



JULY 2022

Tell Your Story & Keep Your Patients

What do you say when a patient asks to take their Rx elsewhere? Do you let them walk away without discussing their options or try to save the sale? This month we focus on how you can sell the benefits of your practice and expertise to prevent patients from leaving and buying online.



Talk About Customization

Your patients want the best visual experience, and you can provide that for them. Discuss the measurements that you'll take to make their eyewear specific to where the frame sits on their face and where their eyes sit in the frame.

Why? Measurements can be daunting to a patient, especially if they have a sense that even a minor error can affect their visual quality. Explain and defend your expertise in measuring to make sure your patients see their best.



Talk About Accuracy

If a patient insists on ordering online, ask them to bring their new eyewear in when they receive them to check for accuracy.

Why? Close to 45% of eyewear ordered online are made inaccurately. Not only will you be verifying if your patient is given the proper eyewear, but also potentially stopping the patient from going online in the first place.



Talk About Service

Discuss the services you provide after the patient purchases their glasses. You offer adjustments so that the frame fits perfectly on the patients face. What is your warranty policy? Will you replace nose pads and clean lenses at any time? Do you offer multiple pair discounts?

Why? These services make you stand out from online retailers and offer an extra level of service that patients are looking for when making a large purchase.

Join us August 5th for The Secret To Keeping Patient's Glasses Order's From Going Somewhere Else on www.ecpadvantage.com to learn more.

Coming Up

Can't Miss Webinar

Creating Loyal Patients Through The Right First Impression

July 8th

11:00 - 11:30 AM CST

How To Help "Inflation-Proof" Your Practice

July 22nd

11:00 - 11:30 AM CST

The Secret to Keeping Patient's Glasses Order's From Going Somewhere Else

August 5th

11:00 - 11:30 AM CST

Virtual Events

ABO Prep Part 1: All Knowledge Except Prism

August 17th

12:30 - 4:00 PM CST

ABO Prep Part 2: Understanding the In's and Out's of Prism

August 18th

9:00 AM - 12:00 PM CST

Live Events

**Dispensing Academy
Omaha, NE**

August 23 - 25

Register today for any course at www.ecpadvantage.com.



Get Ready - Our Back to School Promotion Starts Next Month!

Upgrades for the whole family means Back to School is not just for the kids this year. Starting with complimentary Transitions Lenses when you order POWER Kids lenses on ProLens. Plus, receive \$60.00 off Transitions Lenses on any digital lens on ProLens when combined with a Back to School kids promotion.

Talk to your Walman Optical Account Manager for more details today!

Education Opportunities

Virtual ABO Prep Courses

Join us for a 2 part series on ABO exam review.

Part 1: All Knowledge Review Except Prism

Date: Wednesday, August 17

Time: 12:30 - 4:00 PM CST

Part 2: The In's and Out's of Understanding Prism

Date: Thursday, August 18

Time: 9:00 AM - 12:00 PM CST

Register for one or both days!

Each course costs \$20. If you plan on attending both days, please register for each course individually. Exam Prep binder will be mailed to the address you provide at registration.

Dispensing Academy

Dispensing Academy is a three day program designed for new dispensers. This course provides an enjoyable learning environment with hands-on skill development to start you out on your optical career path.

Details

Date: Tuesday, August 23 - Thursday, August 25

Location: Walman Optical Omaha
12240 Emmet Street, Omaha, NE 68164

Cost: \$995

Learn more and register for any course on www.ecpadvantage.com today!



Have You Seen Our New Job Boxes?

Your opinion is important to us, which is why we've added a QR code and link to allow you to provide continuous feedback about your recent orders or interactions with Walman Optical. Let us know how we are doing with this quick 1-minute survey. Your responses help us create a better experience for you and all of our customers.

Tell us your experience at www.walmanoptical.com/feedback.