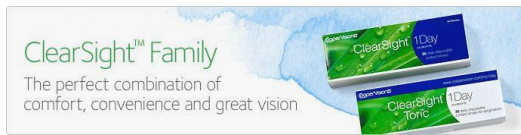


Contact Lenses:

Offering New Cooper “ClearSight” Contact Lens Technology to Patients



Wouldn't it be terrific to move CL patients into new technology and daily disposable contact lenses? To do so would bring about simple compliance and therefore healthier eyes!

Learn and implement the following scripting in your words, sticking to the key elements {Note that the statements below include benefits. People purchase when it sounds good to them!}

Technician: New Technology & Dailies CL Script

Moving the new & established CL patient to new technology:

- “Ms Jones, we'd like to introduce a leading-edge technology contact lens on your eye today. Our patients are raving about them because they're simple and easy, and you're a good candidate. It distributes oxygen and tears more effectively for superior comfort and best eye health.” “We'll need to re-evaluation the contact lens fit today to ensure a perfect fit. Does that sound good for you, too?”
 - “How much?”
 - “By the time you remove the need to clean your lenses, and buy solutions to store your lenses; it's literally pennies a day! You start out each day with a fresh, sterile lens and we'll fit you with a diagnostic lens to be sure you're a candidate. There's a \$ __ rebate too which drops the cost even further. ‘Sound good to you, too?’”

Moving the Eyeglass wearer to Daily/Flex wear:

- “Kathy, you might be a great candidate for a one-day disposable flex-wear contact lens! You could switch off between your eyewear and contacts. Imagine that you can use them for occasional wear, like sports, weekend wear, going to events or anytime you like. Would that kind of flexible option interest you?”
- “John, would you like to avoid possible infections related to contact lenses, the additional time required to clean your contact lenses each time you remove them, and no more storage solutions? ... Many of our contact lens patients have switched to the new-technology-daily-disposable-contacts. They love the easy no-clean convenience and knowing the lens is “fresh”, sterile and carefree! Does that sound like something you'd like, too?” ...
- We'll need to evaluate to ensure a perfect fit. ‘Sound OK for you?’”

“Yeah, ‘sound's good!” **How Much?**

- “How much?” equals “what's in it for me?”
 - Be prepared!
 - Recap the benefits!
 - “Well, first of all:
 - No more solutions to buy!
 - No cleaning time required, which leads to:
 - Peace-of-mind!
 - Healthier Cornea!
 - Added comfort and
 - Fresh, sterile lenses each morning!”
- “So, by the time you add it all up, it's literally a few cents each day... and you get a rebate, ‘cause we'll ship the supply you need, directly to the address of your choosing. Our patients just love ‘em! Sound good for you, too?”
- “We'll need to do some additional evaluation to ensure a perfect fit, OK?”