



## Class Handout: Questions for Vendors

Instructions: You will have 20 minutes to meet with the vendor of your choice. They are looking forward to meeting you! Use these questions as a guide to get the conversation going, but don't think of it as a script. The questions we will discuss when we reconvene will ask you to reflect only on the process, you don't need to present the product/vendor.

Vendor	Booth
Anagram/Dr. Contact Lens	2303
GoodVision USA	1809
Lucyd	1721
Solos	ID9
Super Optical/Fast Grind	2836
The Eye Consortium (TEC)	Backpack

Vendor Meeting Times:

Meeting Point:

Thursday from 2:50 to 3:10pm, Reporting Back to meeting point at **3:15pm**

Friday from 10:05 to 10:25am, Reporting back to meeting point at **10:30am**

### Questions:

- 1) Tell me about your product and/or service.
- 2) What problem are you trying to solve?
- 3) Describe your ideal customer.
- 4) Who is generally your point of contact in the practice?
- 5) What software does this integrate with?
- 6) How much space does this take up? (Board space, wall space, lab space)
- 7) What is the initial investment to be successful?
- 8) What is the minimum initial investment?
- 9) What are ongoing costs?
- 10) When do we generally start to see a return on investment?
- 11) What is the average revenue generated from your product in a month?
- 12) What is the average amount of money your product or service can save me every month?
- 13) How much time does this take to start up?
- 14) How much time does this take on a daily/weekly/monthly basis to implement well?
- 15) How much time does this solution save me?
- 16) What does support look like on an ongoing basis?
- 17) What sets you apart from your competitors?

- 18) What should I tell my team about your product or service to get them excited about the possibility?
- 19) What do you know about the practices who are your most successful partners?
- 20) Of the characteristics you just listed, we have X, Y, Z. We don't have A, B or C. What will it take for us to be successful as well?
- 21) How does having your product or service in my practice change the way a patient thinks of us?
- 22) What question should I be asking, but have not?
- 23) What kind of documents/resources can I take back to my practice to share more about your offering?
- 24) If we wanted to get started, what is the next step?

## Smart Eyewear Specific Questions:

- Weight?
- Adjustability?
- Battery Life?
- Water Resistance Rating?
- Cleaning Protocol?
- Capabilities?
- AI Platform Used?
- Number of Styles?
- Cameras Inward/Outward?
- Who is the target consumer?
- Clear Rx Parameters?
- Do you provide a guide of best practices for product/program success?
- Is there an implementation roadmap?
- Is there post-dispense support?
- Is there patient-facing technical support?
- Are there sales models for rental or purchase?
- Is there a display? POP Materials?

Pull the rip cord! Help! Call or Text Cira 971-359-3533