

# OAKLEY

## Overcoming Objections

There are many objections thrown at you from patients. Ultimately, the top reasons why our patients don't wear sunglasses are: .

1. The patient has not been educated on the importance of sunglasses or didn't know they could get prescription sunglasses
2. Lack of understanding of how the features will benefit them
3. Can't find a style they like
4. We don't leverage insurance or in store promotions
  - Often times we Xray the wallet and don't offer our patient's multiple pairs of eyeglasses



Use the 6 points below to help overcome patient objections for OK Sun in **Human Speak**:

1. **Quality and Durability:** Oakley is known for producing sunglasses with high-quality materials and construction, making them durable and long-lasting.
2. **Lens Technology:** Oakley incorporates advanced lens technology into their sunglasses, offering features such as UV protection, glare reduction, and impact resistance. Their lenses often provide excellent clarity and visual acuity.
3. **Performance:** Many Oakley sunglasses are designed with performance in mind, making them popular among athletes and outdoor enthusiasts. Features like lightweight frames, non-slip nose pads, and ergonomic designs enhance comfort and usability during various activities.
4. **Style:** Oakley offers a wide range of styles to suit different preferences, from sporty and athletic designs to more casual and fashionable options. Their sunglasses are often seen as a fashion statement.
5. **Brand Reputation:** Oakley has built a strong reputation as a leading eyewear brand, trusted by professionals and consumers alike. Their commitment to innovation and quality has earned them credibility in the market.
6. **Customization Options:** Oakley often provides customization options, allowing customers to personalize their sunglasses with different frame colors, lens tints, and other features.

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When a patient wants to use **insurance**, it can be challenging to price Oakley Authentics.

So how do you address this? Be transparent and upfront with your patient.


- "To maximize your insurance, I'd recommend getting a back up pair of eyeglasses (or any other need discussed) through your insurance and utilizing our 40% off promotion for your sunglasses. Let me show you the lens features...."

Provide a transparent price that includes all the features you've discussed and how the patient will benefit from them.

**OVERALL, OAKLEY SUNGLASSES APPEAL TO THOSE SEEKING HIGH-PERFORMANCE EYEWEAR WITH A BLEND OF STYLE, DURABILITY, AND ADVANCED TECHNOLOGY.**

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	<b>Learn, Listen, and Lead with Oakley Sun Authentics!</b>
<b>Celebrate</b>  Start on a positive note...	<ul style="list-style-type: none"> <li>Examples: A team member that has had success selling OK Authentics, team members that have completed Leonard Oakley Experts modules, etc.</li> </ul>
<b>Purpose of the Huddle</b>  Today we are here to talk about...	<ul style="list-style-type: none"> <li>How are we overcoming objections for OK Authentics?</li> <li>How are we <b>Learning</b> &amp; <b>Listening</b> about our patients so we can <b>Lead</b> with a personalized Oakley recommendation?</li> </ul>
<b>Participation Moment</b>  Let's practice this...	<ul style="list-style-type: none"> <li>After a patient has objected, how might they educate on the importance of sunglasses?</li> <li>Have the team explain to the patient how to maximize their insurance benefits on a different pair and get 40% off with Oakley Authentic lenses?</li> <li>Price objection...</li> </ul>
<b>Problem Solve</b>  Two minds are better than one...	<ul style="list-style-type: none"> <li>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?"</li> </ul>
<b>Review Action Times &amp; End the Huddle</b>  End with commitments..	<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 milestones will be along the way. End on a positive note</li> </ul>
The Oakley Expert course is added to your To-Do list in Leonardo! Click <a href="#">HERE</a> to be redirected .	