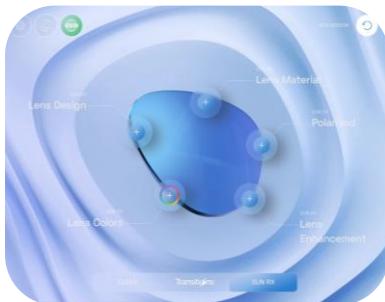


# LENS SIMULATOR

## Overview

Now that you know more about consultative selling, let us apply **Learn, Listen, and Lead** with **Lens Simulator** to drive our patient experience.

Using Lens Simulator can be a powerful tool to reinforce your tailored recommendation and preferred lenses. Here is how you can integrate it into your consultative selling process.



**Use Introductory Statements** – Based on what you learned about your patient and make a unique second pair recommendation:

- You've mentioned you....I'd like to take a moment to show you.....
- This could help you....

**Demonstrate Lens Options** – Use Lens Simulator to show patients the different lens options available:

- This could include different types of lenses such as single vision readers, computer or sun as well as various lens materials or tint options
- Leverage the OD hand off & Rx

**Visualize Lens Features** – Lead by showing how different lens features, Crizal and/or Transitions, can benefit them in different situations:

- Use the simulator to demonstrate how these features can improve clarity, reduce glare, and increase durability

**Customize to Patient Needs** – Tailor the lens options in Lens Simulator to meet the specific needs of each patient:

- For example, if a patient spends a lot of time outdoors, demonstrate how polarized or Transitions can enhance their vision in different lighting conditions

**Compare with Primary Pair** – If the patient has already selected a primary pair of glasses, use Lens Simulator to compare the lens features of their current pair with the options available for their second pair:

- This can help them make an informed decision and understand the benefits of using our preferred lenses

**Educate on Key Benefits** – Use Lens Simulator as an educational tool to explain the benefits of investing in high-quality lenses:

- Highlight how certain features can improve their visual comfort, reduce eye strain, and protect their eyes from harmful blue light or UV rays

**Close the Sale** – Once the patient has explored the lens options and understands the benefits, guide them toward making a purchase:

- Offer personalized recommendations based on their needs and preferences
- Be ready to address any questions or concerns they may have

By incorporating the **Lens Simulator** into your process, you can help our patients make informed decisions and with eyewear that meets their need. This makes you their Trusted Advisor!

### Integrate Lens Simulator into your Consultative Selling recommendations!

<p><b>Celebrate</b> Start on a positive note...</p>	<p>Ask team members to share what part of Lens Simulator they are most excited about and how it can enhance the patient experience?</p>
<p><b>Purpose of the Huddle</b> Today we are here to talk about...</p>	<ul style="list-style-type: none"> <li>• Presenting the Lens Simulator to a patient requires a clear and patient-centric approach</li> <li>• Today let's discuss how you can integrate Lens Simulator into your consultative selling process</li> </ul>
<p><b>Participation Moment</b> Let's practice this...</p> <p><i>Reference the practice scenarios in this huddle or create your own!</i></p>	<p>Use the attached scenarios to get comfortable using <b><i>Lens Simulator</i></b></p> <ul style="list-style-type: none"> <li>• Explain the purpose: Let the patient know that you're going to use it to demonstrate the lens recommendation you have made as the Trusted Advisor</li> <li>• Compare, Celebrate, or Educate: Highlight the lens type/features <ul style="list-style-type: none"> <li>• Have honest and transparent dialogue around your preferred lens recommendation, personalizing it to that specific patient</li> <li>• Manage the patient's expectations regarding any adjustment period or adaptation to new lenses, etc.</li> </ul> </li> <li>• Remember to <b>Speak Human</b> and avoid technical jargon</li> <li>• Remember empowering the patient to make informed decisions about their eyewear will help ensure their satisfaction, perceived value, and comfort with their new eyewear</li> </ul> <p>Reflect on how you presented the Lens Simulator:</p> <ul style="list-style-type: none"> <li>• Did the patient take your recommendation?</li> <li>• If there was an objection, how did you respond?</li> <li>• Did you use human speak?</li> <li>• How did you celebrate the sale?</li> <li>• What would you do differently next time?</li> </ul>
<p><b>Problem Solve</b> Two minds are better than one...</p>	<p>Ask the team, "What obstacles might we face?", "How can we overcome that?", "Why &amp; How can we provide a better patient experience?", "What will this result in?"</p> <ul style="list-style-type: none"> <li>• Encourage the patient to ask questions and provide feedback as you go along</li> <li>• Address any concerns they may have and adjust accordingly</li> <li>• Reinforce the features and benefits of the selected lens/lens technology (This can be done either at the of the competition of the sale or at dispense)</li> <li>• If you need to move to the classic assortment show the patient the difference</li> </ul>
<p><b>Review Action Times &amp; End the Huddle</b> End with commitments..</p>	<ul style="list-style-type: none"> <li>• Recap what you are asking the team to do and when this should be done by</li> <li>• Gain team member commitments &amp; buy in</li> <li>• Let the team know that you will be following up &amp; what progress looks like</li> <li>• End on a positive note</li> </ul>

sun rx / eye protection / polarized

### Leverage Lens Simulator to reinforce multiple pair needs!

#### Celebrate

Start on a positive note...

- Examples: Team members that have had success using Lens Simulator, high multiple pair percentages, completed Leonard Lens Simulator modules, etc.

#### Purpose of the Huddle

Today we are here to talk about...

- Now that you know more about **Consultative Selling**, let us apply **Learn, Listen, and Lead** with **Lens Simulator** to drive multiple pairs needs!
  - You are their Trusted Advisor...personalize the recommendations based on what you learned...

#### Participation Moment

Let's practice this...

*Reference the practice scenarios in this huddle or create your own!*

- Use the attached overview and scenarios to practice (role play) using Lens Simulator to reinforce multiple pairs of eyeglasses
  - Discuss team member beliefs around multiple pairs & lens simulator
  - Think about patient objections...how can you use Lens Simulator to overcome them?

#### Problem Solve

Two minds are better than one...

- Ask the team, "What obstacles might we face?", "How can we overcome that?", "Why & How can we provide a better patient experience?", "What will this result in?"

#### Review Action Times & End the Huddle

End with commitments..

- Recap what you are asking the team to do and when this should be done by
- Gain team member commitments & buy in
- Let the team know that you will be following up & what milestones will be along the way
- End on a positive note

Click [HERE](#) to go to Leonardo for Lens Simulator lessons and guide

# LENS SIMULATOR

## Practice Scenarios

Use the practice scenarios and observation tool to build confidence using Lens Simulator

### Build Confidence:

<b>Look for:</b>	<ul style="list-style-type: none"><li>• Is the team member holding the iPad in a way where the patient can see it clearly?</li><li>• Is the team member comfortable navigating through the Lens Simulator?</li><li>• Are we Celebrating, Educating, and Reinforcing the single lens recommendation?<ul style="list-style-type: none"><li>• Are we personalizing our recommendations to what we have learned about the patient?</li></ul></li><li>• Are we tailoring our presentation to the two most applicable features? (vs. everything in the lens simulator or discussed with the patient)</li><li>• Throughout the presentation, did the team member maintain a friendly and reassuring demeanor, and be patient with any questions or concerns the patient may have?</li></ul>
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### Scenarios: What two sections of the Lens Simulator would you use??

1	<ul style="list-style-type: none"><li>• You know you helped the patient last year and they purchased legacy progressives, AR, and transitions</li><li>• The doctor has handed-off to you and stated, the patient likes what they had last time</li></ul>
2	<ul style="list-style-type: none"><li>• Patient has lost their current eyeglasses and is wearing back up eyeglasses</li><li>• Patient stated they didn't want Anti-Reflective coating, but they also stated they are having a hard time seeing clearly at night</li><li>• They are a +5 sph and are concerned about the thickness of the lenses</li><li>• Had transitions a long time ago but didn't like how light they were in the car (doesn't wear sunglasses)</li></ul>
3	<ul style="list-style-type: none"><li>• Patient is primarily a contact lens wearer but has been getting a lot of eye infections</li><li>• The OD has strongly recommended they get eyeglasses this year, but the patient is concerned about how they will look and stated they don't want to spend a lot of money on eyeglasses since they won't wear them often</li></ul>
4	<ul style="list-style-type: none"><li>• Patient has worn a progressive lens years ago, but has mentioned they do a lot of computer work and got SV last time because they had a hard time adapting to the progressive lenses</li><li>• They have a very old pair of sunglasses (several Rx's back) but the eyeglasses they got last year had transitions in them</li></ul>
5	<ul style="list-style-type: none"><li>• Patient seems disinterested and/or in a hurry, but they are a first-time progressive wearer</li><li>• They mentioned they would like to get what the insurance covered, but they are an accountant and spend 10 hours in front of a computer</li><li>• You can see AR coating on their current eyeglasses, but they insist they have never had it before</li></ul>
6	<ul style="list-style-type: none"><li>• The OD stated they are a candidate for Eyezen 3 lenses, or they could do a progressive lens with a +1.00 add</li><li>• They are a -8.00 and have selected semi-rimless frames</li></ul>

# LENS SIMULATOR

## Observation Tool



What two sections of the Lens Simulator were presented?

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Actions to Observe	YES	NO
Is the team member holding the iPad in a way where the patient can see it clearly?		
Is the team member comfortable navigating through the lens simulator?		
Are we celebrating, educating, and reinforcing the single lens recommendation and/or reinforcing the 2 <sup>nd</sup> Pair?  • Are we personalizing our recommendations to what we have learned...		
Throughout the presentation, did the team member maintain a friendly and reassuring demeanor, and be patient with any questions or concerns the patient may have?		
If observation completed on a real patient, did the patient take the recommendation after seeing the Lens Simulator?		
Notes:		



What two sections of the Lens Simulator were presented?

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Actions to Observe	YES	NO
Is the team member holding the iPad in a way where the patient can see it clearly?		
Is the team member comfortable navigating through the lens simulator?		
Are we celebrating, educating, and reinforcing the single lens recommendation and/or reinforcing the 2 <sup>nd</sup> Pair?  • Are we personalizing our recommendations to what we have learned...		
Throughout the presentation, did the team member maintain a friendly and reassuring demeanor, and be patient with any questions or concerns the patient may have?		
If observation completed on a real patient, did the patient take the recommendation after seeing the Lens Simulator?		
Notes:		