

RAY-BAN

Overcoming Objections

Typically, our patients don't wear Rx sunglasses because:

1. Patient has never been educated on the importance of sun protection:

- Patients might not know they can have Rx sunglasses, but when they do know, the purchase intent of Ray-Ban Authentic sunglasses increases:
 - 43% of our patients will have the intent to purchase Ray-Ban RX sunglasses, when they know it is available in their prescription
- Ray-Ban Rx Authentic lenses are a key purchase driver when it comes to sunglasses
 - The sun Rx collection also has original lenses that look identical to plano (The iconic Ray-Ban signature appears on both lenses, so no-one can tell the difference between plano or prescription lenses!)
 - Once your customer understands the value of Rx sunglasses, you can benefit from Ray-Ban's long-standing reputation



2. Someone who can't find a style they like



- Whether they have an existing prescription or not, all patients can now have sunglasses with prescription lenses- we must help the patient find a style they like!
- Educate the patient on what Ray-Ban can offer, patients Customers may be surprised to find that they can have variety

3. 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

The Ray-Ban patient is looking for convenience, style, comfort, and clear vision. It is important that you **Listen & Learn** about your patient, and **Lead** with a personalized lens recommendation based on what you learned about your patient. **Ray-Ban offers the perfect match of legendary style and Essilor's expertise in lens technology and vision!**

When a patient wants to use **insurance**, it can be challenging to price Ray-Ban 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...."



If a customer needs reassurance, remind them that the glasses they're considering are made by one of the world's most recognized and trusted eyewear brands.

Inform the customer that both the frames and lenses have been designed, produced, and assembled by one company. A proof of authenticity and the guarantee of superior quality glasses.

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

RAY-BAN AUTHENTICS

Overcoming Objections Huddle



Learn, Listen, and Lead with Ray-Ban Sun Authentics!

Celebrate

Start on a positive note...

- Examples: A team member that has had success selling RB Authentics, team members that have completed Leonard Ray-Ban Experts modules, etc.

Purpose of the Huddle

Today we are here to talk about...

- How are we overcoming objections for RB Authentics?
- How are we *Learning* & *Listening* about our patients so we can *Lead* with a personalized Ray-Ban recommendation?

Participation Moment

Let's practice this...

- After a patient has objected, how might they educate on the importance of sunglasses?
- Have the team explain to the patient how to maximize their insurance benefits on a different pair and get 40% off with Ray-Ban Rx Authentic lenses
- Price objection

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

Ray-Ban Expert course are added to your To-Do list in Leonardo! Click [HERE](#) to be redirected.