

Ms. Jones, I'm Judy, may I call you Kathy? "YES!" {Get to first name and connect ASAP, wherever possible. Be your consumer advocate!}

What's the difference between you and Walmart/Costco?

Thank you for asking! We're very different from Walmart/Costco. We design your lenses to optimize your best sight because your needs are unique for you and you alone; Other patients, just like you, appreciate that we match the lenses to the exact prescription instead of using a 1-size-fits-all approach like Walmart. All lenses aren't the same and correct sight differently; we educate, advise and provide choices without confusion, so you can feel confident in your decisions and realize the best sight, reactionary speed, highest performance in every aspect of your day and night, with less fatigue, too! We work within your means and your budget to provide you with the best possible sight as you might expect. Does that make sense and satisfy your question? Would you like to sit with me and build your ideal pair of eyeglasses?

I just want what my vision insurance allows, and that's it.

Of course, absolutely, I would be happy to work with you on that. Often, people are confused about what their vision benefit plan actually "contributes". Like most patients, you may be thrilled to know that we don't restrict you from choosing exactly what you would want to wear on your face. You can choose anything you want and we'll apply your vision plan contribution for you and maximize the benefits and all that you're entitled to. Have a seat here and I'll help you build your ideal pair of glasses and sunglasses and we'll do it without confusion so you'll be happy!

No, I just want what my vision plan allows. Okay, let's get to it and build those ideal glasses, and while I am at it, I'll show you other things that you may not have considered, so you can make wise decisions. Come over here and have a seat.

I don't want to sit down. I want my prescription. You're not going to sell me anything.

OK, with all due respect, are you considering us to fill your new prescription; and I ask this because occasionally, other patients like you, have expressed the same to me simply because they perceived we were too expensive, they thought all lenses were the same, and they were afraid we might try to sell them something they didn't need. Do you feel the same? Buying eyeglasses is confusing for most and we know this. And we won't fit you in a one-size-fits-all package! We remove the confusion, we work with you to design your ideal eyeglasses within your means that you would want to wear on your face and we provide you with choices so you can make well-informed decisions. Would this be helpful for you?

What about those "Transitions" Lenses?

Wow, they're absolutely terrific lenses! Our patients love them! We rarely fit the old-style clear-only lenses because they simply don't absorb any kind of glare whatsoever and the clear-only lenses cause you to squint. Transitions block glare, reflection, and damaging ultraviolet radiation so you see sharp and clear and comfortable all the time, and in any light. Transitions automatically adjust to various lighting conditions too. You'll find yourself squinting less, which means incredibly reduced eye strain too. Like others, you'll love the convenience and comfort of not having to switch glasses when you're going indoors to outdoors throughout the day when your sunglasses aren't handy or even practical. I'll advise them for you, too. 'sound good?

I want to use my own frame!

"Sure, before I have it inspected, I have a concern and I wonder if you might share the same concern too. Now, in the unlikely event your frame breaks during or after the new lens insertion, do you have a current prescription alternative pair of glasses? And here's why I ask: more often, your frame may become discontinued to make room for a new and current fashion. Finding another frame other than the frame your lens is measured and made for is like fitting a key into a lock. Occasionally it works; more often it doesn't. In the event it doesn't, you'll buy a new frame and you'll re-buy new lenses. Most people haven't considered this risk. I always ask because it happens more than you might think and I don't want you to experience any bad surprises from un-met expectations. That's my concern. Do you want to keep this pair as your most current back-up and make a new pair with a new warranty on both the frame and the lenses, so you can be absolutely sure, in the event your frame may break, which does happen, you would be completely covered. Does that make sense?

YOU have less than 15 seconds to establish trust with the consumer and that won't happen unless you genuinely take your sales hat off and put your concerned relationship hat on! You've got to make it about them and that means ask questions out of curiosity that feel helpful and sincere and that won't feel threatening!

During your conversation with your consumer, be sure you're asking lifestyle questions. You can't express what they need without understanding how they use their eyeglasses under various circumstances throughout their unique and active day... AND night! If they don't feel like they need it or they're confused by your process, they're not going to buy it. People buy with emotion and they justify with what's relevant or logical, or makes sense for them. Does it fit their need? The simple question that you'll ALWAYS ask is: So I understand your needs, which are different than others, tell me how you're going to use your eyeglasses during the day and evening so I can help you make smart choices and simplify this for you without confusion. 'Sound good to you? They'll say "YES!" and you'll start on a solid foundation!

 eYeFacilitate