



## 65 Things On-Line Sellers Simply Cannot Do – But We Can!

1. Provide a warm, personal greeting when a patient enters your dispensary; offer to shake hands.
2. Take steps to establish a relationship based on mutual trust and respect.
3. Have your diplomas and credentials on clear display.
4. Hand a business card and/or an informational flyer to all clients. (By the way, in the state of Florida, opticians are *required* to identify themselves to clients upon the initial encounter. Handing them a business card that clearly identifies them as the “optician” is one way to fulfill that requirement.)
5. Clearly explain to patients what you are doing for them every step of the way.
6. Answering any questions that arise in an honest, straightforward manner in real time.
7. Smile
8. Listen.
9. Show empathy.
10. Effectively troubleshoot any problems/issues they are having.
11. Educate the patient about HEV blue light, its dangers, and the solutions available.
12. Explain the importance of and demonstrate the 20-20-20 Rule.
13. Install more appropriate nose pads when needed.
14. Quickly replace missing or damaged nose pads.
15. Quickly and accurately measure the patient’s PD.
16. Discuss task glasses.
17. Show the *true* color of a frame and demonstrate how it *actually* fits.
18. Invite them to a trunk show.
19. Keep a “tickle” file, to notify patients when special frames arrive.
20. Be bi-lingual.
21. Say good morning/afternoon; take an interest. (Attend to the “small” things.)
22. Conduct an in-depth, lifestyle dispensing interview.
23. Trial framing, to demonstrate how the patient will see with his or her new prescription.
24. “Diagnosing” which frame, lens, and lens treatments will best serve the patient’s needs.
25. Take an accurate monocular PD, MFH, and any other ancillary measurements. Explain each measurement and explain that Internet sellers often guess at them, or in the case of MFH do not even ask for it.
26. Conduct a thorough evaluation of the *old* eyeglasses, taking note of lens material, decentration, relative height of the bifocals, and base curve.
27. Ask the patient what he/she likes/dislikes about the old pair of glasses.
28. Offer to take pictures of the client wearing different frames so that he/she can more easily see them while wearing the old pair.
29. Offer to e-mail/text those pictures to a friend or loved one who may weigh in on the decision.
30. Before asking for payment, carefully review the order, explaining line-by-line the charges; explain all warranty information as well.
31. Offer same-day service.
32. Hand the client some point-of-purchase materials to take home and further learn about the products they have ordered – or may order next time.
33. Offer in-person, home delivery.
34. Inform the patient how long it will take to complete the order. (Remember: Always promise less and deliver more in this regard.)
35. Promptly phone the patient when the eyeglasses are ready for delivery.



36. Communicate to the patient that you expedited the order so they could be picked up a little sooner than expected.
37. Create an informative, dynamic in-office video loop for your waiting area.
38. Take a sincere interest in their well-being.
39. Offer an *honest*, in-person opinion as to how a frame looks and fits.
40. Assure the patient that you have meticulously inspected the glasses to make sure they were fabricated exactly to the prescribing doctor's prescription.
41. Consider educating the patient about ANSI standards and let him or her know that the glasses not only meet but exceed those parameters. Some Internet-purchased lenses do not.
42. Let the patient know of any modifications that have been made to the frame. For example, temples that have been shortened, temple tips or nose pads that were changed or modified.
43. Do NOT hand the glasses to the patient. Rather, carefully place them on the patient's face yourself. (It is a good practice to only hand the glasses to the patient AFTER the optician has completed fitting them.)
44. Let the patient know that now it is time to make sure that the frames are custom fit to ensure best vision and most comfort.
45. As you make adjustments, communicate to the patient what you are doing and why you are doing it. (For example, what pantoscopic tilt is and why you are adding it to the fit of the glasses.)
46. Once the fitting and adjustments are complete, now is the time to check for visual comfort and acuity. Ask the patient how the overall vision appears.
47. If you have a Snellen or similar chart that is located at the appropriate distance, check distance visual acuity. If the lens is a multifocal, check for near-vision acuity.
48. Ask the patient when he or she will be updating his or her sunglasses into the current prescription.
49. Provide the client with a copy of his/her prescription – perhaps on a laminated business card.
50. If issues arise, professionally and patiently troubleshoot the problem. Compare adjustment angles, re-verify the Rx if necessary, and make any needed adjustments.
51. Instruct the patient on cleaning and maintenance of the dispensed spectacles.
52. Transfer all lab and manufacturer point-of-purchase brochures, certificates of authenticity, care instructions, etc. to the patient.
53. Inform the patient to stop back whenever convenient so you can make routine adjustments, screw tightening, etc.
54. Encourage referrals – ask for them!
55. Get up and walk the patient to the door; hold it open for them; give them a smile and a warm goodbye.
56. After a week or so, make a follow-up call to make sure the patient is satisfied with the eyeglass purchase.
57. Send a personalized thank you card/letter to the patient.
58. Refer patients to ODs or MDs, retinal specialists, etc. as needed.
59. Provide a comprehensive I&R (insertion and removal) session so that they become confident and proficient with the placement and removal of their contact lenses.
60. Instill the importance of following the recommended wearing schedule and what to do in problems arise.
61. Allow the patient to try on colored contact lenses in person.
62. Demonstrate the features and benefits of polarized lenses out in actual sunlight.
63. Demonstrate Transitions lenses in the same manner.
64. Use a digital pupilometer, tablet application, or 3-D imaging to take more accurate measurements.
65. Provide an assortment of *different* cases from which the patient may choose the one he or she prefers.