Improving Dispensary Sales Through Better Selling Techniques

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Create Active Loyalists

- There are 4 types of patients who leave your practice:
  1. Active Loyalists
  2. Passive Loyalists
  3. Passive Detractors
  4. Active Detractors

- Which do you want to create?
- What are you doing to make that happen?
How Do You Feel About Salespeople?

- Good experiences or bad ones?

- How many of you have had a bad experience with a salesperson?

- Tell me about it.

- You are a Detractor. How many other people have you told?
Common Errors Salespeople Make

- Being ‘pushy’.
- Being insensitive.
- Not being truthful.
- Not listening to you.
- Recommending products without understanding your needs.
- Trying to sell you what we do not want/need.
What Makes Salespeople Pushy?

- Have the intent to sell but do not understand the techniques.
- Pressure from sales manager.

Art’s Irregular Logic says:
- IF YOU HAVE TO PUT SOMEONE IN A HEADLOCK IN ORDER TO GET THEM TO BUY SOMETHING, YOU ARE DOING IT WRONG!
What Makes Optical Selling Different?

- No need for prospecting.
  - Patients entering the dispensary are ‘qualified’.
- Combination of skills needed.
  - Interpersonal skills.
  - Technical knowledge.
  - Knowledge of fashion, shape and color.
- Optical selling is ‘soft’, needs based and people oriented.
The Eight Parts of a **Retail** Sale (and why they are important)

- Opening.
- Probing.
- Demonstration.
- Trial close.
- Overcome objections.
- Close.
- Sell additional items.
- Ask for referrals.

- After the sale:
  - At delivery.
  - After-care.
Opening a Sale

- **Goals**
  - To decrease a customer’s sensitivity to a salesperson.
  - To initiate a human relationship and rapport between seller and buyer.

- **Leads To**
  - Transition question. What brings you in to see us today?

- **Administrator Tip**. Your optician should never walk up to a customer and say “How may I help you.”
Probing

- **Goals**
  - To determine this patient’s specific set of visual tasks that are required by them in the pursuit of their unique lifestyle.
  - To consider specific product recommendations that might be appropriate for that patient.

- **Method**
  - Visual lifestyle inventory form.
  - Ask lots of questions.

- **Administrator Tip.** Your opticians should be asking 10-12 open-ended questions of every patient.
Demonstrations

- **Goal**
  - To allow the patient to experience the frame, lens material and lens treatment products being recommended.

- **Methods**
  - Give demonstrations using samples.
  - Describe the benefits of the recommended product’s features. Explain the advantages.

- **Administrator Tip.** Your opticians should conduct a scripted demonstration of every product offered.
Mr. De Gennaro, because of what you’ve told me about how you use your eyes, I am recommending that you consider (product). These are (feature), which means that (advantage), which means that you (benefit).

Remember, patients purchase benefits not features or advantages.

Administrator Tip. Creating scripts assures you that every shopper hears what you want said.
Trial Close

- **Goal**
  - To close the sale.

- **Method**
  - Use of some closing technique.
    - Assumptive close.
    - Alternative closing question.

- **Administrator Tip.** Your opticians must ask for the sale at the end of every presentation.
Overcome Objections

• Goal
  • Attempt to learn why the sale did not close.

• Method
  • Ask questions.
    • Do you like it?
    • How much did you want to spend today?
  • Show alternative products that meet the patient’s request.

• Administrator Tip. This is the hardest step for most opticians. Scripting is essential and works.
Close the Sale

- **Goal**
  - To close the sale.

- **Method**
  - Same methods as the trial close.
  - “So, if I am able to ???, that will satisfy you?”
Sell Second Pairs

- **Goal**
  - Recommend appropriate multiple pairs.

- **Method**
  - Use answers to the questions gathered in Probing to suggest additional pairs of appropriate, task specific eyewear.
  - Keep asking for additional sales until the patient says no.

- **Administrator Tip**. Require your opticians to ask each buyer to purchase a second pair.
Reinforcing the Sale

• Goal
  • Reinforce that the patient has made a good decision.
  • Building a personal trade.

• Method
  • Repeating what the patient has purchased and explaining how much they will enjoy them.
  • Asking for referrals.

• Administrator Tip. Scripting.
At Delivery

- Program expectations.
  - Reinforce what a good decision the patient has made in purchasing the eyewear.
  - Restate the benefits the patient can now begin to enjoy because they own the new eyewear.

- Don’t say anything negative...at all!

- Administrator Tip. Scripting.
After-Care

- Send hand written postcard.
- Personal telephone call.
  - Do not attempt to sell anything.
  - Ask about or comment on some piece of personal information the patient shared with you.
  - Reinforce how much you care about the patient.
- Administrator Tip. (A boy and a girl meet. They go on a date and have a fabulous time...)
Final Administrator Tips

- Create work standards for the selling process
- Script! Script! Script!
- Conduct role play exercises with your opticians
- Observe your opticians selling at least weekly
Thank You
For Your Time And Attention

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