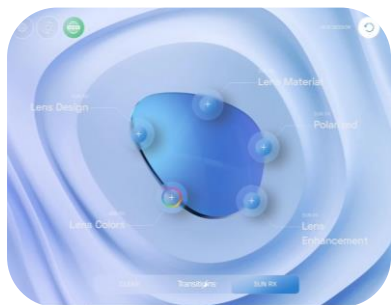


LENS SIMULATOR

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

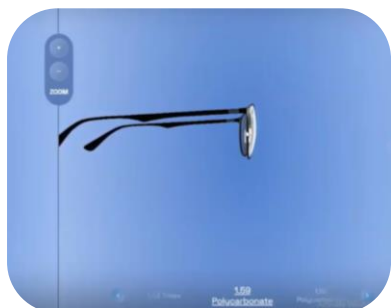


Visualize Lens Features – Lead by showing how different lens features, Crizal and/or Transitions, can benefit them in different situations:

- 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!

LENS SIMULATOR

Leverage With Every Patient

Integrate Lens Simulator into your Consultative Selling recommendations!

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

LENS SIMULATOR

Multiple Pair Recommendation

sun rx / eye protection / polarized

Leverage Lens Simulator to reinforce multiple pair needs!

Celebrate Start on a positive note...	<ul style="list-style-type: none"> 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...	<ul style="list-style-type: none"> Now that you know more about Consultative Selling, let us apply Learn, Listen, and Lead with Lens Simulator to drive multiple pairs needs! <ul style="list-style-type: none"> You are their Trusted Advisor...personalize the recommendations based on what you learned...
Participation Moment Let's practice this... <i>Reference the practice scenarios in this huddle or create your own!</i>	<ul style="list-style-type: none"> Use the attached overview and scenarios to practice (role play) using Lens Simulator to reinforce multiple pairs of eyeglasses <ul style="list-style-type: none"> 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...	<ul style="list-style-type: none"> 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..	<ul style="list-style-type: none"> 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:

Look for:

- 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?
 - Are we personalizing our recommendations to what we have learned about the patient?
- Are we tailoring our presentation to the two most applicable features? (vs. everything in the lens simulator or discussed with the patient)
- 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?

Scenarios: What two sections of the Lens Simulator would you use??

1

- You know you helped the patient last year and they purchased legacy progressives, AR, and transitions
- The doctor has handed-off to you and stated, the patient likes what they had last time

2

- Patient has lost their current eyeglasses and is wearing back up eyeglasses
- Patient stated they didn't want Anti-Reflective coating, but they also stated they are having a hard time seeing clearly at night
- They are a +5 sph and are concerned about the thickness of the lenses
- Had transitions a long time ago but didn't like how light they were in the car (doesn't wear sunglasses)

3

- Patient is primarily a contact lens wearer but has been getting a lot of eye infections
- 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

4

- 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
- They have a very old pair of sunglasses (several Rx's back) but the eyeglasses they got last year had transitions in them

5

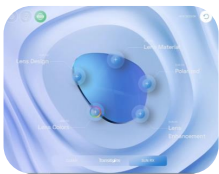
- Patient seems disinterested and/or in a hurry, but they are a first-time progressive wearer
- They mentioned they would like to get what the insurance covered, but they are an accountant and spend 10 hours in front of a computer
- You can see AR coating on their current eyeglasses, but they insist they have never had it before

6

- The OD stated they are a candidate for Eyezen 3 lenses, or they could do a progressive lens with a +1.00 add
- They are a -8.00 and have selected semi-rimless frames

LENS SIMULATOR

Observation Tool



What two sections of the Lens Simulator were presented?

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 nd Pair? <ul style="list-style-type: none"> 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?

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 nd Pair? <ul style="list-style-type: none"> 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:		