My Top Five Tips for Increasing Multiple Pair Sales

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What do you find difficult about multiple pair sales?

The Hurdles?

- What do you find difficult about multiple pair sales?
- We are in retail sales!

Clearing the Hurdles

- What we’ll talk about
  - Connecting with the patient
  - Discovering their needs/wants
  - Responding to their needs/wants
  - Educating vs Selling
  - Know your multiple pair options
  - Merchandising for the multiple pair mindset
  - Speaking the language

#1 – Know Your Patients and Their Needs

- They don’t care how much you know until they know you care!
- Why bother?
- Creating conversation
  - How do you connect?
  - Is it becoming a lost art?
  - How do we get staff comfortable with it?

#1 – Know Your Patients and Their Needs
You are Sherlock Holmes!

What is your current strategy?

Know Your Patients and Their Needs

- Lifestyle Assessments
  - Preprinted
  - Create your own
  - Hobbies, activities, etc.
  - www.eyecessorize.com

- Two most important questions you can ask:
  - What do you like or dislike about your current eyewear?
  - How will you be using your eyes?

Be an active listener
- Nod your head
- "If I understand correctly......."
- Listen for clues, cues, and ideas
- "I heard you mention......"
- Good eye contact

- Does your patient feel like a wallet with legs?
#2 – Am I Educating or Am I Selling?

- What comes to your mind when you hear salesman?
- How would you describe your job?

Am I Educating or Am I Selling?

- From the dispensary…..
- Who is your most important customer?
- Are all staff members wearing the items you recommend?
- Work with labs and frame vendors for professional discounts
- Testimonials are more effective
- FABs can be more effectively explained
- Make them a perk for your staff members

Am I Educating or Am I Selling?

- Things to think about
  - One size does not fit all
  - Think of it as solving a problem
  - You don’t manage your customer’s checkbook
  - Can your customer afford not to have more than one pair of glasses?
  - Don’t make assumptions

Am I Educating or Am I Selling?

- Utilize demonstrators and educational materials
  - Lens displays/centers
  - AR lens demonstrators
  - Photochromatic lens demonstrators
  - Polarized lens demonstrators
  - Patients will have better comprehension of FABs when more senses can be involved
  - Pamphlets

Am I Educating or Am I Selling?

- From the chair…..
- Doctors have a professional responsibility
- Recommendations should always start in the chair
- Patients value a professional opinion
- You don’t want them to hear it from someone else

What types of multiple pairs do you offer your patients?
#3 – Second pairs are for....

Second Pairs Are For.....

- Sunglasses......
  - Commuters
  - Outdoor leisure activities
  - Overall eye health and protection
  - Sunglasses for children
  - Fashion

Second Pairs Are For.....

- Music....
  - Can be calculated for specific length from the eye to the music
  - Makes a hobby more enjoyable

Second Pairs Are For.....

- Readers...
  - Multiple pairs of readers
  - Full frames vs half eyes
  - Medically related needs
  - Thinner and lighter lenses
  - AR coatings
  - Improves visual acuity in low light situations

Second Pairs Are For.....

- Computer Use.....
  - Computer Vision Syndrome
  - Less neck strain
  - Ideal for prolonged periods of time
  - Calculated for arms length vision, not near reading vision

Second Pairs Are For.....

- Sports protection and enhancement...
  - Safety first!
    - Materials available
  - Heighten contrast and improve visual acuity
    - Golf – Browns, Coppers, Violets
    - Fishing – Grays, Browns, Oranges
    - Cycling – Melanin, Oranges, Yellows
    - Tennis – Blues, Yellows, Melanin
    - Skiing – Red, Orange, Melanin, Yellow
Second Pairs Are For…..

- Protect eye from injury

“I’m wearing goggles from here on out.”

Second Pairs Are For…..

- Sports specific equipment

Second Pairs Are For…..

- Protect the eye from debris
- Enhance performance

Second Pairs Are For…..

- Distance Only Eyewear...
- Television watching
- Golfers
Second Pairs Are For…..

- Back Up Eyewear…
  - Contact lens wearers
  - Emergencies

Merchandising Multiple Pairs

- Window Displays For…
  - Sports
  - Sunwear
  - Seasonal
  - Fashion
  - Occasion
  - Kids

Second Pairs Are For…..

- Think outside the box!

Merchandising Multiple Pairs

- Educational Materials…
  - What can it be?
  - Where can it go?
  - What are the benefits?

#4 – Merchandising Multiple Pairs

- Mix it up
- Inventory that isn’t diverse hinders multiple pair sales
- Give the patient permission to buy
- Pull a variety of styles
  - Business
  - Casual
  - Trendy
  - Minimalist
  - Elegant
  - Fashion & Performance Sunwear
  - Lifestyle

Merchandising Multiple Pairs

- Special offers on multiple pairs
- Increasing discount with each pair purchased
- Product specific discounts
- Sunwear or back up eyewear discounts with the purchase of contact lenses
- Give the gift of sight
  - Offer gift certificates
  - Make them visible
  - Suggest them
#5 – Use the Language of Multiple Pair Sales

- FABs make people reach for their wallets
- Highlight the features
  - The material is……
  - The frame has spring hinges……
  - It is created using the best and latest technology…..
- Explain the advantages
  - This material is extremely light
  - This adds durability
  - This makes the visual area larger and more useable

Use the Language of Multiple Pair Sales

- Scripting as a springboard
- Staff meetings
- Practice suggesting multiple pairs
- Practice showcasing FABs
- Practice how to overcome objections
- Give it personal touch
- Make it genuine and believable

Use the Language of Multiple Pair Sales

- Reinforce the benefits
  - What’s in it for me?
  - Refer back to the answers they gave earlier
  - Give them value for their purchase
  - “You mentioned……was bothersome to you. This feature will…………”

What If There Are Objections?

- Objections can be uncomfortable for both the customer and the dispenser
- Plan the response
- Objections are normal
- Objections show they are interested
- Objections are a way of “thinking things through”

Use the Language of Multiple Pair Sales

- YOU are the expert
  - “I would recommend……because……”
  - “You should consider……because……”
  - “Your vision would be better if……….”
  - “In low light situations you would benefit from…….”
  - “Your new eyewear will look fabulous! I can’t wait to hear all the new compliments you’ll receive.”

Managing Objections

- “I didn’t think it would cost that much.”
- “I simply can’t afford all this.”
- “I want to shop around.”
- “I need to talk it over with my…….”
- “I only want what my insurance covers.”
Conclusion

*YOU Gotta’ BELIEVE!

THANK YOU!
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