

When Life Gives You lemons



Safilo



Robin Brush, ABOC
Safilo Education and Training Manager

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


Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Conference Advisory Board considers content and speakers for future meetings to provide you with the best education possible.

Robin Brush has received honorarium from Safilo.
All relevant relationships have been mitigated.

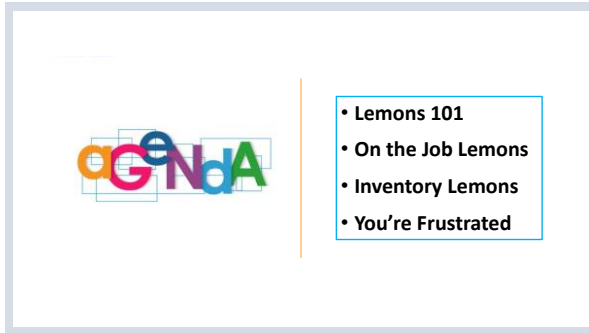


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- Safilo Training and Education
- Specialty: Optical
- ABO Certified Optician - over 27 years
- Ophthalmology/Optomety
- Manager/Buyer
- ABO certified speaker

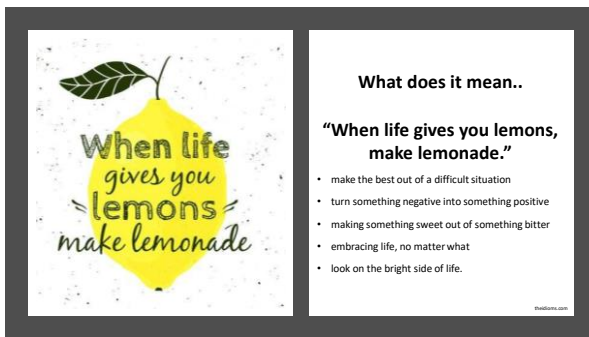
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Lemons 101



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Did you know lemons are a hybrid fruit?



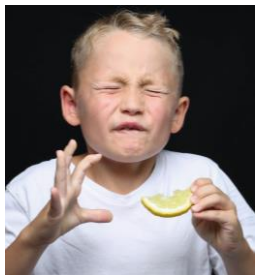
Citron



Bitter Orange

Do you have hybrid employees?

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How sour is that lemon?

- according to the Australian Academy of Science, acidity measures the concentration of hydrogen ions
- the PH scale (potential of hydrogen ions) ranges from 1-14, 14 being basic and 1 being acid
- Scale:
 - 7 -pure water
 - 6 -milk
 - 5 -bananas
 - 4 -tomatoes
 - 3 -vinegar
 - 2 -lemons
 - 1 -stomach acid
 - 0 -battery acid
- too sour avoid all lemons! Or...

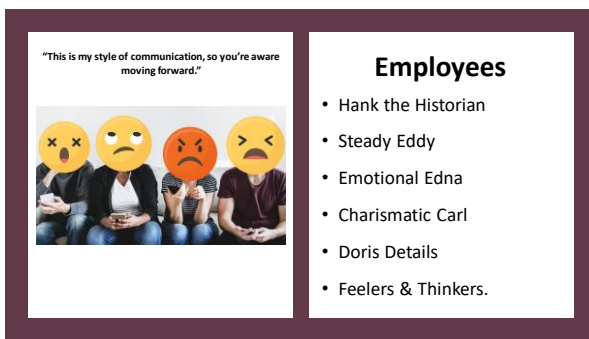
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Hank the Historian

- long-time Optician
- has done everything in optical
- sometimes not your biggest fan
- says things like:
 - "That'll never work."
 - "Yah, they tried that last year."
 - "When I was a manager in 1981...."

Lemons to lemonade REALIZATION:


- *the Historian just wants to be heard and valued*
- **I changed**
 - "in your past experience...."
 - "Can I get your input on...."
 - "Take a look at these new frames. See any adjustment opportunities?"
 - "This is their new RX. See any opportunities from their previous?"
- Learned how to make proper adjustments.

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Steady Eddy

- shows up every day – never sick, never late
- very loyal - never threatens to jump ship
- does "just enough" to get by
- sells the same frame styles over and over
 - LucyAnn 92 times!
- not engaged with the other office employees
 - clock-in, work, clock-out
- "if it's not broke, don't fix it"
- fly under the radar

Lemons to Lemonade REALIZATION:

- *To the Steady Eddy, change is scary and may need a gentle push*
- **I changed**
 - any changes I made required a 1:1
 - calm personality
 - put in charge of monthly inventory
 - always done
 - started sending other employees over to Eddy with optical/brand questions
 - engagement

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Emotional Edna

- one thing goes wrong, their entire world falls apart
 - Hoover
- needs constant affirmation
- struggles receiving constructive feedback (not constructive criticism)
- everything is a BIG deal!
 - spiff changes

Lemons to Lemonade REALIZATION:

- their over-the-top emotions are normal to them, and they don't see how it's draining others*
- I changed**
 - monthly 1:1
 - be direct with specific behavioral examples
 - "I understand you're upset about the spiff changes. How could you have handled this better instead of throwing trays?"
 - set clear goals and why – challenge them
 - "I hired you because you are more than capable of reaching this sales goal."
 - needs recognition in front of others.

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Charismatic Carl

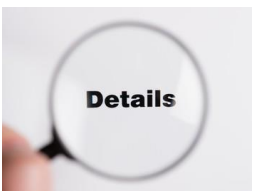
- suave
- people are drawn to him
- everybody loves him
- club members
- top in sales
- perfect right?
- ABO certification is required, can't pass the ABO

Lemons to Lemonade REALIZATION:

- Carl knows optical inside and out because he is a very hands-on learner*
- can't pass the ABO because he struggles with reading comprehension*
- I changed**
 - I took the ABO with him
 - notecards in the lab for two months
 - he passed!

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Doris Details



- most painful for me
 - 2 wrong flights
 - 1 wrong airport
- needs to know the details of every program, sale, meeting
- what if?
- analyze paralysis - won't make a decision because they're afraid of making the wrong one
- hard time adjusting to ever-changing optical fast pace

Lemons to Lemonade REALIZATION:

- find mistakes easily, very focused and eager to complete daily tasks, organized and likes to follow the same routine every day*
- I changed**
 - new program - provide all details
 - perfect person for:
 - checking-in orders and comparing them to sales rep order
 - tracking returns
 - lab bill for mistakes (\$1000)
 - Optical handbook.

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Optical Handbook

- 3rd party
 - step by step instructions
- Redo's – how to order
 - Dr's changes
 - lens changes (design, material, type)
- Restyles
 - how long
 - how to re-order
- Warranty policy
 - how long
 - manufacturer's defects only
- How to add/take out frames of inventory
- Sales Reps
 - by brand, the number of frames allowed in your inventory.

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COVID

- new word: pandemic
- safety precautions
- masks
 - communication?
 - slow down
 - talk louder
 - use hand gestures
 - introduce yourself
- short handed?

Lemons to Lemonade:

- one stop shopping
 - have the conversation – multiple pairs
- trust the OD's office to be clean and safe
- service has become more important
- shopping hours have changed
- buy sunglasses from you, not a rack at a store or gas station
- e-commerce boom (virtual try-on software).

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Possible LEMONS of Your Optical:

"We're lucky if we get the patient to stay and buy the first pair, let alone a sunglass."

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Capturing the Patient

- "Would you like to look at glasses today?"
- "Are you going to get glasses today?"
- "Do you have time to look for glasses today?"
- "Take a look around and let me know if you find anything."

"What are we doing to update your glasses today?"

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What activities are you a spectator or participate on weeknights or weekends?

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"I buy cheap sunglasses because I lose them all the time."

- **WHY** the dr. recommends and **HOW** it's going to benefit me
- Long term exposure to ultra-violet light can result in cataracts, macular degeneration, skin cancer in and around the eyelids.
- "Sunglasses are exempt from the Pre-Market Notification 510(K) submissions to the Food and Drug Administration (FDA)."
 - 510(K) is a pre-market submission made to the FDA to demonstrate that the device to be marketed is safe & effective.

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Would you buy sunglasses here?



Drug store/grocery/mass/wholesale club \$604M 12ME June 2021.

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Feelers and Thinkers

- A's and B's
- Two ways you interpret information:
 - Feel it
 - Think/analyze it
- **FEELERS:**
 - *feel what you said because they process information with emotion*
 - hug a feeler what happens?
 - **Don't communicate with:**
 - get over it...let it go
 - constructive criticism
 - don't take this personally but...
 - Are you crying?
 - your feelings don't matter, just do your job
 - **DO:**
 - "Wow! This display looks awesome! Fantastic use of brand colors and logo plaque. Amazing mixture of styles. Great job Suzy! You're good at this. Can I make one suggestion? How about adding a few suns? How do you feel about that?"



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Feelers and Thinkers (cont.)

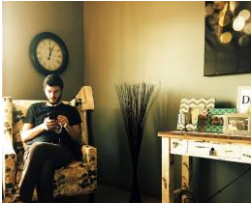
- **THINKERS:**
 - *think about what you've said to see if it's valid or not, before they respond*
 - hug a thinker what happens?
 - **Don't communicate with:**
 - that made me feel...
 - how do you feel about that?
 - amazing, fabulous, awesome!
 - **DO:**
 - give to-the-point constructive feedback
 - "Can we talk about your display? One suggestion, I'd like to see you add some sunglasses to promote multiple pair purchases. Your thoughts?"



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Communication Skills



- high functioning autistic
- Sensory Processing Disorder
 - tags, seams, materials are "itchy"
 - lights are too bright
 - all sounds are the same volume
- Synesthesia Disorder
 - information meant to stimulate one of your senses, stimulates several of your senses at one time
 - seeing music notes moving in color
 - seeing numbers in color
- Thinker
 - "I told them I love them. Why do I need to keep repeating it?"
- I changed
 - Clocks don't tick
 - Ceiling fans off if not in the room
 - Say his name first
 - I've learned how to communicate with him, not the other way around.

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Inventory Lemons



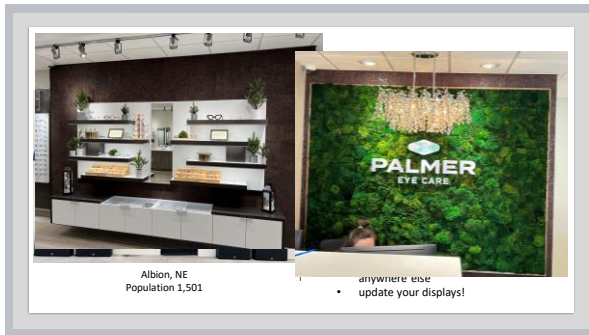
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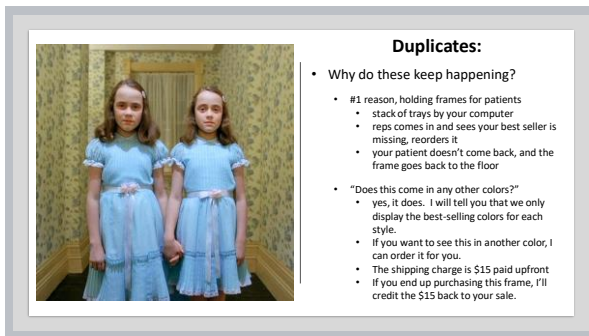
We're tired of this brand.

- Tide
- you've sold this frame six times but it's the first time your patient is seeing it
 - It's not about you!
- Top Seller
 - change up the colors/sizes
 - move it to another location in the optical (over the weekend)
- T.L.A. (Think Like Amazon)
 - Sell it over and over

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You're Frustrated



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You:

- I was once one of them and now I'm the manager
 - set boundaries
 - no longer their pal – lunches, drinks after work
 - office hours – not always on the floor
 - set the tone (be consistent)
 - "As your manager, we'll be working together to accomplish..."
 - can't listen to office gossip and provide feedback, discipline and reviews
 - letting go
 - empower your employees to make their own decisions
 - makes them confident and you won't be needed 24/7

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You're Frustrated:

- What are you supposed to learn, before you can move on?
 - Practice the Pause
 - don't react with emotion
 - sent home twice
 - gain control over your emotions before you react
 - "Is this going to matter one year from today?"
 - address the frustration or let it go
- look for positives
 - be specific-write down everything that's frustrating you
 - example: COVID Shutdown...
 - missed work-friends & traveling, missed the people
 - positives:
 - home in my own bed, time with family

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REMEMBER...

Change starts with you. Communication skills are key to getting lemonade from a lemon.

Overcome inventory lemons by buying by the numbers and thinking like Amazon.

When your job gives you lemons, change your perspective.

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