



THE ART OF MULTIPLE PAIRS

The Art of Multiple Pairs

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ABO 1 credit hour – General Knowledge

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Objectives:

Upon completion of this course, participants will be able to:

1. Recognize that the buying landscape has changed
2. Describe the various types of eyewear solutions to fit individual lifestyle
3. Explain the difference between the Need versus Want based purchase decision
4. Recognize and leverage the patient benefits of bundling and financing to facilitate the multiple pair purchase

Understanding the NEW buying landscape

Over the past decade, the convergence of technology, design, logistics, and shopper expectations has completely transformed the way people shop. The Digital Consumer does everything online from banking, research, study, socializing, doctors' virtual visits, and yes, shopping.

One of the biggest challenges faced today by ECP's is filling the customer's needs with multiple pairs of eyewear. Often dispensers believe that patients want and need only one pair of eyeglasses. Additional products such as sunglasses, reading glasses, computer glasses, and blue light filtering in lenses are required in many cases. Patients are happy to purchase a second or third pair when it suits their needs if presented with the right option.

The current national average of sales of multiple pairs in ECP's in the US and Canada is less than 10%. How many of you believe that your practice sells multiple pairs of frames and lenses above the average? How many of you would like to see that % increase? **Why?** Because it's right for your patients. Because

we are part of a healthcare network structure, our obligation is to educate our patients on what is best for them. Satisfy your patient's needs and wants, and you will gain their loyalty, referrals and this equates to enhanced profits. So what's preventing you from presenting multiple pair options to your patient? One reason might be your approach, another your ability to overcome your customer's perception that they have no need, want, or money. We'll discuss that during the next hour.

Let's begin by taking a look at today's business model. How many of you have been in the optical industry for five or more years? Ten or more? During that time, have you seen a change in behavior in your patients/customers? What do you see that is different in today's patients? They are **more demanding**. Why do you suppose that is the case? **Consumer power** due to an overabundance of places the consumers can go for their goods and services. Consumers have options; they can buy frames and lenses at retail chains, mass merchandisers, independent ophthalmologists, optometrists, optical shops, department stores, and online. Why would a patient come to your place of business? What are patients looking for from you?

MULTIPLE PAIRS 101

In today's world, consumers choose the place of business they feel will best meet their tastes and needs.

People learn and absorb information in three different ways.

However, their retention of the information varies.

- 20% of what we hear
- 60% of what we see
- both see and hear it, our retention rate jumps to 80%
- add touch our retention hits 95%

Our responsibility is to educate the patient and offer eyewear customized to them... even when this requires multiple pairs.

Getting comfortable with the concept of multiple pairs is the key to success:

- Never assume that the patient may not be able to afford it
- Be the professional and sell with confidence
- Getting comfortable with the concept of multiple pairs is the key to success
- Offer all options appropriate to the patients wants/needs

In other words, what happens in your practice when you combine seeing, hearing, and touching does not stay in your practice but follows the patients wherever they go! Give the customer a great experience, and they will give you their loyalty and referrals.

Remember they chose your place of business because they perceive that you offer the best health care and eyewear. Suppose you don't take the time to show them ALL the options that complement the patient's lifestyle. In that case, you leave the patient open to going elsewhere where another dispenser might take the time to complete their education and lure them away. Remember, they chose your place of business because they **respect your knowledge and expect you to provide advice** on what's best for them. Don't sell, educate, Don't tell, offer options

ALWAYS THINK MORE THAN ONE PAIR!

You've probably heard most or all about this before. And you've probably tried to increase your multiple

pairs. But it either hasn't worked or kept working. The key here is to understand why it hadn't worked before and why you need to overhaul your approach to be successful today. You will also need to be mindful of the era you now work in, where convenience and low cost are now being overshadowed by the internet.

Only
65%
of the patients who have
their eyes examined buy eyeglasses

80%

Patients are finding
the process confusing

They are not familiar with
the journey

They don't understand the
pricing structure

84%

of the patients have difficulty
finding what they need

Two steps :

For the Doctor

I m asking you nothing more than be their trusted Doctor, "Be their advisor, educate them and recommend the best option for your patients to see better. And, Prescribe, Prescribe and Prescribe. Three prescriptions minimum for each patient is a must. General purpose, for work (computer, blue filter, etc.) and sunglasses. Actually, let's make that for essential pairs by adding the every important backup pair.

For the staff

To be successful with multiple pairs, you must always be thinking of three things:

1. Fashion
2. Need
3. Fashion

Fashion is a **want** that can be multiplied by **need**, which can further be multiplied by **want** (fashion)

If you **ONLY** use brands to leverage the need, you are not going to the fullest extent of how to tap into a consumer's want. Understanding their lifestyle/environment and making recommendations based on this is vital. Another good tactic is by paying attention to the brand they like. Most likely, they are wearing them (or more than one), so this will make the perfect link for a multiple pair conversation.

You are the lens expert, do not assume and do not pre-judge, instead always present the best options to satisfy the patient's needs and wants.

Enhance your presentation by storytelling with digital tools and omnichannel integrations. Your patients are digitally savvy, and when you integrate an interactive digital experience, they perceive the practice as technologically with the times.

85%

of patients want their ECP to
inform them about all eyewear
and lens options available
regardless of the price

“I need to see better.”

BUT

***“I want eyewear that
complements my style.”***

“I want eyewear from my favorite brand.”

“I want eyewear that reflects my personality.”

“I want eyewear that fits my lifestyle needs.”

We learned why education was key. Now, we will take a look at the qualities of a great salesperson.

LISTEN

Allow the patient to tell you

Consumer's self-talk:

Is this person trust worthy?

Do they care about me?

Do they have the knowledge to meet my needs and wants?

Do they start selling before asking questions?

Are they getting to know me before trying to sell me?

Are they able to compare products and make recommendations?

Do they know the trends of the industry?

Are they selling me what I want or what their business wants?

Being a good listener is not always easy. So often, our minds wander during our workday, and this is natural. When listening to your patients:

- Use good eye contact
- Lean in a bit
- Fold your hands if necessary to keep from distracting the patient
- Smile and be attentive

Avoid multi-tasking at this most crucial time. Positive first impressions are vital. Begin with a simple and sincere "How may I help you today?" Now sit back and allow the patient to tell you their story, what they are looking for, what they believe their needs are, and how you can help.

No one wants to be sold; everyone wants to buy. Ensure the patient's experience leaves a positive impression that will last long after the frames are dispensed. It is all about how you made **them feel** and how you involved them in the decision-making process. You are there to act as their consultant. It's all about building trust, being patient-focused and principled. Remember, it's all about them! Why is this all important? The data does not lie. Begin with building trust...Be patient-focused...Be their eyewear consultant. ***Remember, it is all about the experience!***

According to Harvard professor Gerald Zaltman, purchasing decisions occur in the subconscious mind. In his book, "How Customers Think: Essential Insights into the Mind of the Market," the professor reveals emotion is what drives purchasing behaviors and decision making in general. Examples of

emotion-based campaigns are everywhere, and they are enticing us with a promise far beyond the features of a given product. Luxury goods target our feelings of self-worth, acceptance, and status. Smartphones excite us by offering a connection to friends, family, and a broader network of people. Athletic brands inspire us with thoughts of adventure and glory and enhanced performance in athletic competitions: perfume, cologne, and lingerie, target emotions related to love, relationships. Features are still important as we will use logic to justify our emotional decision but make no mistake, we are selling a lifestyle, not a product, and we are selling to feelings, not to logic. Highlight the emotional response a consumer will achieve when they use the product: will they look better, feel better, perform better, have more fun...how will the product make their life better. Sell the sizzle, not the steak, as they say.

To achieve the highest emotional response, engage the customer's different senses. Colors, shapes, materials (sight), how does the product feel to touch and to wear (touch),(how fabulous do they look (sound), How do they make consumers feel? Consider your words and messaging. Are they engaging, vibrant, dynamic descriptive words? Think of the customer experience from their perspective. A lot of what drives the consumers' decisions is subconscious. Product and services by design are meant to satisfy a

customer's desire or want, and desires always contain an emotional component.

Did You Know? The average woman has 25 – 40 pairs of shoes. How many do you own? (Shoes, Clothing, Jewelry) The average person spends about \$1500 a year on apparel. The apparel they will wear less than ten times a year. Patients only spend \$200.00 for a pair of glasses they will wear every day for almost two years. The average American spends from \$2,000 to \$10,000 on cosmetics to make them look and feel better. Yet, an updated, bold pair of glasses or contacts can do much more than makeup or even plastic surgery. A 2010 study by the British College of Optometrists found candidates are more likely to be hired if they wear a pair of glasses to their job interview. I guess glasses give us the gift of looking sharp and intelligent. And, remember. Glasses are no longer strictly about utility. They are so much MORE Glasses are a Fashion Statement worn on our face. Remember how much is spent on cosmetics annually? Do you think this might indicate how important our face is to us!? So Why do people buy:

Needs/Wants

- To help them **see better (need)**
- **To enhance/define their image (want)**
- To set trends and make a fashion statement (want)
- **For occupational reasons (need)_**
- For recreational reasons (want/need)
- For lifestyle reasons (want/need)
- For performance enhancement **reasons (want)**

What do we use when making a purchasing decision, head or heart?

When do people buy most frequently? To satisfy a 'WANT' (our needs are few, our wants many)

When do people spend more money? To satisfy a 'WANT.'

Think about your last purchase...was it a necessity or a want?

We are fortunate to be in a scenario where Medical and Retail are one and Needs and Wants can be effectively combined.

Now that your homework is done and you have developed a relationship with the patient, it is time for the shopping spree to begin. The "shopping spree concept" implies purchasing more than one item.

Notice the difference in expectations: Let's go shopping vs. let's select a frame. Give people the opportunity to buy multiples and see how quickly they take advantage.

Now that you have developed a relationship with the patient let the fun begin!

Consumers are accustomed to multiple item purchases:

Shop at the grocery store use a cart

Shop at the drug store get a basket

Shop online, put items in a cart

Shop at department stores/specialty stores, and they start a fitting room

Shop eyewear, get a shopping tray, and let the fun begin

Remember what we're shopping for, eyewear options that fit the patient's lifestyle. Most patients welcome advice when shopping. You are developing a relationship with the patient. Time for the shopping spree! The "shopping spree concept" implies purchasing more than one item. Use a [decorative eyeglass tray and place the "favorite so far" frames inside.](#)

Remember, during this journey, storytelling is an important selling tool. Storytelling is a proven method to transform a brand's presence and identity. It can assist you in shaping how people view the brands you carry, allowing you to connect with your customers in better ways. Stories play a crucial role in building customer loyalty and encouraging engagement while you go through the consulting process.

(Use the Jim Bean video to illustrate the power of the Brand Story to tap into the emotional purchasing)

The customer is here to order a pair of eyeglasses. Your goal is to get them thinking about their style and additional eyewear needs. Now is the time to fill in the void with questions that will complete the story. Ensure that you have as much information about the patient as possible because it is easier to recommend to someone you know. Present them with how different options accessorize and complete the look, making a statement about their lifestyle. Play the role of the Eyewear Fashion Consultant. The goal here is to get them thinking about their style and additional eyewear needs. Complete the story.

Here are some examples of questions:

Work and play:

Do you wear the same outfit to a business meeting versus a night out?

Casual and formal:

Do you wear the same shoes you wear to work or exercise as you do to a wedding?

What about your pajama eyewear? Just as we like loungewear for comfort after a long day or around the house, we also want to relax our eyes, especially if we have been wearing contact lenses all day? But of course, we won't know any of this about them if we don't know about their lifestyle.

Offer all options appropriate to the patients' needs and lifestyle

- Contact Wearers: Using glasses to give your eyes a break

- Safety Eyewear: Recommend based on lifestyle questions
- Sports Eyewear: To protect your eyes during water and in-motion sports
- Task-Specific: Computers, driving, classroom
- Sun and glare protection outdoors and driving

Tips :

The second pair for backup: All your patients must have a backup pair. How many times have contact lens patients developed GPC infection and don't have an attractive pair or, in some cases, any pair of eyeglasses? How many times have patients leaving for vacation the next day broken glasses and don't have a backup pair or there already left and call to see if you can quickly ship them a new pair?

The second pair, prescription sunglasses: should be a top priority for visual comfort and UVR protection. Oh wait, they are also an essential fashion accessory!

The second pair for prescription computer eyewear with a blue filtering lens. With this increase in screen time comes a sharp increase in visual challenges such as digital eye strain. When you inquire if the patient is experiencing eye strain after staring at a screen for hours, they will immediately recognize that this is true for them, their kids, spouses, and family members.

Position the first option on their VMC benefit and the second and third option in a bundle pricing leveraging on financing option if needed.

Using The 3P Technique

Narrow down each tray to 3 choices:

PERFORMANCE

Make sure your offerings serve different functions and lifestyle needs

PRESENTATION

Reference brand knowledge and the consumer connection learned

PRODUCT

Present products with different price levels

EX ." Susy, we have now you three perfect pairs of prescription eyewear to fulfill your eye care and lifestyle needs. The first pair is for your everyday use, and your insurance benefit almost wholly covers it. The second pair is the computer glasses with blue coating technology. The Doctor recommended this

90%

of patients buy the first pair of glasses they try on over five other choices.

pair to reduce your eye strain and alleviate your neck pain during your 10 hours average workday in front of the computer. The third pair is your prescription sunglasses with polarization lenses and AR coating to cut glare. I bundled your insurance copayment with the second and third pair that brings the total to \$ 879,00

or 12 easy payments of \$ 73,25 interest-free. I also added that elegant frame we considered for special occasions and evening events to take you to 12 easy payments of \$ 94,74 interest-free. Which option do you choose? I understand you want to pass on the elegant pair. I will note all info on your chart, so if you

change your mind, you can call me, and I will have it ready for you in 3 days." TIP: Know the patient's MVC provider.

Up-Selling is simply a method for selling higher-end products first.

Begin recommending high-end products first by emphasizing the brand story, benefits, and high-end features. They will see the added quality with their own eyes and better understand why the product price is higher. Remember, your responsibility is to offer your customers options; it's up to them to decide which ones best fit their needs and wants. Since managed care is a big part of the optical world, let it work for you, not against you.

Acknowledge and leverage insurance benefits with your patients :

- First pair on the insurance benefit

- Use benefit as a gateway to creating a premium shopping experience. "You have great insurance benefit that will save you approximately 40% on the purchase of any frame and lenses including premium product/fashion and Luxury and believe it or not even ultra-luxury product that can not be discounted."

ENTICE MULTIPLE PAIR SALES, BUNDLE AND LEVERAGE FINANCING OPTIONS

- **43% of patients are interested in a financial offer "90 days same as cash."**
 - **77% would buy at least once a year, and 40% would buy two pairs**
- Without a financing offer, the consumer typically purchases a pair of eyeglasses every two years, and only 5% purchase a second pair. A popular extended payment option is www.carecredit.com.**

In *Understanding Consumer Behavior to Convert More Customers*, Gregory Ciotti writes about the three types of consumers, their pain point for purchasing, and gives essential tips on reducing their purchase pain experience.

"Three types of buyers – Spending patterns amount to "spend 'til it hurts" according to neurobiologist. Consumer behavior research classifies three types of buyers based on their buying "pain" threshold. Understanding these different levels of pain points is vital to maximizing sales.

1. **Unconflicted** (61%): Average spenders.
2. **Spendthrifts** (15%): People who can spend more before they hit their maximum buying pain.
3. **Tightwads** (24%): People who spend less (on average) before they hit their maximum buying pain

Defer the pain. Use the buy now pay later to defer the buyers purchasing pain. Incidentally, this is the primary reason that credit cards are so popular. As an example, what consumer doesn't hesitate when a product costs \$1,000. What if the product is presented as \$84 per month instead? Not bad, right? Although \$84/month over 12 months is the same as \$1,000/year, it produces less buying pain.

While this reframing method is effective for buyers of all types, it is especially effective when the customer is a conservative spender.

Reduce pain points with bundling - Neuroeconomics expert George Loewenstein notes that all consumers (especially conservative spenders) prefer to complete their purchase in one easy swoop rather than purchase multiple products or accessories separately.

He cites the customers' willingness to upgrade car packages all at once but points out how difficult it often is for the brain to justify each upgrade. These individual purchases create individual pain points, whereas a bundled purchase creates only one pain point, even if the price is much greater.

If you can offer the patient a bundled multi-pair package with the cost broken into smaller increments as an option, you will sell more multiple pairs and sell higher ticket items.

Use your words wisely. A Carnegie Mellon University study shows the impact of a single word on conversion rates. Researchers changed the description of an overnight shipping charge on a free DVD trial offer from "a \$5 fee" to "a small \$5 fee" and increased the response rate among "tightwads" by 20 percent." <https://www.helpscout.com/consumer-behavior/#3-understand-the-three-types-of-buyers>

In summary: Get comfortable with multiple pairs to ensure you meet all of your patient's vision needs. Turn need into want by connecting each pair of eyewear to a lifestyle improvement. Making the retail experience relaxed and engaging and incorporating a digital interactive experience enhances patients' perception of the practice and their purchasing experience. They will embrace their new pair of fashionable sunglasses that will lower the risk of wrinkles around the eyes and cataracts. They will thank you for reminding them that they should never travel without a backup pair. And, when you bundle and offer financing options, you will reduce their stress and purchasing pain. Win! Win!

- 1 Get comfortable with multiple pairs
- 2 Transform them from the need to the want
- 3 Create a fun and meaningful retail experience
- 4 Convince them that two pairs are better than one

1.

1. The current national average of sales of multiple pairs in ECP's in the US and Canada is less than ___%
 - a. 10 ***
 - b. 15
 - c. 17
 - d. 20
2. Eye Care practitioners, on average, only sell frames to ___ of patients they gave an eye exam.
 - a. 50%
 - b. 55%

- c. 60%
 - d. 65%***
3. Consumers feel this way about multiple item purchases:
 - a. Detest making
 - b. Are accustomed to***
 - c. Resist making
 - d. Ambivalent
 4. 43% of patients are interested in a financial offer "90 days same as cash", 77% would buy at least once a year, and ___% would buy two pairs.
 - a. 40***
 - b. 35
 - c. 30
 - d. 25
 5. What drives the purchase more for a customer?
 - a. Need
 - b. Want***
 - c. Competitiveness
 - d. Anger
 6. We can appeal to the patients need for sun protection for their eyes by tying the need for sunglasses with the patients:
 - a. Practical needs
 - b. Functionality
 - c. Lens features
 - d. Want – fun, and fashion***
 7. People learn and absorb information in three ways hearing, seeing, and touching. But retention of the information jumps to ___% when all three are employed.
 - a. 20
 - b. 60
 - c. 80
 - d. 95***
 8. Additional products often needed besides the general purpose pair of eyeglasses includes reading glasses, computer glasses with blue light filtering lenses, and_____.
 - a. Sunglasses***
 - b. Progressives
 - c. Aspheric
 - d. Bifocals
 9. Every patient should have:
 - a. An old Rx pair
 - b. A sunglass pair
 - c. A backup pair
 - d. Both b. and d. are correct ***
 10. The author recommends that every ECP know the patients:
 - a. MVC provider***
 - b. MVP provider
 - c. MMM provider
 - d. MGM provider
 11. Without a financing offer, the consumer typically purchases a pair of eyeglasses every two years, and only ___% buy a second pair.
 - a. 1
 - b. 2
 - c. 3
 - d. 4

- e. 5***
12. The author suggests that we Don't sell, _____, Don't tell, _____:
- Educate, demand
 - Educate, deliver
 - Educate, offer options***
 - Educate, deflect
13. Fashion is a want that can be multiplied by:
- Need***
 - Time
 - Distance
 - Price
14. Enhance your presentation by _____ with digital tools and omnichannel in-store integrations.
- Distraction
 - Storytelling***
 - Redirection
 - Avoiding patient interaction
15. The author suggests that the ECP is seeing a change in consumers becoming more demanding due to this:
- An overabundance of places the consumers can go for their goods and services***
 - Privilege
 - A sense of entitlement
 - Limited time to shop
16. The author states that a great salesperson:
- Ignores
 - Listens***
 - Talks
 - Manipulates
17. What can happen if you don't take the time to show the patient ALL the options that complement their lifestyle:
- Lose the patient to a practice/ ECP who will**
 - Save the practice money and time
 - Save time dealing with procrastinators
 - Prevent the patient from thinking of you as a salesperson
18. Without a financing offer, the consumer typically purchases a pair of eyeglasses every ___ years, and only 5% purchase a second pair.
- Five
 - Four
 - Three
 - Two***
19. Give the customer a great experience, and they will give you their:
- Loyalty and referrals ***
 - A hard time
 - Life history
 - Vacation rental
20. According to the author, the average woman has ___ pairs of shoes:
- 5- 10
 - 6 - 14
 - 7- 25
 - 25 – 40***