

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Reminder to Complete Your Session Evaluations!

Please be sure to complete your digital session evaluations for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



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Financial Disclosure

- Kelly Rosemann is an employee of Horizons Optical.
- All relevant relationships have been mitigated.

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Differentiate Your Practice

Create A Magical Experience

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Objectives

1. Explore how successful companies create a magical experience
2. Identify key ideas that you can use in your practice
3. Create a magical experience within your practice

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The Happiest Place on Earth


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Magic

When does the 3:00 parade start?

- Customer interactions
 - Tone
 - Delivery




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Magic

Operate in a Bubble

- Administration building
- Character locations
- Bi-weekly newspaper




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Magic

Optimizing the Mundane

- Sound system
- Trash cans
- Height requirements




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Key Ideas

A Recipe for Magic

- Customer interaction
- Customer point of view
- Attention to detail




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Key Ideas

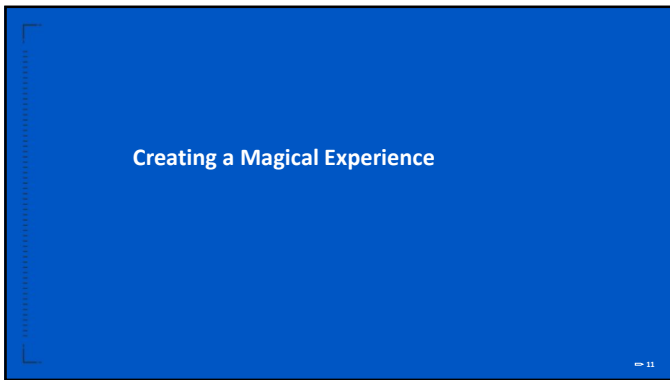
Create a Magical Experience

- Detail while waiting in line
- Create an immersive experience
- The experience begins at the entrance



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Creating a Magical Experience




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Creating Magic

Customer Interaction

- Pre-Welcome
- Welcome
- Pretesting
- Doctor
- Optical
- Dispensing
- Follow up



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Creating Magic

Customer Point of View

- Walk in the front door
- Reviews
- Shadow other departments



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Creating Magic

Attention to Detail

- Check in
 - National _____ Day
 - Cookies
 - Coffee bar
 - Water
- Optical

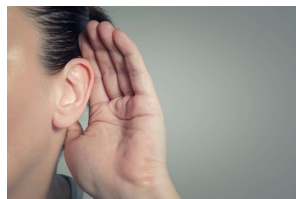


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Active Listening

Hearing vs. Listening

- Hearing
 - Accidental
 - Involuntary
 - Effortless
- Listening
 - Focused
 - Voluntary
 - Intentional



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Active Listening

Apples and Oranges

- Pair up in groups of 2
- 1 person is the apple
- 1 person is the orange



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Defining Value

Present a Personalized Vision Solution

- Recommend one, valuable solution
 - Zero or little value creates price concerns
 - Right time for additional benefits
- Use demos or tools to educate your patient
- Present total price, savings and cost



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Dispense

You are responsible for their comfort

- Present glasses in a professional manner
 - Not wrapped in a lab invoice
- Every pair of glasses need an adjustment
 - Glasses are always comfortable for the first 5 minutes
 - Don't be scared to look behind the ears




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Dispense

Another opportunity for success

- Review the benefits and value of the glasses
- Avoid negative words like:
 - "If you have any problems, come back and see me"
 - If you can't get used to them, we can switch them out for something else"
- Review the opportunities
 - Lenses don't change color outside
 - Patient doesn't have a pair of sunglasses
 - Patient doesn't have a pair of computer lenses




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Creating Magic

Create A Magical Experience in Your Practice

- Decide your brand image
- Differentiate your experience
- Sell souvenirs




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