

POLARIZED VS. NON-POLARIZED



Polarized sunglasses block glare from light reflecting off flat surfaces better than any other type of sunglass lenses, making them very popular among people who spend a lot of time outdoors, on the road and particularly near water.

But sunglasses aren't just for people who love boating, fishing or going to the beach. Anyone who is bothered by glare outdoors can benefit from these advanced sunglass lenses.

Polarized sunglasses can be helpful for driving, too, because they reduce direct reflective glare from the hoods of vehicles and light-colored pavement.

Some light-sensitive people, including someone who has had cataract surgery, also will benefit from polarized sunglasses.

Polarized sunglasses provide advantages when it comes to decreasing eye strain and discomfort in bright sunlight. They offer those who enjoy an outdoor lifestyle or who spend time around bodies of water to enjoy a glare-free form of eye protection.

- People who spend time driving, either for work or leisure, will see improved comfort and visibility by using polarized lenses. That, in turn, helps them to drive more safely and confidently.

However, it is important to keep in mind that boaters and pilots may experience problems when viewing liquid crystal displays (LCD) displays on instrument panels, which can be a crucial issue when it comes to making split-second decisions based strictly on information displayed on a screen.

- Polarized lenses reduce the visibility of images produced by LCDs found on some digital screens, such as bank automatic teller machines (ATMs) and gas station pumps. With polarized lenses, you may also find it more difficult to see the screen on your phone (depending on the type of screen technology used).

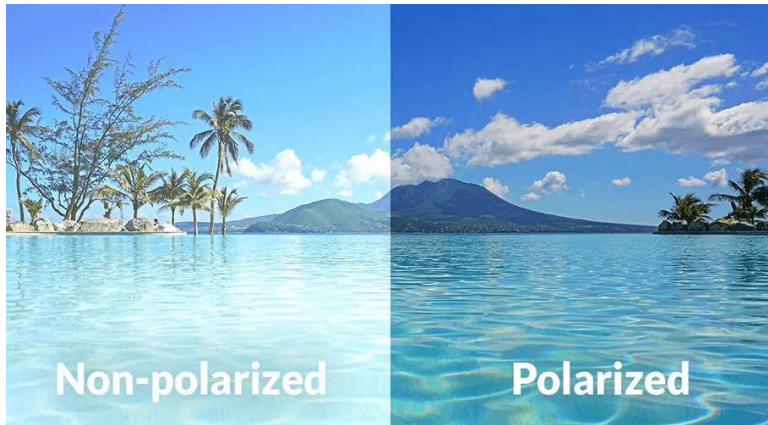
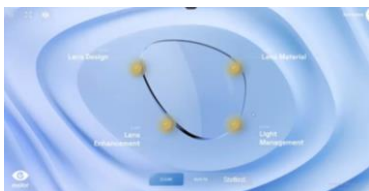
Despite these exceptions, polarized sunglasses offer tremendous advantages when it comes to decreasing eyestrain and discomfort in bright sunlight.

Polarized sunglasses with progressive lenses are a great choice for people over age 40 who spend significant time outdoors.

- Eyezen Start is also available with polarization (polycarbonate & high-index 1.67)

All lenses at TeamVision include 100% UVA & UVB protection. [CLICK](#) to learn more about polarization.

COMING SOON:
Lens Simulator & Smart Shopper interactive tools to **show** your patients the benefits of polarized lenses & more!



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Use the questions below to self evaluate how you discuss sun protection (Polarized lenses) 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 conversation around lifestyle, pain points, and needs is the first step in meeting your patients needs.

Q: Did your Hand-Off involve discussion on hobbies, personalized facts about the patient, and product recommendations? Did you discuss outdoor activities? If not- Did you ask your OD follow up questions relating to sun protection & outdoor activities?

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? How will polarized lenses benefit your patient based upon what you learned?

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?
