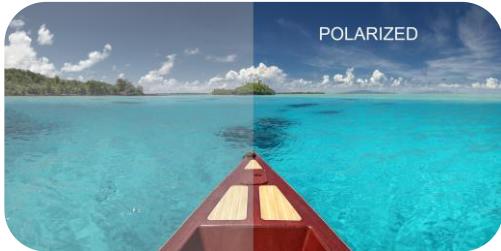


# ANTI-REFLECTIVE & POLARIZATION

Polarization combined with an Anti-Reflective coating can significantly improve vision, especially in certain lighting conditions. Here's how it works:



**Reducing Glare:** Polarization helps to block intense, reflected light, such as glare from surfaces like water, snow, or roads. This glare can be distracting and can reduce visibility, particularly in situations like driving or outdoor activities. By filtering out this glare, polarized lenses make it easier to see clearly and comfortably.

**Patient(s) should know polarization will provide clearer vision with a significant reduction in glare**



**Enhancing Contrast:** Polarized lenses also enhance contrast and clarity by selectively filtering out certain wavelengths of light. This can make objects and details appear sharper and more defined, especially in bright conditions where glare would otherwise wash out colors and textures..

**Patient(s) should know polarization will provide sharper vision & enhanced colors.**



**Anti-Reflective Coating (AR):** Adding an anti-reflective coating further improves vision by reducing reflections and glare caused by light hitting the front and back surfaces of the lens. This coating helps to minimize distracting reflections, improve visual acuity, and enhance the overall appearance of the eyewear by making the lenses more transparent.

**Patient(s) should know Anti-Reflective coating can: minimize distractions and provide less reflections**

Combining polarization with an anti-reflective coating creates a synergistic effect, providing clear, comfortable vision with reduced glare and improved contrast in various lighting conditions. This combination is particularly beneficial for activities like driving, fishing, skiing, or any outdoor activities where glare and reflections can be problematic.



Learn, Listen, Lead

**Learn-understand patient needs:** Create a personal connection with your patients and get to know them by asking open ended questions. These are questions that will not require a Yes or No answer but will force the patient to answer in a statement format. Example questions: "What is your typical day like? What do you do for fun? What hobbies do you enjoy? What do you do for sun protection outdoors? How long is you commute to work? "

**Listen:** Listen to their answers and think about how you can provide them vision solutions that will allow them to see better and enjoy their hobbies! As a follow up questions to gain clarity...."You mentioned you drive a lot for work, do you drive into the sun in the mornings? During your workday, how many hours are you driving for? Do your current sunglasses have the same Rx as the one you're filling today?"

**Lead-provide a tailored recommendation:** "I'd recommend our Digital Polarized lens with Crizal Anti-Reflective coating. You've mentioned that you drive for 4 hours during the day and the sun bothers you. The Polarization will provide clearer vision and improved color contrast, so you'll enjoy your driving. The Anti-reflective coating will reduce even more reflections and is 70% more scratch resistant than previous generations. Now, you'll still have to clean your eyeglasses correctly, but you'll be happy with this lens."

# ANTI-REFLECTIVE & POLARIZATION



Use the questions below to self evaluate how you discuss sun protection (Polarized lenses with Anti-Reflective coatings) with your patients. Take notes & review with a Peer, your Practice Manager, Field Leader, or OD.

Think about the last few patients you've helped- what the interaction look like? How did it sound? What did you recommend? Did the patient take your recommendation?

## LEARN

Learning about your patient starts inside lane and must be transferred to the optical floor. Facilitating a conversion around lifestyle, pain points, and needs is the first step in meeting your patients needs.

**Q:** what did you learn about your patients' outdoor needs? What hobbies do they enjoy outside? Do they drive into the sun in the mornings/afternoon? What open ended questions did you ask to understand their needs? Did you learn enough about them to understand how they will benefit from polarized & AR coatings?

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## LISTEN

Active listening is a superpower in sales. When you listen with empathy, you uncover insights that guide your sales approach.

**Q:** What was your body language like? Were you nodding along, smiling, being attentive? Did you ask follow up questions to gain clarity? Can you tell me three things you learned about your patient? If you had to excuse yourself, and someone else was taking over, would you be able to communicate everything the OD told you along with new things you learned about your patient through your interaction with them?

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## LEAD

Leading with a single recommendation aligned to what the patient shared and our preferred products. Create value and simplify the decision process for your patient. If budget is a concern, transition to the next option that still meets needs and provides the benefits they need their lifestyle.

**Q:** What recommendation(s) did you lead with? How did you incorporate sun protection? Was your recommendation personalized to what you learned about your patient? Did the patient take your recommendation? If there was an objection, how did you respond?

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