



STOP SELLING & HELP PATIENTS BUY

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


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WHAT DO PATIENTS THINK ABOUT WHEN PURCHASING EYEWEAR?



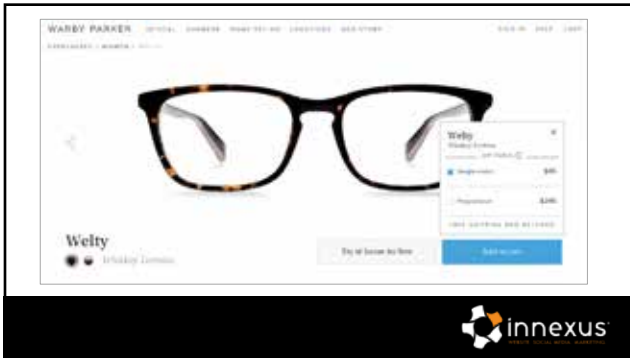
WHY DO PATIENTS BUY EYEWEAR FROM YOUR COMPETITION?















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



FOCUS ON CREATING AN ENVIRONMENT THAT HELPS PATIENTS BUY



GROUP EXERCISE











TOP REASONS FOR PATIENT PURCHASES

- 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



ELIMINATE THE FEAR (OR RISK) OF BUYING

- What is the definition of risk or fear?
- What is the cause of their fear?
- How much risk are you asking your patients to take when they buy eyewear from you?
- How do you uncover specific fears of your patients?
- How do you eliminate the fears and risks they may be experiencing?



MOST COMMON FEARS 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



WHAT IS FEAR?



ELIMINATE THE FEAR (OR RISK) OF BUYING

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



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.

"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



Testimonials are like volunteers. Just ask!



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
 - "Professionalism. Expertise. Choice. I love ABC Eyecare!"



UTILIZE PATIENT TESTIMONIALS

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



IMPLEMENTING CHANGE



There's a big difference between knowing what to do and actually doing it.



WHAT'S YOUR BIGGEST FEAR
HOLDING YOU BACK
FROM MAKING A
CHANGE?



IT'S **NOT** ABOUT
YOUR EMPLOYER.

IT'S ABOUT
YOU



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