

COURSE OUTLINE AND LEARNING OBJECTIVES

Title: The \$2,000 Minute: Growing Revenue through Professional Dispensing

Course Description: Professional dispensing is a process of meeting and exceeding patient expectations and leveraging the increased satisfaction into creating walking referrals. The optical dispenser of today needs to be part psychologist, part knowledgeable salesperson, and part technical wizard.....and must be able to display all of these competencies to their customer in a very brief amount of time. This course will help you streamline your product presentation and patient education techniques for increased satisfaction, understanding, and profits. You will learn: scripting techniques to showcase the value and usage of eyewear options and solutions; and how creative merchandising and frame selection strategies can promote the concept of multiple pair purchases.

Course Length: 2 hours

Course Level: 1

Course Classification: general optical

Intended Audience: Opticians, technicians, practice managers, business owners

Teaching methods: lecture, discussion, exercise

Learning outcomes:

Upon completion of this course, the attendee should be able to:

1. Script verbage for the doctor to use in the exam room to introduce patients to eyewear options designed to enhance a patients vision and lifestyle needs
2. Document current revenue per patient and benchmark against optical professional standards
3. Identify the needs and concerns of their patients through effective communication, information gathering and questioning skills
4. Utilize feature and benefit scripting to communicate solutions to their patients
5. Describe and demonstrate an example of a presentation of eyewear frames designed to showcase multiple fashion and function solutions.
6. Describe merchandising strategies that increase the patient awareness of new products and the multiple options, images, and lifestyle solutions available in eyewear.

COURSE OUTLINE

Introduction & Overview of Learning outcomes

1. (Discussion) Pre training revenue per patient review

- Where are you now?
- Where do you think you need to be? Is it realistic

Evaluating your revenue per

Know your numbers: Benchmarking exercise

Facts and figures on average revenue per patient

Private practice vs. retail

Document, measure, compare, set strategy & goals

Communicate internally

What's in it for you?

Makes your job: easier, more professional, more exciting,
patients understand and less resistance or future problems,
increased practice profits equals job security

How to achieve your goals:

Options to increase revenue per patient:

- Charge more?
 - Professional approach to dispensing
 - Sell more of what they need, want and deserve!
Premium product bundling: Best, Better, Good
Presentation techniques to never sell the perfect pair!
 - Multiples: the “other first pair”
- Internal and external marketing of your dispensary

2. (Discussion) It all starts in “the Chair”

What the doctor needs to know

What the doctor needs to do

What the doctor needs to say

- The “dealbreakers”
 - One eyed Rx's
 - Great news, No change
 - Old glasses fine, just need some tune up
 - Lenses only, same frame

3. A professional Dispensers guide to “The Successful Customer approach”

- The greeting
- Establishing expertise
 - Pulling through Dr. recommendations
 - Using a needs assessment
- Scripting for Success
 - Magic words
 - Tell me
 - I understand
 - Let me
 - I recommend

4. (Lecture) Presenting options and providing choices

- Problem solving through premium products
 - Getting over internal sticker shock
- What are F.A.B's anyway?
- Why are they important to me, my patients, and our practice?
 - Describing and demonstrating features and benefits
 - The “so what” test
 - Scripting skills for increasing patient understanding
 - Replacing jargon and “techno babble”

(Exercise) Describe the features of a product and explain visual and cosmetic benefits

4. (Demonstration) Taking control of the frame selection process

- How to showcase image and function options
 - The 6 pair rule vs. the perfect pair
 - Are you and your inventory competing with your multiple pair goal?

(Exercise) Language that taps into patient emotions

(Discussion) What is your process now?
 Is it working?
 How long does it take?
 What could you change or do differently?
 How can technology be a presentation asset?

- (Exercise)** Dealing with resistance
- Techniques to manage patient objections
 - Price
 - Additional pairs for vision/image/lifestyle needs
5. **(Lecture)** **Merchandising for increased Profit and Patient Awareness**
- Dispensary layout and product placement
 - Communicating through visuals
 - Grouping by image and function categories
 - Assessing your merchandising opportunities
 - Dispensary, waiting area, pre-testing area, contact lens area, etc
- (Discussion)** What have you seen other retailers (outside the Optical profession) do to create excitement around or promote interest in a new product?
6. **Summary:** **Review of content**
- (Exercise)** Group demonstration of a patient interaction from greeting to close
- Feedback?
 - Did we meet the learning outcomes?
- (Discussion)** **Goal setting: Measurement & Tracking options**
- Action planning & Commitment phase
 - What steps will you need to take to achieve these goals?
 - What rewards will you get for achieving this?
- (Exercise)** 3 things to do immediately when you return to your practice
- Q & A Session