Planning for Second Pair Sales
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Some Questions First
1. How many pairs of glasses do you own and wear? 1, 2, 3 or more
2. Are you interested in saving patients money? Yes, No
3. How well do you know the attributes of photochromics, aspherics, AR, etc? Extremely well, Well, Not so well
4. How important is fashion and frame brands in your office? Very important, Important, Not so important
5. What percent of your patients buy multiple pairs? ≤10%, 11-20%, >20%
6. Does your doctor make lens design, material or treatment recommendations in the exam room? Always, sometimes, never
7. Does everyone in the office wear AR? Yes, No
8. What is the affect of the sales of multiple pairs on your office? High impact, Some impact, No impact

To be successful
• An office requires
• A plan and a set of sales goals
• A process for multiple pair selling
• A perspective about the value of eyewear
• Well educated opticians
• Product info and sales technique
  Why focus on selling second pairs?
• Provides superior patient care
  –Delivers better vision by task (all distances, computer, sports)
  –Promotes eye health (UV absorption, impact protection)
  –Adds to comfort (lightness, fit)
  –Provides fashion & style (thinness, Brands, style, color, texture)

Why focus on selling second pairs?
Improves practice profitability & stability
• Adds real benefits for patients
  –Adds to a professional identity
  –Improves loyalty and recommendations
• Adds revenue
  –Usually outside insurance
  ‘Increases revenue per patient, by staff member, per ft^2
• Adds real benefits for patients
  How do you get started?
• Add metrics
  –Record and measure
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–Record and measure
• Fill the appointment book
– Can’t meet patient needs if they aren’t being seen

**How do you get started?**
• Focus on the capture rate
  – Independents deliver the majority of eye exams, chains sell more eyeglass units...
  – “Capturing” the consumer or patient is a challenge for all players
  – Capture rate equals patients examined that also purchase eyewear
  – Divide purchased eyewear by patients seen
  – Benchmark is 60%
  
    **Capture Rate**
    • If the capture rate is <60%, determine why patients are leaving
      – Doctor
    • Escort the patient to Optical
    • Communicate needs on the prescription
    • Discuss new lens technology (overview)
    • Mention (wear) new frame styles or frame lines
      – Optician
    • Wear new frame styles, AR, lens styles, etc.
    • Improve lens and frame product knowledge
    • Take a critical look at Optical
    • Do you have all the tools that are needed?

**How do you get started?**
• Add metrics
• Fill the appointment book
• Focus on the capture rate
• Measure multiple pairs dispensed
• Know the average sell price and costs (frames plus lenses) and percent material costs

**Can One Pair of Glasses Do Everything?**
• Would patients understand if it was explained?
• Makes the case for
  – Photochromics and sunglasses
  – Progressives and readers
  – Progressives and computer eyewear
  – Everyday and sports eyewear
• Must know the advantages and compromises
  – Bifocals
  – Progressives
  – Photochromics
  – Other?

**Create A Plan**
• Setting goals (worksheet)
  – Capture rates, COGS, ASP, 2nd pairs, managed vision care
• Engage the team
• Organize and establish a process
• Track & review progress regularly
• Make adjustments

**Who’s The Team?**
• Everyone
• Reception
• Pre-testing
• Doctor(s)
• Optical
• Check-out
• Recall
• Follow-up

**What’s The Patient Path? Track Your Progress**
• Use simple charts and graphs to show progress
• Graph paper
• Post it notes
• Make adjustments regularly
• Successes
• Issues
• Actions

**Know 2nd Pairs!**
• Sunwear
• Sports
• Computer
• Home hobbies
• Occupations
• Planos
• Specialty

**Implement the Plan**
• Reception
  – Get interest, provide reading materials, wear
• Pre-testing
  – Ask questions, suggest options, wear
• Exam room
  – Recommend, prescribe, wear, demonstrate, use a Rx pad with recommendations
• Dispensing
– Do it all, use a questionnaire, use optical sound bytes
  • Cash or charge

Lifestyle Questionnaire

Reception
• Replace non-relevant reading material with good condition product education
• Consider video systems like iPort or Eyemaginations
• Ask questions

Pre-Testing
• Questionnaire
• Patient history
• Likes and dislikes
• Recommendations, pamphlets
  Exam Room
• Power of the white coat
• Posters or cards
  – Harmful effects of UV
  – Computer vision syndrome
  – Statistics of eye injuries
• Prescription pads with products, materials, treatments

Exam Room - The Transfer
For the Transfer

“Let me introduce you to Mary, she’s an expert optician and will fully describe the two pairs of glasses I recommended and their costs.

“Mary, Ms. Diaz needs her first add and a pair of progressives for general purpose and polarized progressive sunglasses because she sails. I think these would really make her most comfortable”

Optical
• Well educated
• Samples and demonstrators
• Wear the products

Do
• Probe and understand the patient’s vision needs
  – “Are you constantly in and out of doors during the day?”
  – “Do you have a pair of prescription sunglasses?”
  – “What are your hobbies?”
  – “What do you do for work?”
• Listen carefully for words that tell you that they need sunwear for lifestyle or occupation
• Create the opportunity for sunglasses today or a sale another day
• Work with the doctors so they make sunwear recommendations during the eye exam

Don’t
• Don’t be uncomfortable suggesting computer lenses or prescription sunglasses
  – Many other wants cost upwards of $1000
  – You are solving a problem
  – Customers make their own decisions
• Don’t judge
  – Patient needs, let them tell you
  – Affordability, purchases are an individual decision

So, Recommend 2 Pair For Everyone
• Sun/Sports
  – Polarized, AR coated, poly/Trivex protection
• Benefit
  – Only lens that completely eliminates glare
  – 100% UV protective
  – See clearer, more comfortably
  – Eliminate surface mirror-like reflections
• Everyday
  – Clear, AR coated; perhaps photochromic, thinner and lighter
• Benefit
  – See clearer, eliminates surface reflections, better for night driving
  – Variable tint, indoors and out for comfort
  – 100% UV protective
  – Looks great, weighs less, increased comfort everyday

Overcome Price Sensitivity

Convert Need to Want - Ask the Right Questions
• “What do you like best about your glasses? Actually, I’m more interested in what you like the least.” This uncovers issues about their vision in all the situations that they need good vision.
• “What do you use for sun protection?” Tells you whether they have prescription sunglasses or not.
• “How many hours during the day/night do you use a computer?” Opens the door for a discussion about special uses of the eyes and how to make every task more comfortable.
• “Tell me about your hobbies?” It could be golf, fishing, basketball, hiking, cycling, boating, sewing, etc.
• “Are you sensitive to light?” creates an opportunity for variable tint lenses.
• “What’s your occupation?” simply gets to the point – opens the discussion to how patients use their eyes at work.
• “Do you have trouble reading?” gets to the heart of when, in bed, for example, or for long periods of pleasure reading.
• “Do you have trouble reading signs or with on-coming headlights at night while driving?” allows a discussion about AR lenses and special night driving prescriptions.
**Lenses or Frames First?**
- Depends on conversation
- Easier to show frames but the costs may preclude spending for two pairs
- Understand wants and needs first
- Needs assessment worksheet

**Needs assessment worksheet**

**Sales techniques**
- Bundling or Discounting
- Break up the purchases
- Market yourself and the options
- Mine the data
- Leverage managed care
- Maximize flex dollars
- Incentives for staff

**Summary**
- Set benchmarks
- Make a plan
- Post results
- Train, train, train
- Review regularly and make changes as needed
- Reward staff for a job well done
- Add in bundling, discounts, flex plans, managed care
- Now make it happen!

**Reference materials**
- The Elusive Second Pair
- Reaping the Benefits of Managed Care
- The Opticianry Study Center