



# Bridging the Gap

...Maximizing Optical Sales

# ☐ Maximizing Optical Sales

- Leverage the consultative method
- How to package or tier offerings
- Quoting strategies
- Big box and online strategies
- Approach to “branding”
- Brief “handoff” overview

## ▣ Consultative Method, Uncover Needs

- Uncovering needs and wants. Prescriptive method. Rarely transactional: patient never knows exactly what they want or need.
- Ask occupation, hobbies, and what they think they want and need. Blend of needs and wants, let them tell you the priorities.
- Ask about & compare old pair. Remake reduction, added insight.
- Attention to detail differentiates you from online and big box.
- Don't lead with VCP. You don't work for VSP or Eyemed!

## ▣ Consultative, Benefits & Features

- Wants and needs = benefits and features.
- “You drive for 8 hours a day in these?” Wide progressive vision, Anti-Reflective, and task specific sunglasses.
- Price opposition reduces as you tie it to **their** answer/request.
- Reductions in price are reductions in benefits and features. Save \$80 and have more reflections, save \$150 and reading is harder.

## Packaging

- Helps with tiered offerings, 2 and 3 option sales. Basic and Premium or Good, Better, Best
- Differentiate consistently. Basic: basic material, conventional method, basic coat. Premium: better material, coat, and optics.
- Keep pricing difference consistent: same AR & material costs.
- “Spot treat” material/coating differences at consistent price.

## Quoting

- End of transaction once decision is made on frame and questions answered. Don't let insurance/price set tone.
- Give more than one choice. Take into account habitual as point of comparison.
- List the options briefly, briefly explaining a difference, give the numbers, ask what they want to do, and **shut up**.
- **At no point is brand a concern beyond your brand.**  
**Classification, type, tier, benefits, features.**

## 🏠 Big Box and Online

- Know your competition: read up on what they are selling and using so you can intelligently compare.
- Chain staff lack time/experience/desire for entire process. Online has caught up ***in patient's mind*** as far as measurements.
- You are the differentiator: informed, comfortable, consultative opticianry is ***all you have***. Consumer can't tell your product apart.

## Branding

- Even if you sell “branded” product, selling with marketing material exclusively invites comparison/price shopping.
- Whatever material you design or use, sell tiers and types, fill it with benefits and features from source of choice.
- Most see what we do as a commodity/consumer good: getting new tires. Your custom recommendation/fit is irreplaceable.



## Handoff

- See: “Sales from The Chair”

- Direct, brief, hit the high notes. “We discussed X and Y today, had questions about Z, X coating or Y progressive is probably a good idea. Last year’s pair had an issue, so make sure to look at Y. Ok, thank you, you’re in good hands, have a great one!”

- OD is handing off recommendations, but also physically transferring the trust of the OD to the optician.

- Should be done every time OD and staff can do so, as conversion goes through the roof.

# Resources

POP:

- ▶ <https://www.trypivotal.com/pln/pop/>

Video Training:

- ▶ <https://www.trypivotal.com/lessons/selling-from-the-chair/>
- ▶ 3.6, 3.7, 3.9, 3.10, 3.11

## Bridging the Gap, Further Questions

Questions? [support@trypivotal.com](mailto:support@trypivotal.com)