

“Power Up Your Optical Dispensary”

with Mark Hinton, eYe Facilitate

Part 2 “Be the Expert, Not the Order Taker”



Staff Meeting Notes and Discussion Points

Discussion #1

What is the first thing that comes to mind when you hear:

- Order taker
- Expert
- Salesman

DISCUSSION POINTS

Does the doctor introduce you as an “expert?”

Suggested doctor's script: “John, Susan here is an ‘expert’ when it comes to fitting frames and taking the precision measurements required for you to see clearly and crisply through your new prescription, and that’s our goal! Susan, we can get John back to 20/20 today. Will you address his additional questions and scribe the notes in his record, please?”

“Do you set the stage and take charge?”

Suggested optician's script: “John, I understand what Dr Smith has prescribed for you and why. I’ll review it with you, advise you, and we’ll see if it makes sense for you, too. I also want to understand your thoughts and answer your questions. Sound good?”

Discussion #2

Is this the language of an “order taker” and/or an “expert?”

- “Did you want to look at some frames today?”
- “I know three or four frames that would look great on you.”
- “We’re going to need you to fill this out....”
- “Did you want the lenses that change when you go outdoors?”
- “Are you familiar with Transitions?”
- “We’ll get your glasses and get you outta here real quick.”
- “You should have a red in your collection, too. Think about that—and I will, too.”

DISCUSSION POINTS

Do you ask lifestyle questions?

Suggested optician's script: “How will you use your new eyeglasses? Work? Hobbies? Sports? Computing? Reading? After-dark activities?”

Do you find out first and advise?

The expert never assumes. The expert asks questions and often does not answer the buyer until they’ve clarified by asking additional questions. Get curious!

Help your customer to buy only your best premium lenses and treatments by advising—and checking-in for understanding.

Suggested optician's script: “John, your new lenses will automatically be AR “Ultra Clarity” treated lenses just like Dr Smith wore as examined you today. That way, you’ll have no annoying reflections, and you’ll see sharper, crisper and clearer.”

Be pro-active in suggesting and inquiring.

Suggested optician's script: “I see that the doctor advises Transitions lenses for you. Our patients love them. Are you familiar with Transitions?”

“Will Transitions replace my sunglasses?” (*This is not a “yes” or “no” question!*)

Suggested optician's script: “John, that’s a great question! These are the lenses people appreciate when sunglasses aren’t handy or practical, and they’re awesome. Let’s see what you think. Here are the benefits: They totally eliminate distracting and disabling glare that the older generation clear-only lenses can’t and when the excessive light and glare is eliminated, you won’t squint. Also, you’ll have more energy because your eyes don’t work so hard to see through the glare-noise, and you’ll readapt to after-dark sight in a matter of minutes instead of the usual hours it often takes to see clear after dark. Does that make sense for you, too?”

“How much are they?”

Suggested optician's script: “Great question! They're only \$119. (Frances or Bill), I see that you have an amazing ‘entitlement’ with your vision plan so you'd only pay \$85. Does that make sense for you, too?”

The order-taker allows the consumer to lead the experience.

An order taker says: “Did you want to look at new frames? Were you interested in the lenses that change when you go in and out? If you were thinking that you'd.... The doctor said you need the non-glare! I'd ‘just like to explain.... I'd just like to tell you about....”

(And other non-directive, non-engaging communication.)

Do you always lead the experience?

Did you notice the order, so far? There is acknowledgement first, followed by what others have experienced, and then the reasons (benefits) why others purchased. These steps are followed by a question to get buy-in.

Discussion #3

Examine the way you phrase things. Is the following negative—or positive?

- “You're going to have to...”
- “I would be delighted to...”
- “If you have any problems with those, come back and we'll take care of it.”
- “Let me think about that for you.”

DISCUSSION POINTS

Do you avoid the following words and phrases:

Just, but, I'll have to....

You'll have to....

I don't think I can....

If you were thinking you'd....

I don't know if I can....

I'm not sure.....

If you have any problems just come back.....

I'll hurry and get you outta here quick as I can!

No problem!”

Do you use words to engage and influence:

I'll be delighted.

It's my pleasure.

Can you think of any other questions I can answer for you, John?

Of course, I'll look into that immediately!

I'll check with my lab right now for you!

I'd be happy to do that for your convenience!

I can't wait to hear all the compliments!

Be thinking about a red pair, my lady clients all have a great red pair—and you deserve one too! I'll bet I can make that happen for you!”

Have faith in your abilities and confidence in your knowledge.

Do you *believe* that you will be viewed by the consumer as the expert and not the order taker!

FOR MORE INFORMATION

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