

Creating Patient Touchpoints

Creating Value - Tying recommended visual solutions to individual visual needs


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On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Conference Advisory Board considers content and speakers for future meetings to provide you with the best education possible.



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Speaker Financial Disclosure

Bob Alexander has no financial interests to disclose.

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Objectives

At the end of this presentation, you will be able to:

- Restate how paradox of choice negatively affects decision making
- Identify patient visual needs through proper questioning
- Apply and explain an identified need to a visual solution/s
- Overcome patient objections to offered solution/s

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Selling Creates Pushback!


Patients are overrun with choices, *and* they are consumer experts.

What is our solution?

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Be Different!

Well educated on your offerings
&
Communicate effectively.




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Background

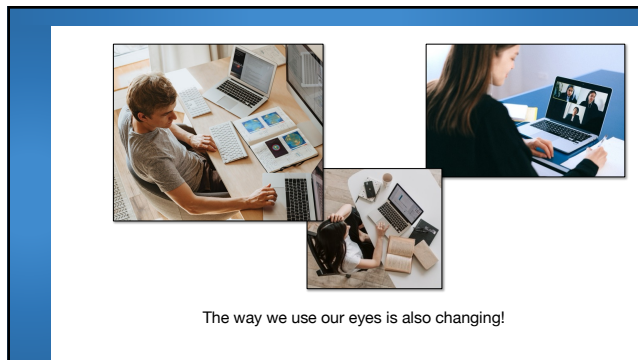
Patient demographic *and* visual needs are changing rapidly.

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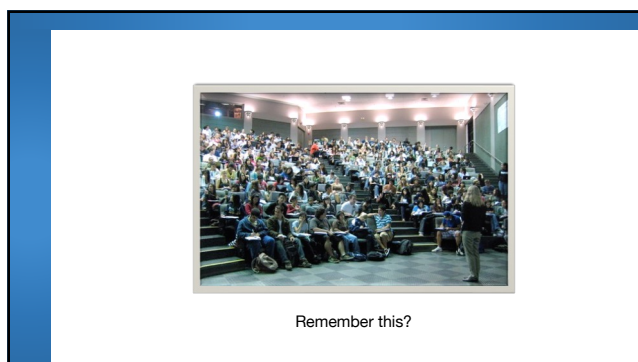


Our patient base is changing.

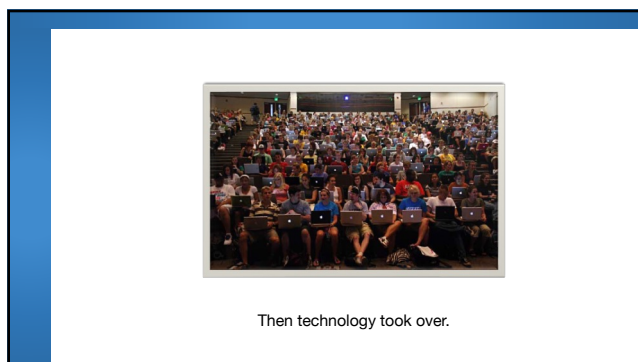
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Today, a pandemic has permanently changed our visual demands.

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Paradox of Choice


Too many choices is making the decision process too complicated.

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Paradox of Choice

Some choice is better than no choice.

Too many choices can leave us feeling unsatisfied with our decision.




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Paradox of Choice

Some choice is better than no choice at all.

Too many choices can leave us feeling unsatisfied with our decision.



Opticians on Facebook
 one person, patient came in at 12:45, did not leave until 2:40, asked me if she could bring the Coach's to my desk, ended up bringing all of the Ray Ban, Coach, Guess, and Ted Baker. this isn't even all of her mess. walked out without getting anything 😞😞

16 likes 20 comments

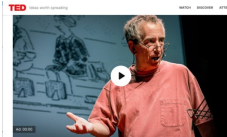
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Paradox of Choice

Produces paralysis

Decreases satisfaction

1. Regret
2. Opportunity cost
3. Escalation of expectations
4. Self-blame




Barry Schwartz – Paradox of Choice

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Paradox of Choice

Regret

It's easy to imagine that you could have made a better choice.




Barry Schwartz – Paradox of Choice

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Paradox of Choice

Opportunity Cost

Retracts from the satisfaction of the decision, "Since I didn't choose the other thing, I'm missing out!"




Barry Schwartz – Paradox of Choice

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Paradox of Choice

Escalation of Expectations

If there are all these choices then one of them should be perfect, and if mine isn't perfect, then something is wrong!



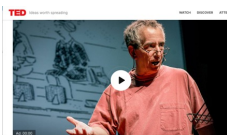
Barry Schwartz – Paradox of Choice

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Paradox of Choice

Self-blame

If something goes wrong then the patient believes it's their fault, they feel they could have done better.



Barry Schwartz – Paradox of Choice

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Avoiding Paradox of Choice

Technology?
Convenience?
Performance?
Connection?
Price?

Personalized Experience!


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Avoiding Paradox of Choice

Get the patient involved.

Create a -
'Dinner Conversation'
Moment!

Personalized Experience



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Personalized Experience

71% of shoppers on average express some level of frustration when their experience is impersonal.

49% of shoppers made impulse buys after receiving a personalized recommendation.

44% of shoppers will become repeat buyers after personalized experiences.

Segment, October 25, 2017

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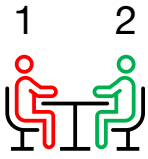
Listening
Not hearing

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Listening

1 = Talking
Discuss something that is important to you.

2 = Listening
Ignore the conversation.

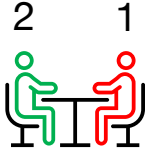


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Listening

2 = Talking
Discuss something that is important to you.

1 = Listening
Be intent. Ask questions to clarify, understand.



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Listening

Listening to respond.	Listening to understand.
<ul style="list-style-type: none">• Disengages other party• Won't feel heard• Being sold to	<ul style="list-style-type: none">• Involves other party• Feel heard• Being offered solutions

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Listening

80 / 20

80% Listening
20% Talking

Listening – understanding needs
Talking – open-ended questions to clarify

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Asking Questions

What are you doing now?

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Questioning Exercise

Open or closed? Leading?

1. Do you feel that way about your glasses because you've had negative experiences?
2. Why is that important?
3. How do you use your vision in a typical day?
4. Are you concerned about how the price can impact your budget?
5. Is that OK?
6. What are your concerns about the price?
7. Do your children have issues with their vision?
8. What do you mean when you say that "it just doesn't feel right"?
9. Do you understand how progressives work?
10. What is more important to you at this point, the price or quality of your vision?





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Ask Questions. Find their Needs... Link their needs to your visual solution.

"What are your hobbies?"	"What do you do at work?"	"How much time do you spend on a computer each day?"	"How do your eyes feel at the end of the day?"
"When do you struggle most with your vision?"	"How much time do you spend outdoors each day?"	"What don't you like about your current eyewear?"	"What do you love about your current eyewear?"


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Identify Needs

-  Ownership of an **EXPERIENCE** happens when a patient starts to realize their issues and concerns on their own.
-  This creates a **MEMORY** or a light bulb moment.
-  You become a **MANAGER** of **SELF DISCOVERY!**
-  Once they own the problem, the solution become much easier to **UNDERSTAND.**


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Link Patient Visual Needs to Your Solution



- Reconfirm the needs they stated
- Focus on the benefits of your solution
- Demonstrate what the solution can do
- Give one price for a total visual solution

'\$750'




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Linking Solutions to Needs

Turning features & benefits into value.

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Describe the Features



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Offer Value – Not Benefits

VALUE – A benefit that provides a solution to the patient’s specific needs based on their lifestyle preferences or visual issues.

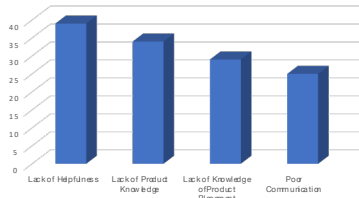
BENEFITS – Result of a feature..

- **Offers** a solution to a problem or concern
- **Directly relates** to the stated need of the patient
- **INCREASE** perceived value
- **May NOT** offer a solution to a specific problem or concern
- **May NOT** relate to any stated need of the patient
- **DECREASE** perceived value

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Value – Education & Communication

What were the most common problems you encountered with the employees you interacted with at physical retail stores during the 2022 holiday shopping season?



2023 Retail Customer Experience Survey - <https://www.thredco.com/resources/reports/thredco-2023-retail-customer-experience-survey/>

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Offer Value – Not Benefits

“Value is not determined by those who set the price.”





“Value is determined by those who chose to pay it.” *Simon Sinek*

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Overcoming Objections


You mean people don't always agree to buy what you recommend?!

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1	2	3	4
REVEAL	RECOGNIZE & RESPOND	RESOLVE	RECOMMEND
			

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STEP 1 – Reveal why the objection occurred

	APPREHENSION Does not believe or trust your claims
	CONFUSION Inadequate information or misinformation
	OBSTACLE Valid point about a drawback to your product

(Note: The text 'Incorrect perception about features and/or benefits' is present in the original image but is not explicitly bolded or separated as a distinct category.)

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STEP 2 – Recognize and Respond to the to the objection

RECOGNIZE & RESPOND 

'I understand your concern given your prior experience.'

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STEP 3 – Resolve

RESOLVE 


APPREHENSION
Provide proof

CONFUSION
Provide correct information

OBSTACLE
Redirect conversation

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STEP 4 – Recommend

RECOMMEND 

Recommend and ask permission to move forward.

Back to original recommendation is the goal.

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Overcoming Objections - Practice

Let's see how you do!

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Overcoming Objections - Practice

"I'm recommending polarized sunglasses to help with the light sensitivity and problems with glare while driving."

"I don't need sunglasses because my doctor sold me lenses that turn into sunglasses when I go outside."

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Overcoming Objections - Practice

"I'm recommending this frame. It has the features you mentioned you like and eliminates the issues you have with your current frame."

"I do like the frame you've recommended, but I would like something bigger. Bigger glasses will help me see better."

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Overcoming Objections - Practice

"Because you spend your workday viewing digital devices, I'm recommending a blue light protective lens."

"I don't want blue light lenses. Blue filter blocks blue colors from being seen."

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Overcoming Objections - Practice

"Due to the problems with glare during nighttime driving, I'm recommending anti-reflective, or non-glare, for your new lenses."

"I don't need no-glare on my glasses. My brother's girlfriend's cousin told me that tint will help with nighttime glare."

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Overcoming Objections - Practice

"These glasses don't work. If I cover my right eye I can see.

If I cover my left eye I can see.

But I can't see when I look through both lenses at once!"

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Overcoming Objections - Practice

"Your new glasses will be \$500, which include all the features to eliminate all the visual issues you're having with your current pair."

"These are too expensive. On-line is cheaper."

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Overcoming Objections - Practice

"I was sold 'scratch-proof' lenses. I am very careful with my glasses, but they're still scratched!"

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Overcoming Objections - Practice

"I'm recommending a progressive lens to help with the visual issues you're having seeing across the room, your computer screen, phone, and tablet at work. The total cost is \$500."

"That's a lot of money when over-the-counter readers are just as good as prescription readers."


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Recap
How about a quick review?

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SELLING CREATES
PUSHBACK –


BE DIFFERENT



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PARADOX OF CHOICE


1. Anticipated regret
2. Opportunity cost
3. Escalation of expectations
4. Self-blame



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LISTEN, NOT SIMPLY HEAR

Create a memorable experience.



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ADDRESSING CONCERNS


- 1 REVEAL 
- 2 RECOGNIZE & RESPOND 
- 3 RESOLVE 
- 4 RECOMMEND 

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