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Careny Martinez
Dr. Diana Canto-Sims

2 **Dr. Diana Canto-Sims**

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2 Careny Martinez Leader and Manager

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Careny Martinez

6 **What you've learned so far**

1. Breaking down the eye exam
2. Contact lens basics
3. Common eye disorders
4. Billing and coding
5. How to become a better communicator: Create rapport, build trust & credibility, better communication skills, dealing with difficult people
6. Psychology of Selling

7 **Optical Sales Process**

8 **Agenda**

- Mindset
- Doctor Driven dispensary
- Sales Process
- Frame Options (why it's important)
- Q & A

9 **3 takeaways**

- The importance of
- A Doctor Driven dispensary
 - Sales Process
 - 3 Frame option tiers

10 **Raffle: Discovery session**

Discovery Session For Your office

- Comprehensive and intuitive frame profitability analysis for your office

Bonus: Marketing and branding tips for your optical sales or Social Media strategies
\$1,200 Value

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16 **Poll**

- Our Practice is a doctor driven dispensary
- Our practice is not a Doctor driven dispensary
- I don't know what that means

17 **Doctor driven Dispensary + handoff**

18 **Optical Sales Process**

19 **The first encounter**

20 **Check in process- create a Rapport -CLs**

21 **Preliminary testing- create rapport**

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23 **Eye exam**

24 **Vision Report**

25 **Doctor Rx**

26 **The Doctor Driven**

Hand off to Optician

27 **Dispensing**

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30 **Frames Unique to our area**

NOT sold or available online

31 **Our styling booths**

La Frida

Create a unique EXPERIENCE

32 **Different styling booth- La Mariachi**

How do you make them FEEL?

33 **Create Rapport- Lifestyle Q's**

34 **YOU are the expert!**

35 **Frame Selection**

36 **Lenses Prescribed, Multiple pair options discussed**

37 **Contact lens packages**

Year supply Option

38 **Discuss Vision Benefits, discounts, promotions**

39 **Close the sale**

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41 **3 takeaways**

- Doctor Driven dispensary
- Sales Process -Be memorable-Unique
- 3 Frame option tiers

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Q & A

45 Scenario #1

46 Scenario #2