

10 Ways to Build Trust & Motivate Patients to Buy

Time: 1 hour

Category: General Knowledge

Audience:

Optometrists,
Optometric Leadership &
Opticians

Objectives

- Understand the simplicity and power of how influence is used in society.
- Identify common shortfalls in typical optical scenarios that influence patients to walk.
- Learn how proven methods of how you can influence your patients.
- Develop a plan for successfully implementing these powerful changes in your optical.

Speaker

- Kayla Ashlee
COPE, ABO & NCLE Speaker
Spexy (929) 777-5817
kayla@spexy.co

Course Overview

We are being influenced daily in society without even realizing it. In your optical you are influencing already, but since you don't even realize it, you are unintentionally influencing your patient NOT to purchase from you. Why don't you start using your influence in a positive way? This course will teach you to do just that in multiple areas of your optical practice.

Course Outline

INTRODUCTION

5 minutes

- Is opening a practice in your city enough to make people want to buy from you? No it is not. You have a lot of power that you are not using.
- Review optical habits when it comes to daily mishaps that steer patients away.
- Highlight the success of opticals that have increased their capture rate by making simple changes to effectively influence patients to want to buy.
- Introduce myself and relevant expertise as the founder of Spexy and the creator of FrameTurn®. Review how this resource has allowed me to capture successful trends in hundreds of independent opticals and provide the coaching to implement proven methods for improving the retail sales of eyewear.

Course Outline (continued)

EXAMPLES OF INFLUENCE

10 minutes

- Review a few studies that have been done
- Studies that prove how humans are influenced to purchase based upon how items are arranged
- Studies that detail how humans are influenced to trust based upon body language
- Daily scenarios we have observed that layout the decisions made by corporations as to how merchandise is ordered and placed on display to sell one product over another
- Studies that show the power of using certain inflections and volume to display competence and warmth to the listener

COMMON OPTICAL INFLUENCE MISHAPS

10 minutes

- Take a look at real examples of scenarios commonly present in opticals that are counterproductive and examples of what not to do based upon the findings just discussed.

- Review the shortcomings of:
 - how the patient is commonly moved along their exam journey
 - how the optical is arranged
 - how the frames are displayed
 - how detrimental open spaces on display are to the consumer satisfaction
 - how the handoff is asking patients not to buy

INFLUENCE BEFORE & DURING THE EXAM

10 minutes

- Asking the right questions, the right way can reveal a lot.
- Reviewing simple changes that your team can implement will prove to be amazingly beneficial to the patient satisfaction during their visit.
- Your team has a massive amount of influence over the patient's desire to do business with you
- Far beyond typical customer service understanding simple actions and words that the team can be utilizing when interacting will develop a deeper connection with the patient that builds the desire to want to do business with your office.

Course Outline (continued)

- In the exam room presenting your findings while in a certain position will land on the patient's ears with greater acceptance
- The handoff must have 3 specific items to be twice as effective as an existing handoff

INFLUENCING WITH MERCHANDISING

10 minutes

- Peg boards vs. shelves...what's even better???
- We have chosen to sell a product that is hard to see to people that can't see!
- Review proven placement of sunglasses to make your optical more welcoming
- Expose the special placement of best sellers to sell more
- Review tactics that have worked in successful practices.
- The importance of removing distractions
- Proven methods to draw in the consumer with flooring and lighting
- Face the face strategy when displaying on shelves

PUTTING IT ALL TOGETHER 5 minutes

- Review the insightful understanding of how optical offices are falling short when it comes to effectively communicating the necessity of eyewear and making our opticals welcoming.
- Review the items we learned along with critical points that everyone can take home and start implementing the very next day.
- Recall the real-life applications and the details of proper implementation of everything learned in today's course.