driving are a great benefit for your patients. If you ever had to squint because of the glare from the sun you would benefit with that second pair.

Remember, Transitions lenses do not get real dark behind the wheel because the windshield blocks the UV that activates the lens and clear lenses do not block the glare either. Polarized glasses have a filter that cancels out the reflective glare that affects drivers. Use your polarized display to show the patient how polarized lenses work, that is usually all you have to do.

Readers

With the increase of baby boomers needing reading help more and more patients are moving to Bifocals and reading glasses. Your patient may use bifocals for their daily general purpose needs. However if they do a lot of reading or close up activities they may find it a benefit to having a wider reading area. Readers can either be custom made or we also have a large selection of readymade readers.

Lost Glasses

If you have ever misplaced your glasses or readers 2nd or even 3rd pairs are a must. The simple question to ask is "Have you ever misplaced or lost a pair of glasses." If that answer is yes that will open the door for the importance of having more than 1 pair of glasses.

With 2nd pairs running 40% off you can get a great pair of glasses for all your patient's needs at a really low price.