

Highlights of our Block Discussion, The Optical

The [*Block Discussions*](#) were led by Tiffany Ledbetter, an Optician from West Georgia Eye Care who has been in the business for 14 years. She shared their best practices to create and maintain a successful Optical. In the small group discussions this month with doctors and staff, we covered a wide range of topics:

- Communicating your Vision for the Optical
- Price Objections
- Frame Inventory Management
- Loyalty Builders
- Customer vs. Patient
- Value Training

Check out what some practices are doing now to attract patients to their optical and their eyewear:

Tiffany with West Georgia Eye Care

- Engage patients waiting for an exam, that way they are already in the mind set they will be getting glasses when they leave
- Offer exclusive brands patients can't get everywhere

Debra & Jason with Eyes on Sheppard

- If a patient finds a frame they like they allow the patient to take that frame with them during the exam, so the doctor can say their recommendations using a visual of the style the patient choose
- They also just added a few luxury brands to their optical and have had a great deal of compliments from patients.

Kelly with Fountain City EyeCare

- They call their waiting room a lounge, so it takes away the thought from the patient “we will be waiting”
- Knows some background of the patient before they come in, so she can pull what she thinks the patient is interested in beforehand.

Jessica with Carlsbad Optometry

- Their office takes pride in offering a number of independent lines and sing that fact from the rafters.
- Let their opticians feel free to let personalities shine through creating a stronger bond with patients... “it's infectious!”