

# “Power Up Your Optical Dispensary”

With Mark Hinton, eYe Facilitate

## Part 1 “Why Are We Here?”



## Staff Meeting Notes and Discussion Points

### Discussion #1

#### “Why are we here?”

Do you ask yourself that question with each patient or customer?

#### DISCUSSION POINTS

- ▶ Are you here to sell?
- ▶ If selling is your task, what is your (greater) purpose?

#### “To serve a patient’s needs.”

Is that your answer?

If not, what is?

What gets in the way of that?

#### DISCUSSION POINTS

- ▶ Are you an order-taker?
  - This may occur when you ask, “Did you want....” OR “Should we look at....” In reality, you present yourself as an order taker vs. taking charge.
- ▶ Do you take charge? Do you “Set the Stage” for what comes next. Here are some scripts:
  - Ms Jones, again, my name is Mark, may I call you Kathy?” Develop a relationship without hierarchy. Relationships develop trust and patients who feel connected refer and return.
  - “I understand clearly what Dr. Wright has advised and prescribed for you today. I’ll review that with you and address your questions.”
  - “I’ll also provide you with choices so you can make good decisions so you’ll be happy, OK?”

#### “How well did I serve his or her needs?”

Do you ask yourself this after serving a patient or customer?

If not, how do you evaluate the services your provide?

### Discussion #2

#### “It can’t just be about selling.”

Revisit: Are you here to sell—or serve a patient’s needs?

#### DISCUSSION POINTS

- ▶ Do you get out of your head and get into theirs?
  - Ask how they’ll use their eyeglasses throughout their active day and also after dark!
- ▶ Do you tell a story about the benefits you provided for others? Then do you CHECK IN for their understanding, you’ll connect and engage.
  - “Kathy, that’s a great question! I’ll share what I did for someone a few weeks ago who is very happy with my advice and we’ll see if it makes sense for you, too, ‘sound good?’”

#### “Trust is lost”

#### DISCUSSION POINTS

- ▶ Do you ever feel that “trust is lost?”
- ▶ You’ll lose trust when you tell “them” what they need without first asking questions to understand their need!

#### “Set a good foundation about why we are here.”

Do you connect the optical experience with the exam experience and reduce the patient confusion?

### DISCUSSION POINTS

- ▶ “Cathy, I’ll be sure you have the same type of lens in your eyeglasses as Dr Wright examined you with, so you’ll see clear, and with crisp and sharp sight, I imagine like most, that’s important for you too, agreed?”
- ▶ If you make it about the patient, do you feel that it is harder for them to disconnect?
- ▶ When you connect and make it about the patient/consumer, trust is set!

### Discussion #3

#### **“Sincerity is going to shine.”**

Do you enjoy what you do?

How do you feel about helping customers/patients?

### DISCUSSION POINTS

- ▶ When you do it because it’s a job, only, you will not find the initiative to be an expert!
  - o Are you an expert?”
- ▶ For example: What really is a high definition PAL, and why is it beneficial for the presbyope?
- ▶ What is a little known fact about photochromic lenses {Transitions} that would benefit the average person who needs the best possible sight after dark?
- ▶ How do your patient encounters begin? What is their first question?
- ▶ What do you say to set the stage?
  - o If it begins with “So, are we looking at new frames today?” OR “Did you want new frames?” OR something similar that places you in the salesy order-taker position.... You will lose more than you’ll win!
- ▶ Are your encounters relaxed?
- ▶ You can relax when you have reflected on your ability to influence, when you have recorded, listened to, and refined your verbiage and dialog.

### Discussion #4

#### **“We need you to....”**

Do you ever use that phrase? Do you hear that phrase when you go to the doctor?

What does that phrase “say,” and what is a better way to say it?

### DISCUSSION POINTS

- ▶ Do you make it about them? Consider:
  - o “Ms. Jones, we want to make your experience today wonderful, and we don’t want to miss anything that will be important for you, so may I ask you to please....?”

### **Tips for a Personal Presentation**

- ▶ Make it count
- ▶ Be interested
- ▶ Keep eye contact
- ▶ Tell a story
- ▶ Keep it short
- ▶ Check in for understanding
- ▶ Remember: They’ll only remember about 3 percent of what they hear you say
- ▶ BE the expert!

### **FOR MORE INFORMATION**

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