

- *Set meeting with patient 1-2 weeks out if at all possible, to allow time for any ordered frame product to be received.*
- *Have access to their previous eye exam and eyewear order.*
- *Do some research on product patient is wearing now. Pull up a few exciting vendor line websites so you can easily access the websites while your speaking to client.*
- *Have access to pull actual frame product if at all possible so you can demo frame, sunglasses and lens options*
- *Stylist Consultation Form can be used to guide optician but keep it conversational, like you're speaking to a friend.*

### SCRIPTING EXAMPLE

**Stylist:** Hello Kim. My name is Ellie and I am so glad we are able to meet today prior to your appointment with Dr. Cockrell on Tuesday, May 5<sup>th</sup> at 2pm.

**Patient:** So glad to speak with you about my glasses.

**Stylist:** Yes, I am interested in getting to know you, hear all about the glasses you are currently wearing and what you're most looking forward to trying on when you come to our practice on Tuesday. I am going to ask you a few questions, but I really want this to be a fun experience, would that be okay with you?

**Patient:** Yes.

**Stylist:** Great, I have already done some research and the last pair of eyewear you ordered from us was last year. They were a cute Kate Spade with single vision lenses. Are those what you are wearing today?

**Patient:** Yes, I loved these but I am ready for a new look.

**Stylist:** Great. Kim, do you have a new style or color in mind?

**Patient:** Not really. I just know that I am interested in something different.

**Stylist:** Okay. Love this. The sky is the limit when it comes to color and we'll figure out what look you want for this pair! There are so many great options out right now that offer a lot of combined color options. I will make note of this when I hand select some frames for you. Your current frames are made of a plastic material and upon review of your prescription you don't have any restrictions to frame material. Do you prefer plastic?

**Patient:** No. I had some before that had no frame. I don't want those this time but I am open to metal or whatever you think will look good on me.

**Stylist:** Great. I wanted to show you a few of the new, hot and happening shapes that are out right now that I think will look great on you. Let me show those to you now just to give you a sneak peek. If any of these don't excite you, that's okay, we have plenty of others I can select for you.

*At this point you can share your screen to show online options for the patient or if you selected some off of the board you can speak to these now.*

**Patient:** I like all of those options. Does the purple come in other colors?

**Stylist:** Yes, absolutely. Let me pull those up online for us to look at.

**Patient:** Love the tortious shell pair with the white!

**Stylist:** Oh, I love those too! I will order those in for you. I also have another classic tortoise shell, mixed with some exciting colors in this beautiful JF Rey pair that have a little different shape here in stock. I am excited for you to try them, super cool and super exclusive. They are a bit more cat shaped, but not extreme. I think you'll love them!

**Patient:** Oh okay. I don't think I've had a cat shaped pair before.

**Stylist:** It's a great shaped frame for your face shape. It has a great uplifting affect and we all love that, right!! We'll try it and see what you think in a couple weeks.

**Patient:** Okay. Sounds good.

**Stylist:** Kim, I think I have a wonderful idea for a selection of frames for your everyday pair of glasses to try when you come in. A couple of other things that I want to make sure we discuss. Do you have a pair of prescription sunglasses?

*Follow same direction for sunglass options if patient is interested.*

**Stylist:** Have you been staying busy? Any new hobbies?

**Patient:** I've taken up sewing again. Lots of masks!

**Stylist:** You and a lot of very wonderful people are sewing masks. I am not as crafty but that's great. Have you been spending a lot of time on the computer?

**Patient:** Not really lately but in normal circumstances I am on the computer a lot.

**Stylist:** Is that for work? And is that more than 4 hours a day, typically?

**Patient:** Yes, I work in the loan department at the bank. So quite a bit more, closer to 8 to 10 hours a day.

**Stylist:** Any trouble with vision when you are sitting at the computer?

**Patient:** Sometimes some blurred vision.

**Stylist:** Okay, I will let the doctor know. There may be a few solutions to your blurred vision including some lenses that are specifically designed for computer use.

**Patient:** Really?

**Stylist:** Yes, we will see if the doctor feels that you can benefit from this technology.

**Patient:** Okay. Great.

**Stylist:** I don't see that you've ever tried contact lenses with us before. Do you have any interest in trying them this year?

**Patient:** No, not really.

**Stylist:** Okay that's fine. I will let the doctor know that. Please keep in mind that if you decide differently or if you have any questions about whether or not you're a good candidate for contact lenses during your appointment, the doctor would be happy to answer your questions.

**Patient:** Okay, I will do that.

**Stylist:** Wonderful. I can see that you have the antiglare technology applied to your lenses, because I can see your eyes and not reflections on your lenses! You want that applied to your new lenses again, correct?

**Patient:** Yes.

**Stylist:** Wonderful. Any questions about transition lenses? They are the type of lenses that activate and tint into sun wear.

**Patient:** No, not interested.

**Stylist:** Okay. Did you have any other questions for me today?

**Patient:** No not at this time.

**Stylist:** Okay, Kim. We are all set. I've started your order for your everyday wear glasses and your sunglasses and included notes for both sets of lenses. I have already ordered you in that gorgeous Face a Face pair in that fantastic tortoise shell and white color. Those and the others that I hand select for you, including that JF Rey pair and some great sunglass options, will be set aside waiting for you.

**Patient:** Okay. I can't wait!

**Stylist:** Neither can I! Now that we've met and we've had the chance to get to know each other, please reach out if you think of anything else, I might need to know. I will see you on Tuesday, May 5<sup>th</sup> at 2pm.

**Patient:** Alright

**Stylist:** Thanks Kim! Enjoy the rest of your day!