WHAT DO PATIENTS THINK ABOUT WHEN PURCHASING EYEWEAR?

WHY DO PATIENTS BUY EYEWEAR FROM YOUR COMPETITION?
Frame
1.5 Digital Free-Form Progressive Lenses
Standard AR
Custom Engraving
Taxes & Shipping

IS THIS REALLY CONVENIENT?
WHAT DO YOUR PATIENTS WANT?

“We realized they [patients] loved the experience.”
- David Gilboa
  Co-Founder & Co-CEO,
  Warby Parker

PATIENTS DON’T LIKE TO BE SOLD… BUT THEY LOVE TO BUY.
ARE YOU HELPING PATIENTS BUY?

WHY PATIENTS BUY EYEWEAR

WARNING SIGNS YOUR PRACTICE IS SELLING

• Price objections
• They want the same thing as last time
• They want only what their insurance covers
• The practice isn't as busy as it used to be

GROUP EXERCISE

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WHAT DID WE LEARN?

INSANITY: DOING THE SAME THING OVER AND OVER AGAIN AND EXPECTING DIFFERENT RESULTS.

COMBATING COMMODITY: SERVICE

$3 Billion Global Shaving Market
Most people will pay more if they understand why. You need to give them a reason and then communicate that reason clearly and effectively.
COMBATING COMMODITY: SERVICE
What can you offer in your office that’s unique?

WHY DO PATIENTS BUY EYEWEAR FROM YOU?
FOCUS ON CREATING AN ENVIRONMENT THAT HELPS PATIENTS BUY

- They like the doctor or optician
- They understand what they are buying
- They perceive a difference in the products and person/practice they are buying from
- They trust and have confidence in you
- They are comfortable
- They see value in the eyewear they are purchasing
- The eyewear satisfies their specific needs and improves their life
- The price is fair

TOP REASONS FOR PATIENT PURCHASES

- What is the cause of their fear?
- How do you eliminate those fears?
- How much risk are you asking your patients to take when they buy eyewear from you?
WHAT IS FEAR?

Fear is a lack of confidence, trust, and believability in either the product, the service, the company, the ECP, or themselves.

ELIMINATE THE FEAR (OR RISK) OF BUYING

• Don’t think they really need it
• Feel they can get it cheaper somewhere else
• You don’t have exactly what they want
• Second guessing they are getting the wrong thing
• Question the quality or performance of the product
• Question the service after the purchase
• Worry something better exists
• Looking foolish
• Someone will get mad at them

MOST COMMON FEARS OF BUYING
CONFRONT THEIR PURCHASING FEARS

Identify and eliminate their fears:

• “I really can’t afford this.”
• “I’ll buy it, get it home, and won’t like it.”
• “My wife/husband will see it and be mad.”
• “It seems expensive so I need to do some research and look around.”

REMOVE FEARS BY BOTH LOGICALLY AND EMOTIONALLY CONNECTING WITH PATIENTS

UTILIZE PATIENT TESTIMONIALS

Bragging is when you say it about yourself. When someone else says it, it’s proof.

Testimonials are like volunteers. Just ask!

“My new digital lenses are thinner and lighter than I ever thought were possible with my prescription! Thank you ABC Eyecare!

Jane Doe
Satisfied Patient
WHAT SHOULD A TESTIMONIAL SAY?

- Show action and make a call to action
  - "I used to go to a competitor and then I switched to ABC Eyecare. So should you!"
- Overcome an objection
  - "I used to buy my glasses online because I thought it was cheaper. I didn't realize what I was giving up! ABC Eyecare helped me 'see' what I was missing!"
- Reinforce a claim
  - "My computer lenses help me see more comfortably and have eliminated my neck pain.
- Claim a happy ending

UTILIZE PATIENT TESTIMONIALS

- Use them in marketing materials inside your office.
- Use them in all external marketing pieces.

Jane Doe
Satisfied Patient

My new digital lenses are thinner and lighter than I ever thought were possible with my prescription! Thank you ABC Eyecare!

IMPLEMENTING CHANGE

There's a big difference between knowing what to do and actually doing it.
IT’S NOT ABOUT YOUR EMPLOYER.

CHANGE STARTS WITH YOU

STOP SELLING & HELP PATIENTS BUY

Samantha Toth, ABOC
Innexus® | Website, Social Media, Marketing
samantha@innereactive.com | 888.963.8894

GetInnexus.com
Facebook.com/GetInnexus
@GetInnexus