

Selling What Patients Can't See

2 Hour ABO

Technical Level II

Intended for opticians with a basic understanding of optics and lens technology

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Course Description

Patients buy outcomes, not features. Learn how to make the invisible benefits of premium lenses tangible through engaging demonstrations, personalized recommendations, and memorable dispensing experiences that drive patient satisfaction and premium sales

Course Objectives

- Explain the benefits of premium lenses in ways that help patients understand and value what they can't see.
- Create a personalized dispensing experience that naturally leads to premium lens and multiple-pair recommendations.
- Use demonstrations and displays to bring premium lens technologies to life and make their value easy for patients to see.

Course Outline

- A. Introduction (10 min)
 - a. Welcome and presenter background
 - b. Course objectives
 - c. The central problem: patients can't see the benefit they're paying for
 - d. Reframe: we sell feelings, not features
 - e. **Interactive opener:** quick poll, "What's the last thing you bought that you couldn't see or touch first?" (insurance, streaming, an experience)
- B. Selling the Invisible, the Psychology of Value (20 min)
 - a. Why features fail and feelings sell
 - b. Comfort, confidence, and style as the true drivers of purchase
 - c. The cost of assuming: pre-judging a patient's budget
 - d. Features vs. benefits vs. emotional outcomes
 - e. Language that sells the unseen: word choices that build value
 - f. Example: "aspheric design" (feature) to "thinner, flatter lens" (benefit) to "you'll look and feel like yourself" (emotion)

- g. **Interactive exercise:** in pairs, translate three technical features into an emotional outcome, then share out
- C. Creating a Unique Patient Experience (20 min)
 - a. First impressions and the dispensing environment
 - b. Discovery over selling: asking lifestyle and needs-based questions
 - i. The three questions that uncover a second-pair need
 - ii. Listening for emotional cues, not just prescription data
 - c. Personalization: connecting the lens solution to the patient's daily life
 - d. Building trust and consultative credibility as the optician
- D. Introducing Premium Lens Technologies (25 min)
 - a. Setting the stage: only a small level of technical depth, focused on patient benefit
 - b. Anti-reflective coatings
 - i. What the patient can't see: internal reflections, glare, cleaner lenses
 - ii. What the patient feels: clearer night driving, better eye contact, confidence
 - c. Photochromic / light-adaptive lenses
 - i. Comfort in changing light, convenience of one pair for more moments
 - d. Blue light and digital device considerations
 - e. Progressive and digital / free-form designs
 - i. Wider fields of view, easier adaptation, all-day comfort
 - f. Polarized lenses for sun and outdoor lifestyles
 - g. Positioning premium as the personalized solution, not the expensive option
 - i. **Interactive matching activity:** match a lifestyle profile card to the ideal lens technology combination
- E. Utilizing Lens Demonstrations and Displays (20 min)
 - a. Why seeing (and feeling) beats telling
 - b. Demonstration tools and how to use them
 - i. Anti-reflective demo lens / glare demonstration
 - ii. Photochromic activation demo under a UV light or window
 - iii. Polarized glare card demonstration
 - iv. Thickness and weight comparison of lens materials
 - v. Turning displays into conversations, not decoration
- F. Selling Multiple Pairs as a Solution (20 min)
 - a. Why one pair rarely meets every need
 - b. The problem-based approach: a pair for every part of life
 - i. Computer / occupational, sun, backup, sport, and specialty
 - c. Positioning the second pair as completing the solution, not an add-on

- d. Overcoming the "I already have glasses" and price objections with feeling-based language
- e. Interactive exercise: build a two- or three-pair recommendation from a sample patient lifestyle scenario

G. Closing (5 min)

- a. Recap: we sell comfort, confidence, and style, not features
- b. The personalized experience drives premium and multiple-pair success
- c. One action each attendee will apply tomorrow
- d. Questions and final thoughts