Monthly Focus NEWSLETTER

NOVEMBER 2026

Saving the Sale: 10 Ways to Turn "I'll Shop Around" Into "Let's Do It!"

Price objections are part of everyday life in the optical. But just because a patient isn't ready to purchase doesn't mean the conversation is over. Sometimes, all it takes is the right question, a little education, or a different approach to help patients see the value in purchasing their eyewear from your practice. Here are 10 simple ways to keep the conversation going and turn hesitation into confidence.

5 Things to Say When Patients Want to Shop Somewhere Else

"I found glasses cheaper online."

Try saying: "I understand wanting the best price. Do you have a budget in mind? Let's explore some options."

Why it works: Shifts the conversation from price to finding a solution.

"Another place quoted me less."

Try saying:"Let's compare what's included so you can make an informed decision."

Why it works: Highlights differences in lens quality, features, and services.

"I think I'll just order online."

Try saying: "Before you decide, let me share what's included with your glasses here, from personalized fittings to ongoing support."

Why it works: Reinforces the value of the in-practice experience.

"These glasses cost more than I expected."

Try saying: "We chose these lenses for your specific needs. Let's see where we can adjust the cost without sacrificing what's important."

Why it works: Keeps the focus on their vision needs, not just the price.

"I need to think about it."

Try saying: "If we can find an option you're comfortable with, would you prefer to get your glasses here?"

Why it works: Opens the door to addressing remaining concerns.

UPCOMING EVENTS

Nov 07
LIVE EVENT
Walman Education Summit - Scottsdale, AZ
7:00 A.M. - 4:00 P.M. MST

Nov 13
LIVE EVENT
Dealing with Difficult Patients and Troubleshooting
Earn 2 Technical ABO Credits
11:00 A.M. - 1:00 P.M. CST

Nov 20
LIVE EVENT
Combating Remakes Part 2: Accurate Measurements
11:00 - 11:30 A.M. CST

Nov 20
LIVE EVENT
Combating Remakes Part 3: Educating Your Patient
11:00 - 11:30 A.M. CST

Dec 11
LIVE EVENT
Beyond Measurements: Turn SpecTech into a Practice Growth Tool
11:00 A.M. - 12:00 P.M. CST

ECP ADVANTAGE
Powered By Walman

Register today at www.ecpadvantage.com.

Stop the Objection Before It Starts! 5 Ways to Build Value Early

The best way to save a sale? Give patients fewer reasons to walk away. These five simple habits can help build confidence before the price conversation even begins.



Start With Their Lifestyle, Not the Lens

Ask about work, hobbies, screen time, and daily activities before recommending eyewear.

The Goal: Make every recommendation feel personal, not like a sales pitch.

Show the Difference

Use lens demonstrations, digital measurements, and product comparisons to make premium features tangible.

The Goal: Help patients visually see what they're paying for instead of just hearing about it.



Want to turn your lens recommendations into a visual experience?

Ask your Practice Success Manager about SpecTech AI, or join us December 11 at 11:00 AM CST for a live demonstration to see it in action. Register today on ECP Advantage.



Present Choices From the Start

Offer a good, better, best selection that addresses different needs and budgets. Clearly explain the tradeoffs between options.

The Goal: Give patients control over their purchase without making price the only deciding factor.

Explain the Value Beyond the Frame

Highlight professional fittings, precise measurements, adjustments, warranties, and ongoing support available through your practice.

The Goal: Remind patients they're investing in more than a pair of glasses.





Make the Final Price Easy to Understand

Review applicable vision benefits, explain what's contributed, and clearly communicate the out-of-pocket cost.

The Goal: Eliminate surprises that could make patients reconsider their purchase.

Want More? Join us for Save the Sale: Confident Conversations That Keep Eyewear Patients Buying on January 8th. Register today on ECP Advantage.