The Retail Sales Process and Dispensary Success

Arthur De Gennaro
Arthur De Gennaro & Associates, LLC

803-359-7887
arthur@adegennaro.com
www.adgablog.wordpress.com
Path to Purchase

• The customer is on a purchase journey
• It started (perhaps) weeks ago
• The customer is considering your dispensary as one of his or her choices
• If the sales presentation is compelling the customer will eliminate all other competitors and purchase from you
• The better the sales presentation, the more likely it is the customer will purchase
How Do You Feel About Salespeople?

- Good experiences or bad ones?

- How many of you have had a bad experience with a salesperson?

- Tell me about it.
Common Errors Salespeople Make

- Being ‘pushy’.
- Being insensitive.
- Not being truthful.
- Not listening to you.
- Recommending products without understanding your needs.
- Trying to sell you what we do not want/need.
What Makes Salespeople Pushy?

- Have the intent to sell but do not understand the techniques.
- Pressure from sales manager.

Art’s Irregular Logic says:
- **IF YOU HAVE TO PUT SOMEONE IN A HEADLOCK IN ORDER TO GET THEM TO BUY SOMETHING, YOU ARE DOING IT WRONG!**
What Makes Optical Selling Different?

- No need for prospecting.
  - Patients entering the dispensary are ‘qualified’.
- Combination of skills needed.
  - Interpersonal skills.
  - Technical knowledge.
  - Knowledge of fashion, shape and color.
- Optical selling is ‘soft’, needs based and people oriented.
Eight Parts of a Retail Sale (and why they are important)

- Opening.
- Probing.
- Demonstration.
- Trial close.
- Overcome objections.
- Close.
- Sell additional items.
- Ask for referrals.

After the sale:
- At delivery.
- After-care.
Opening a Sale

• Goals
  • To decrease a customer’s sensitivity to a salesperson.
  • To initiate a human relationship and rapport between seller and buyer.

• Leads To
  • Transition question. What brings you in to see us today?
Goals

- To determine this patient’s specific set of visual tasks that are required by them in the pursuit of their unique lifestyle.
- To consider specific product recommendations that might be appropriate for that patient.

Method

- Visual lifestyle inventory form.
- Ask lots of questions.
Demonstrations

- **Goal**
  - To allow the patient to experience the frame, lens material and lens treatment products being recommended.
  - To increase the perceived value of the product
  - To increase the customer’s desire for the product

- **Methods**
  - Give demonstrations using samples.
  - Describe the benefits of the recommended product’s features. Explain the advantages.
Creating an FAB Statement

• Mr. De Gennaro, because of what you’ve told me about how you use your eyes, I am recommending that you consider (product). These are (feature), which means that (advantage), which means that you (benefit).

• Remember, patients purchase benefits not features or advantages.
Trial Close

- **Goal**
  - To close the sale.

- **Method**
  - Use of some closing technique.
    - Assumptive close.
    - Alternative closing question.
Overcome Objections

- **Goal**
  - Attempt to learn why the sale did not close.

- **Method**
  - Ask questions.
    - Do you like it?
    - How much did you want to spend today?
  - Show alternative products that meet the patient’s request.
Close the Sale

- **Goal**
  - To close the sale.

- **Method**
  - Same methods as the trial close.
  - “So, if I am able to ???, that will satisfy you?”
Sell Second Pairs

- **Goal**
  - Recommend appropriate multiple pairs.

- **Method**
  - Use answers to the questions gathered in Probing to suggest additional pairs of appropriate, task specific eyewear.
  - Keep asking for additional sales until the patient says, no.
Reinforcing the Sale

- **Goal**
  - Reinforce that the patient has made a good decision.
  - Building a personal trade.

- **Method**
  - Repeating what the patient has purchased and explaining how much they will enjoy them.
  - Asking for referrals.
At Delivery

- Program expectations.
  - Reinforce what a good decision the patient has made in purchasing the eyewear.
  - Restate the benefits the patient can now begin to enjoy because they own the new eyewear.

- Don’t say anything negative...at all!
After-Care

- Send hand written postcard.
- Personal telephone call.
  - Do not attempt to sell anything.
  - Ask about or comment on some piece of personal information the patient shared with you.
  - Reinforce how much you care about the patient.
What I Learned From...

‘Belly Flops’

- Problems come in all shapes and sizes
- You are only limited by your imagination
- Making your problems disappear can be fun
Thank You
For Your Time And Attention

Arthur De Gennaro
Arthur De Gennaro & Associates, LLC

803-359-7887
arthur@adegennaro.com
www.adgablog.wordpress.com