

Frame Selection: You be the expert!

First, get out of your head and get into theirs! They are a patient in the exam room and they are a consumer in the retail dispensary! Put your relationship hat on first and then help them buy!

Work toward selecting at least 2 frames for the consumer, within 20 minutes!!! You can do this in most cases! Keep the flow and keep their attention and reduce confusion. Optical chair-time cost is about \$1/minute or \$60/hour! WOW!

People want to feel good about their frame purchase and the optical associate is responsible to seal that feeling, Right? It's easy to become complacent and lose enthusiasm when you are bombarded by the ones who say "I just want what my insurance allows!" Or "Give me a copy of my Rx, I'm going to look around!" Often, these people have not been excited and engaged previously; OR they're afraid you're going to try and hard-sell them. OR they truly are on a tight budget! BUT, you can get them excited about your budget frame too! Simply ask: ***"Do you have a specific budget you have to stick to, or can you choose whatever you'd like to wear on your face for the next year?"***

Be in charge ask questions: {"Most people tell me there's 1 or 2 things they'd like to change about their eyeglass frames; what would you like to change?"), and be the expert your client would want to consult with when it comes to style-on-the-face! Be aware that people often buy into the emotion they FEEL about "the" frame and how it's going to look on their face; so observe their sense of style. Wherever you can, have fun with the styles. Play! People appreciate compliments; so compliment. This is not to say you contrive it to make a sale. You simply and sincerely guide them through the confusing and often overwhelming TASK of purchasing eyeglass frames. You've got to tap into their emotion and what that new image will "Look" and "Feel" like to wear on their face. They need expert help and advice to make a sound decision!

Things to consider:

Whether it's a best-dressed man with shiny shoes and well-groomed, or casual, or even a rugged outdoors-man, you're going to say something to describe the look and engage his emotion. For example:

"Tom, do you want sort-of-a commanding presence look or more casual with a sense of unique, bold, or something that blends in?" {*** See below} "Well, I really like my frame and I'd like to use it again!"

You may consider helping them with the "emotional buy-in"!

- "You show a commanding presence in that frame!" "Can you see that too when you look in the mirror?"
- "That frame is simply handsome!"
- "That frame is powerful without overpowering you!" "Do you see that, too?"
- "That is simply a dynamic look!" "Look here and see if you "feel" the same!"
 - Choose very thoughtful adjectives to describe the look! People buy emotionally:
 - Bold, Empowering, Killer, strong, Amazing, Home Run, TKO, All Star, clean-cut, , fashionable, fine, good-looking , impressive, noble, personable , robust, sharp, smart, smooth, spruce, stately, strong, stylish, suave, virile, well-proportioned

Stay far from average words and phrases such as: Great, Fine, Really Good, I think, etc.

Women want to feel and look youthful! {Men do, too!} Consider using emotionally focused phrases:

- “That frame makes you look youthful and brightens your face and eye color!” “Do you see that too?”
- “That’s a youthful look and it lifts perfectly at your blush line, too! I love the way the color works so well with your skin tone and the shape of your face.” “Do you see that, too?”
 - Become a beauty or fashion consultant/expert for eyeglass-wearing women! Make it fun where you see you can, observe ‘buying signals’ like: “I really like this!” Meet the same tone as your consumer and agree, with reason and benefit: “You have incredible taste! That frame is enchanting on you and at the same time unique. The bold accents give it artistic flair, too! Do you see that?”
 - “That frame lifts beautifully at your blush-line and gives you a fresh, youthful appearance!” “Look in the mirror, do you feel it too?”
 - Choose very thoughtful exciting and engaging adjectives to describe the look and excite the feminine emotion: People buy with emotion!
 - Dazzling, Unique, Fun, Sexy, Brilliant, Fabu, Luxurious, Elegant, Charming, Vibrant, Beautiful, Enhancing, attractive, uplifting, light, alluring, angelic, beauteous, bewitching, charming, classy, delightful, divine, enticing, exquisite, gorgeous, graceful, grand, ideal, lovely, magnificent, marvelous, pretty, radiant, ravishing, refined, stunning, superb, adorable, agreeable, alluring, beautiful, bewitching, captivating, charming, comely, enchanting, engaging, enthralling, enticing,, fascinating, glamorous, gorgeous, inviting, lovely, alluring, magnetic, mesmerizing, pretty, seductive, stunning, tantalizing, teasing, tempting, winning

Position yourself to be the expert; consultative, and helpful to people in a typically very, very confusing situation for MOST consumers. Purchasing eyeglass frames is confusing for most people! Don’t hesitate to find out if they’re confused! ***“Is it as confusing for you as it is for most people to choose just the right look and trust it?”***

Whether they follow you to the “boards of confusion” or sit and you bring frames to them, you direct “traffic”!

In other words, you hand them the first frame and say: “Try this on so I can gage the IDEAL shape, fit, and function, and we’ll go from there!” “Now have a look in this mirror!” Look for favorable sign and if you like it OR they immediately like it, agree and say: “Let’s set this aside and revisit it in a few minutes after we have great comparisons!” and then go for the next and so on. If they disagree with you, say: “I’m so glad you have an opinion! You can wear so many styles so well and that’s simply another great style!”

Always work toward narrowing the frames to about 7, VERY quickly, without appearing as you may be rushing! After you’ve selected 6 or 7, stop and say: “We’ve got an excellent assortment of choices to narrow to your favorites; so let’s sit and choose the best!” Then, sit down at the dispensing table and start narrowing it down to no less than two frames and sometimes three (Computer, Sport, SV for TV, SV for Reading only, etc) AND when you make the final decision, and your consumer says “Oh, I like this frame!”, you simply agree and say “I do, too! Is that your favorite?” “Which is your second most favorite?” Then, as you narrow it to two and three, express to them: “I like all three of these frames. I don’t know how you’re going to decide; let’s narrow it down. Which one do you like the best and would you like to wear the most?” ***Then, when they decide, go ahead and begin the measurement process, and when you’ve finished that, after you price it and BEFORE you present the price, have the person try on the second choice frame, and it goes like this: “Would you try this frame on and look in the mirror for me?” “I’m curious, could you imagine how (handsome/Vibrant) you would look with that frame made up as your sunglasses?” For the woman, you’re going to simply say: “Try this on again! Look at that frame! That has such an elegant, beautiful look for a sunglass. Could you imagine yourself in that for a sunglass?” You’re helping people -- you need to excite them about the frame buying process. 2 is better than 1! For them and for you!***

Be sure to express your WOW warranty: Overall, people today in the present economy want value and durability!!!

***** “I’d like to use my own frame!”**

Consumer: “I’d like to have my new prescription put into my own frame!”

Adjust for your style: “Sure!” Listen, before I do that, I have a concern and I wonder if you may share the same concern too? We make your new lenses for you and we install them in your frame and a week, two months, five months down the line, your frame pops and breaks or you have an accident with it; you’ll have to buy a new frame. BUT, the downside is, you’ll have to buy new lenses all-over again and most people haven’t considered this and usually decide to keep these {point to old pair} as the most current back-up for assurance and buy fully warranted frame and lenses. Does this make the most sense for you, too?”

“If that happens, can’t you order a frame to fit my lenses?”

“I wish!” “That would be simple, but, it’s like fitting a random key in a random lock. Sometimes it works and most of the time it doesn’t. (Wait and listen!)

Self Assessment Quiz:

1. Frame selection is easy for the typical consumer: T F
2. People buy with _____.
3. How many frames should you select before you narrow the choices? _____
4. How many frames should you narrow it down to after sitting and comparing? _____
5. What do you say about the next most favorite frame choice?

6. Name 3 adjectives to describe and engage for a man: _____, _____, _____
7. Name 3 adjectives to describe and engage a woman: _____, _____, _____
8. People are patients in the retail optical and they know it! T F
9. Position yourself to be the _____!
10. Stick to business and don’t make this fun T F
11. On average it should take at least 35 minutes to select frames and decide on the best one(s): T F
12. In the present economy people want value and durability: T F

