



AMD and Sun / Health:

Sunglasses:

- When asked, many people tell me they aren't sure just how much their sunglasses protect them from UV radiation. Show me what you're using now to protect your eyes from the devastating effects of the sun and I'll examine them for protection, sound good to you?
- Did you know sunglasses act like sunscreen for your eyes?
- Did you know insufficient ultra violet radiation filtering will cause more damage than wearing NO sunglasses at all?
- NOT PURCHASING TODAY: I'll provide you with information and education so you can plan for me to make your sunglasses within the next 3 months or less, OK?

How do you introduce and engage your optical consumer to the sunglass purchase?

Be frank and not salesy! You do not and can NOT sell something to someone! You help them buy from you through asking questions that uncover need. You explore that need by asking questions to understand their unique lifestyle!

- Indoors
- Outdoors
- After-dark

If, after you ask the questions and explore the need, your consumer refuses sunglasses, you may say:

"Kathy, I understand you can't add your sunglasses today and [®]CareCredit is NOT an option for you! Please plan for your sunglasses as soon as possible and here's the reasons why: every week, we see patients with devastating effects from the sun's damage to eyes. Heredity plays a key factor too! These people would do anything they could to restore their sight and in many cases the blindness was avoidable! This is why we are vigilant with all of our active patients to council the importance. So, plan for it and come in for your sunglasses as soon as you can and we'll work within your means so we can improve your odds and reduce risk. 'Sound good for you, too?'"



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= A lifetime

advantage and the peace-of-mind you've done everything to Protect and Preserve their precious sense of sight!