Transaction or Experience? What Does Your Patient Want?

Fascinate The Frame!!!

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Hot Topics!

Analyze The Prescription First!

Progressive Prescription and Add Power
Short Corridors
Always adjust before measurement

Fitting Height?

Accommodation
Minkwitz Law
Rules of Thumb
Slide 4

**Digital Measuring Vs Sharpie**

- Accuracy!
- Digital Vs Base Curve
- Dependent!
- Short Vs Deep PAL!

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Slide 5

**Internet Eyewear Puzzle**

- Plant Seeds of Doubt!
- Why won’t they work?
- Matched Optics?
- Optimized Sight?
- Frames MUST be adjusted first?
- Service Agreement?

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Slide 6

**Consumer Pushback and Objection**

- Defend First = You Lose!
- Feel, Feel, Found!
- When did we last make eyeglasses for you, Pat?
- “You haven’t made glasses for me?”
- “Wow, Pat, you may be surprised to know others who felt like you found...”

**Close!**
Slide 7

Fascinate The Frame!!

From Attraction to Obsession:
Reinforce with "Lovely" words!
Get both frames and SAVE even more!
Are you kidding? Of course you deserve it!
Revist their mirror!

Slide 8

The New Seasonal Collections!
Retail Fashion!
Broadcast!
Enthusiastic!
Urgency and Scarcity!
Call Them!

Slide 9

Insurance and other Words That STOP the Sale!
We use the wrong words and phrases because we use bad scripts or no scripts, and we’ve been conditioned by managed care ‘eligibility’ forms!
Slide 10

Be Preemptive

“Donna, I can imagine 3 frames from the new collections that would look fabulous with your features…”

Slide 11

Ask Questions

“Pat, you strike me as a fashion trendsetter, adventurous in your style; do you also enjoy classic and timeless styling, too?”

Slide 12

Connect Personally

“I see your name listed as Patricia, do you prefer Patricia?”

NO, I prefer Pat!” “Well Pat my friends call me Sally; I’m excited for you, I can already imagine 3 frames in our new seasonal collections that would look stunning on you,…”
Slide 13

“Nice” “Great” “Good”
Use descriptive words that captivate expression and emotion
- Stunning!
- Gorgeous!
- Fabulous!
- ______________ !

Slide 14

YeGlass Junkies!
Hooked On Looks!
“I spent a lot for these last year! I’ll just use them again!” …

Slide 15

Captivate & Intoxicate
With What They Could Have!
Paint an image of what they could have; help them see themselves in multiple styles, shapes, colors; more Sun… Build a wardrobe!
- Pat, most ladies prefer to use their benefits to have savings on the 2 essential pairs of glasses they know they’ll wear, instead of only one pair? Let’s have fun and imagine…
Slide 16

*Gift Certificate*

They will forget you! Why wait for them to come to you?!
People buy with their emotion!
Capture and then make them fall in LOVE with another and then another!
Show them SAVINGS!

They Get Gift Certificates in their inbox from Their Favorite stores
How 'bout their favorite Optical gallery?

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Slide 17

*Care Credit?*

"Pat, now that you are reserved with Dr. Wonderful, our patients appreciate having choices; I’m going to share a best kept secret that our patients in the know, LOVE!"

Imagine you could finance your eyewear over time with no interest; if you’d like to go to the CareCredit website and pre-approve yourself, you can use it in our office and many other medical offices, 6 months, interest-free and stress-free!" Pat, again, my name is Kim; we want your experience to be wonderful, do you have any other questions for me?"

They Get Gift Certificates in their inbox from Their Favorite stores
How 'bout their favorite Optical gallery?

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Slide 18

*And The Winners Are...*
Reserve YOUR In-Office Team Retreat
Capture More!
Add Revenue!
Make It Enjoyable For All
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