



Dr. Mark Sturm

Bridging the Gap Webinar Series

Selling from the Chair

Disclosure

- Yes, it's understood you will do what's best for the patient
- Starts with the doctor

Selling From the Chair

Goals

1. Acknowledge the need for a new Rx
2. Alternate correction options/2nd pairs
3. Options/Upgrades
4. Gain/maintain trust
5. Capture the sale

1. Do I need a new Rx?

■ Refraction Techniques

- ▶ Light levels
- ▶ Monocular comparisons (x2)
- ▶ Old vs new
- ▶ Trial frame - HabRx, computer, presbyopes

1. Do I need a new Rx?

■ New Presbyope

- ▶ Near vision check – feedback?
- ▶ Delaying MF – Adaptation
- ▶ Lined vs Progressives

▣ 2. Alternative Rx's / 2nd pairs

■ Based on history/lifestyle – (typical consultant talk)

- ▷ Progressives
- ▷ Computer/workspace
- ▷ Reading Rx
- ▷ Sun Rx

■ Mention VCP, 2nd Pair Sale

■ Reuse Frame? Backup pair?

▣ 3. Options/Upgrades

■ Progressives

- ▷ Adaptation
- ▷ Type/Brand of Progressives
- ▷ Alternatives – BFs

■ Upgrades and features (Know your products)

■ Spend \$\$ on the lenses before the frame!

4. Trust

- Discussing ways to save – maintain integrity
- Acknowledge cost-benefit with premium products
- Some patients just want to be told what to do*
- Too many choices is counterproductive– read your patient
- Avoid sales pitches

5. Capturing the Sale

- Find ways to start the conversation
- Their pending decision / your recommendation*
- Mention VCP benefits if applicable
- Same day sales tactics – SV vs MF
- The Handoff – continuation of the message

Selling From the Chair

If you have any questions or comments, feel free to contact Dr. Sturm, support@trypivotal.com