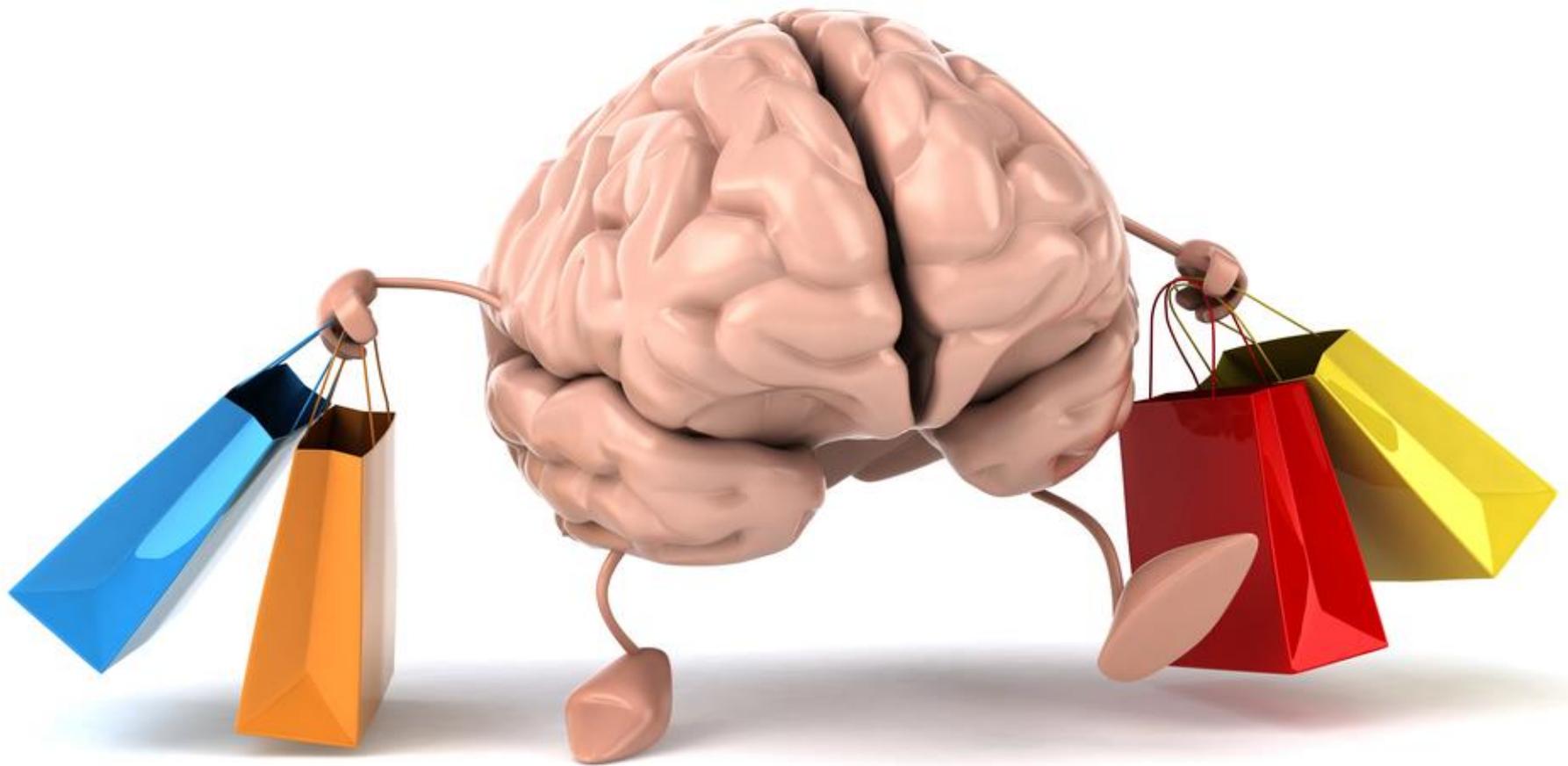

Dr. Steve Vargo, IDOC Optometric Practice Management Consultant

I am a full time practice management consultant for IDOC.



The Science of Selling

The Psychology Behind Why People Buy

Steve Vargo, OD, MBA

Objectives

1. Understand consumer psychology
2. Overcome common objections to a sale
3. Get more people to say YES to you



SALES  **BRAIN**





Consumer fears

- Distrust of salespeople
- **Buyer's remorse**
- Being lied to
- Incurring debt
- Unknown
- Bad past experience
- Prejudice



1. Self-centered





Looking For A Job?

CALL AT:
1-800-4205

CALL:

800

NC

EMPLOYMENT

Accounting.....	107	Inventory.....	
Administrative/Clerical.....	110	Legal Administrative.....	
Automotive.....	129	Legal Employment/Maintenance/R.....	
Banking.....	106	Installation/Maintenance.....	
Biotech.....	150	Management.....	
Business Development.....	111	Manufacturing.....	
Business/Mfg Supply.....	199	Marketing.....	
Computer/IT.....	115	Media/Journalism/Ne.....	
Construction.....	158	Non-Profit & Social.....	
Consultant.....	118	Other.....	
Customer Service.....	156	Part-Time.....	
Design.....	164	Pharmaceut.....	
Distribution/Shipping.....	120	Professio.....	
Education.....	197	Pu.....	
Enter/Child Care/Domestic.....			
Employment Services/Resumes.....			
Food/Restaurants.....			

- Salary – failing to mention this sends the message that pay must not be very good, otherwise you would have mentioned it. No need to mention specific pay, but at least use a term like “competitive salary/pay”. According to a CareerBuilder study, this is the #1 thing people look for in a job ad.
- Benefits (if applicable)
- Work-life balance (i.e.. No evenings or weekends)
- Professional development opportunities (i.e. Continued allowance or willingness to train for a specialty)
- Ability to implement a specialty (might be attractive to a candidate who has previous training or interest in specialty contacts, dry eye, etc.)
- Opportunity for ownership or partnership
- Ability to practice full-scope eye care (might attract an OD burned out with routine refractive care)
- Advanced office technology / instrumentation
- Supportive and friendly staff
- Lifestyle benefits (affordable housing, great schools, local parks, etc.)
- Anything else?

2. Visuals



**Every cigarette we smoke makes
fatty deposits stick in our arteries.**

We'll help you give up before you clog up completely. bhf.org.uk



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2. Visuals



MICHELIN. BECAUSE SO MUCH IS RIDING ON YOUR TIRES.

All Michelin, we are guided by a single overriding concern: how can we be so well served, because the most important person of equipment you can put on your car.

Therefore, checking the best tires possible, regardless of cost, has become an obsession with us.

That's why we make our own rubber for our steel-belted radials. Why such tire models as we bring to the development stage, last even longer in the test and manufacturing stages.

That is also why Michelin performs so well on dry pavement. And that is why we keep on trying.

And, of course, why they cost more to buy.

Though you may find, on many Michelin tires, they will be costing less to own.



MICHELIN

CONTINUING MEDICAL EDUCATION

Diabetic Retinopathy

Early Diagnosis and Effective Treatment

Aris N. Kollias, Michael W. Ulbig

SUMMARY

Background: Diabetic retinopathy is a microangiopathy of the retina from which nearly all persons with diabetes eventually suffer. Two of its complications threaten the patient's vision: diabetic macular edema and proliferative diabetic retinopathy.

Methods: Selective literature review, based on national and international guidelines and a literature search from 1981 onward.

Results: Diabetic retinopathy is subdivided into non-proliferative and proliferative retinopathy. Macular edema can arise at any stage of the disease and threatens visual acuity. The main risk factors for the development and progression of diabetic retinopathy are long duration of diabetes and poor control of blood sugar and arterial blood pressure. Laser photocoagulation is an evidence-based treatment for proliferative retinopathy and macular edema. Vitreous surgery is indicated in cases of worsening vision due to a non-clearing vitreous hemorrhage or tractional retinal detachment. The current options for medical treatment involve the intravitreal injection of glucocorticosteroids or of a VEGF antagonist; both of these options are "off label" at present.

Conclusion: Diabetic retinopathy is the leading cause of blindness among persons of working age in the industrialized world. Regular ophthalmological examinations, timely laser therapy depending on the stage of the disease, and close interdisciplinary cooperation are essential to prevent loss of vision.

Cite this as: *Dtsch Arztebl Int* 2010; 107(5): 75–84
DOI: 10.3238/arztebl.2010.0075

Augenklinik der Ludwig-Maximilians-Universität München; Dr. med. Kollias, Prof. Dr. med. Ulbig

Medical advances in recent decades have paradoxically led to an increase in the incidence and prevalence of diabetes mellitus and its complications. Increased life expectancy in the industrialized world is one reason why diabetes is now more common; another is the increased prevalence of a sedentary life style and changed eating habits, resulting in overweight. The typical ocular complications range from impaired visual acuity due to diabetic retinopathy and premature cataracts all the way to blindness or loss of an eye. Even though diabetic retinopathy can be treated effectively, it nonetheless remains the most common cause of acquired blindness among persons of working age in the industrialized world. In Germany, about 15 000 people are blind as a complication of diabetes mellitus (1). In 2004, in the German state of Hesse, 2.2% of the diabetic patients covered by statutory health insurance were blind or severely visually impaired, according to the internal data of the insurance carriers. Visual acuity is lost when the site of sharpest vision on the retina is affected by pre- or intraretinal hemorrhage, macular edema, tractional retinal detachment, or loss of capillaries of the peripheral loop network. Blindness can, in fact, be prevented by regular preventive ophthalmological check-ups and timely treatment.

The learning goals of this Continuing Medical Education article are the following:

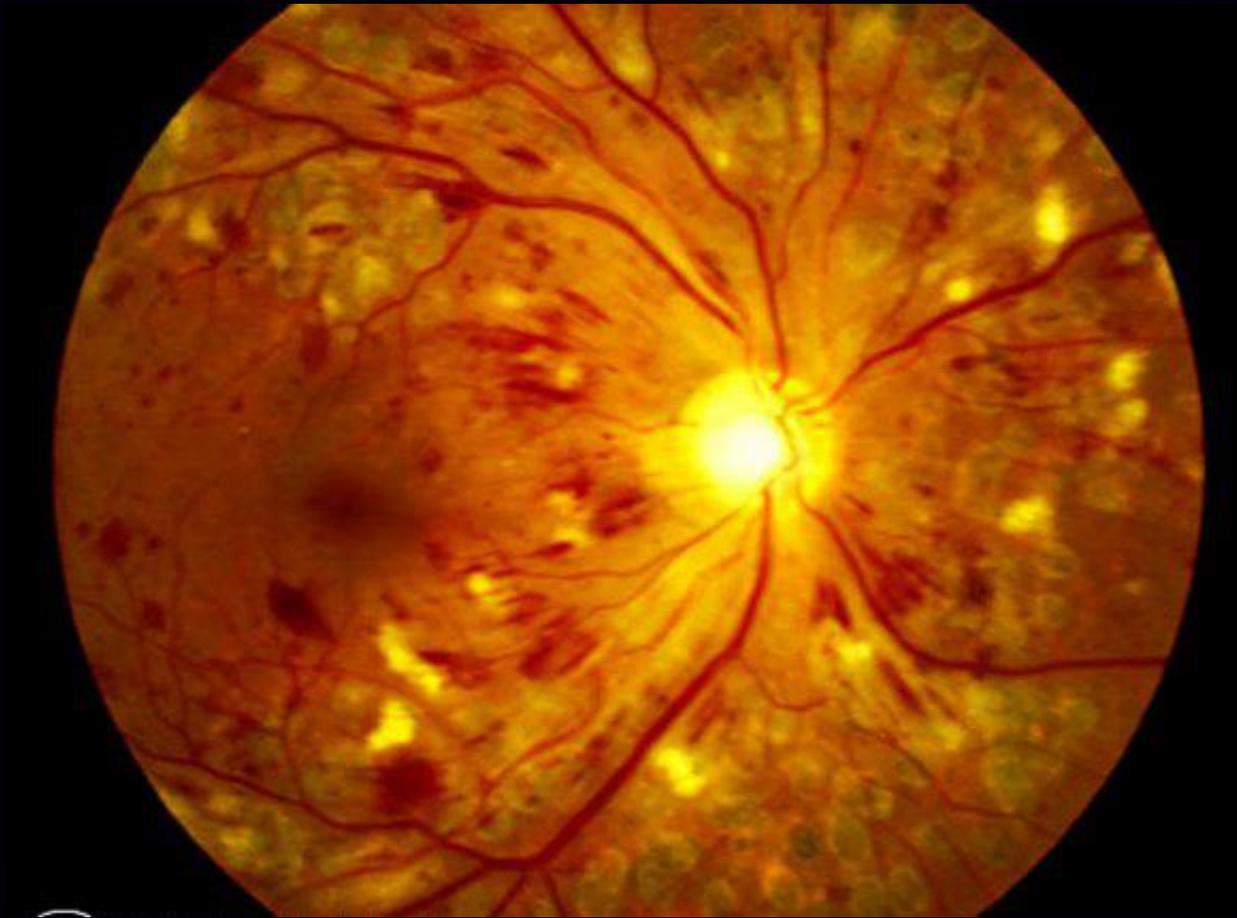
- The reader should appreciate the importance of preventive ophthalmological check-ups. Even when a patient can see well, both subjectively and objectively, diabetic retinopathy may already be present and urgently require treatment. The early detection and treatment of macular edema and proliferative retinopathy are essential for the maintenance of visual acuity.
- The reader should become acquainted with the gold standard of ophthalmological treatment, i.e., timely, stage-appropriate laser therapy. Among

Epidemiology

Even though it can be effectively treated, diabetic retinopathy remains the most common cause of acquired blindness among persons of working age in the industrialized world

Systemic agents	Prototypical drugs	Systemic effects	Specific ocular mechanism	References (Author or study)	Implications
Agents for glycemic control					
Insulin	Insulin lispro Insulin glargine Isophane insulin	Regulates carbohydrate, lipid and protein metabolism	Increased VEGF gene expression ²⁶ Alterations in retinal blood flow with improved glycemic control ²⁹	UKPDS ^{27,34} DCCT ³² EDIC ³⁰	Glycemic control significantly worsens risk of early intensive care in patients with moderate disease. Potentially higher doses ^{40,47}
Thiazolidinediones	Rosiglitazone Pioglitazone	Improves insulin sensitivity	PPAR γ agonist activity ⁵⁰ Decreased VEGF production ⁵²	Shen <i>et al.</i> ⁵¹ Fong <i>et al.</i> ⁵⁷	Delays the disease. May cause weight gain
Biguanides	Metformin	Improves glycemic control Cardioprotective effects	Decreased concentrations of PAI-1 ⁶² Inhibition of NF κ B and TSP-1 ⁶⁴	UKPDS ⁶⁰	First line of treatment. Beneficial in obesity and hypertension. Clinical implications for control have not been established
Agents for lipid control					
Fibrates	Fenofibrate Clofibrate Etofibrate	Improves lipid parameters (increases HDL cholesterol levels, reduces levels of total and LDL cholesterol and triglycerides)	PPAR α agonist activity ⁷⁰	FIELD ²⁵ ACCORD Eye ⁸²	Reduces the risk of cardiovascular events. May reduce the risk of blindness with DR ^{25,70} . Control of blood pressure may result in better outcomes. Intensive treatment with fibrates and statins may reduce the risk of blindness
Statins	Atorvastatin Simvastatin	Improves lipid parameters (reduces total and LDL cholesterol levels)	Potential anti-inflammatory effects through NF κ B inhibition ¹⁵³ Decreased TNF-induced ICAM-1 expression ¹⁵³	Steno-2 ⁷⁹ CARDS ⁸⁰	Evidence suggests that statins may prevent blindness. Control of blood pressure may result in better outcomes
Agents blood pressure control					
ACE inhibitors	Captopril Enalapril Lisinopril	Blocks the conversion of angiotensin-1 to angiotensin-2	Renin-angiotensin system blockade ⁸³ Vitreous activity of ACE is correlated with VEGF levels ⁸⁵	UKPDS ⁸⁸ EUCLID ⁸⁹ RASS ⁹¹	Tight blood pressure control with two-step DASH diet may result in visual loss. Treatment with T1DM progression is associated
ARB	Candesartan Losartan Telmisartan Losartan	Blocks the activation of angiotensin-2	Renin-angiotensin system blockade ⁸³ PPAR γ agonist activity ⁹²	RASS ⁹¹ DIRECT (Prevent 1; Protect 1 and 2) ^{92,93}	Treatment with ARBs in patients has two-step of treatment. Patients with associated hypertension

Abbreviations: ACE, angiotensin-converting enzyme; ARB, angiotensin-2 receptor blocker; DM, diabetes mellitus; DME, diabetic macula edema; ICAM-1, intercellular adhesion molecule 1; NF κ B, nuclear factor κ B; NPDR, nonproliferative diabetic nephropathy; PAI-1, plasminogen activator inhibitor 1; PDR, proliferative diabetic retinopathy; PPAR, peroxisome proliferator-activated receptor; T1DM, type 1 diabetes mellitus; T2DM, type 2 diabetes mellitus; TNF, tumor necrosis factor; TSP-1, thrombospondin-1



2. Visuals



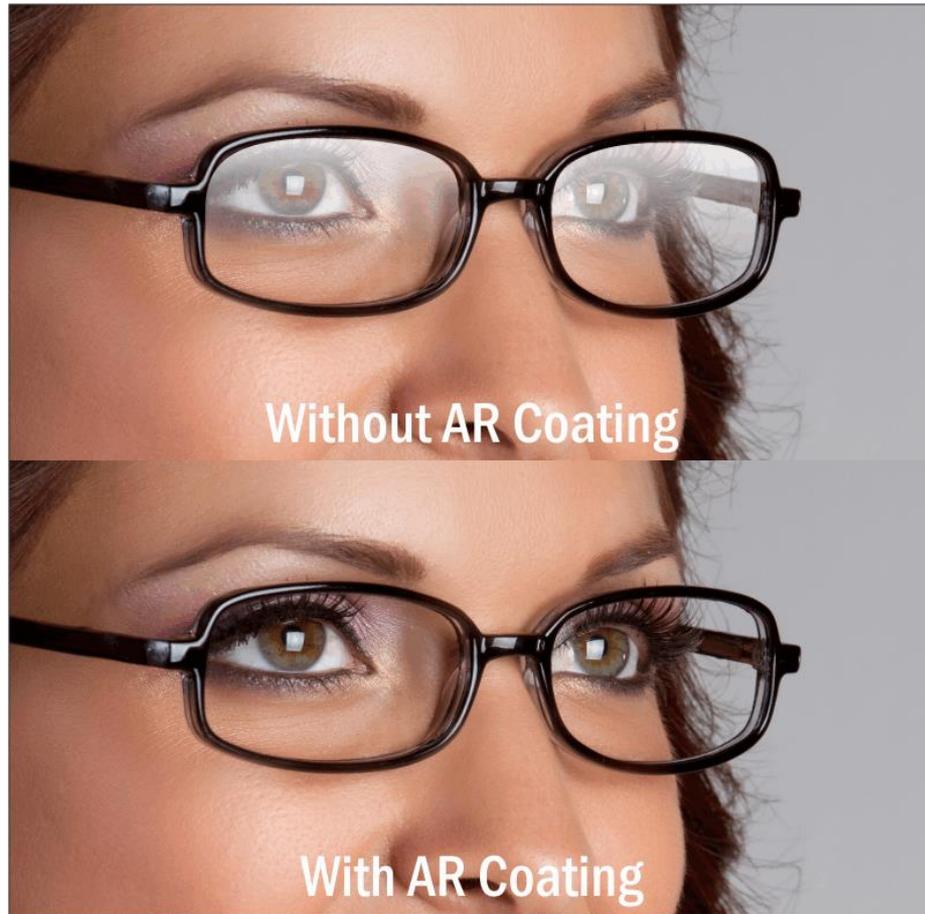
3. Contrast



3. Contrast



3. Contrast



4. Tangible



Ease Study

- United Kingdom 2009
- The EASE study (Enhanced Approach to Selecting Eyewear)
- Patients given trial lenses to assist with frame selection. Control group with no CLs
- CL group was more likely to be fit with CLs (33%)
- They also spent more on eyeglasses

5. Emotional



**WARNING: Tobacco smoke
can harm your children.**

5. Emotional





5 stimuli of the “consumer brain”

- Self-centered
- Visuals
- Contrast
- Tangible
- Emotion

I don't want to be pushy.



1. Diagnose the pain

Are you having any problems with your vision?

~~Are you having any problems with your
vision?~~

**Tell me about any problems you're
having with your vision.**





DOLLAR SHAVE CLUB



U B E R

amazon[®]

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NETFLIX

WARBY PARKER



20
50

L P

4 D 4

50 FT.
15.2 M



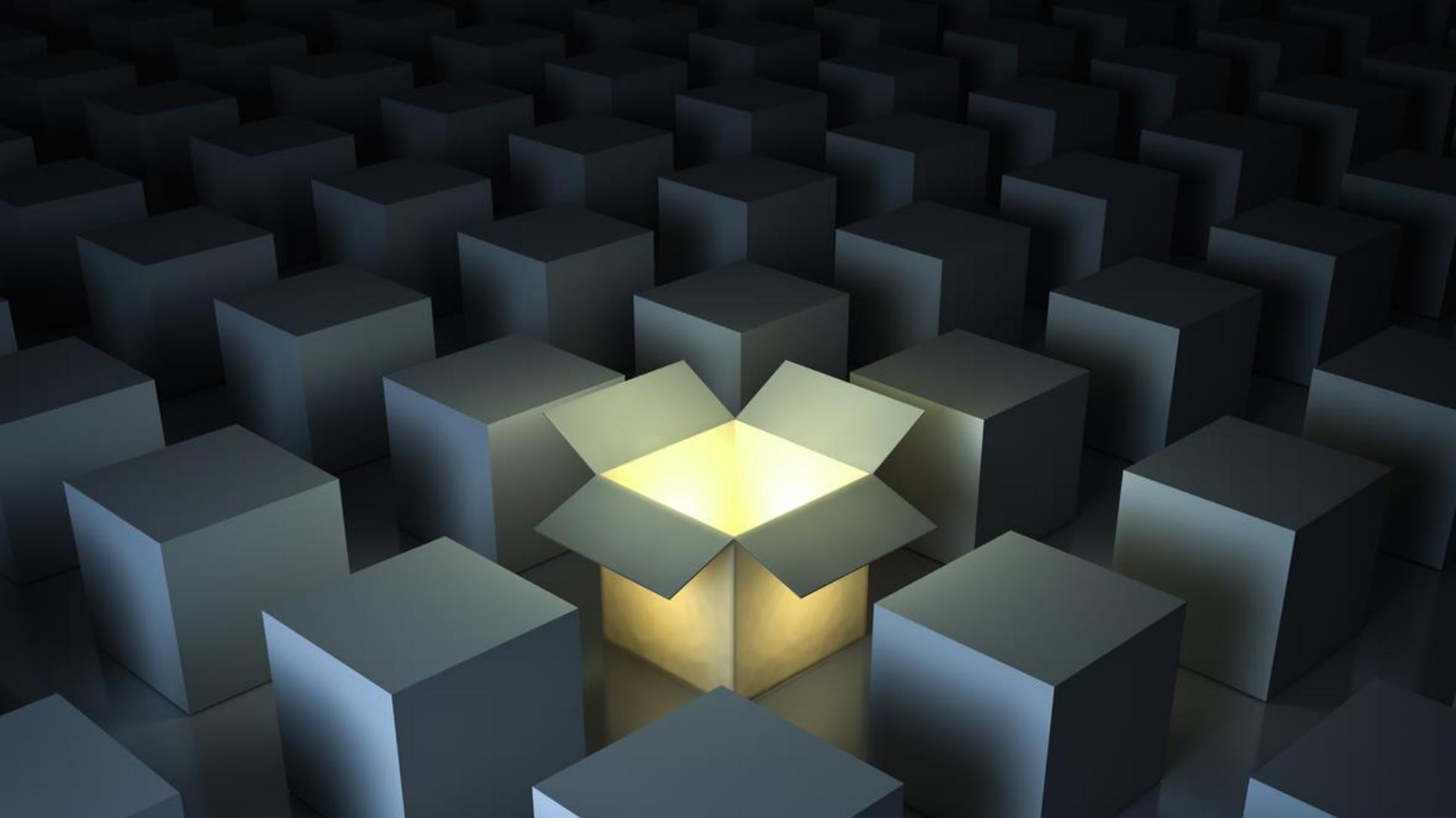
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**What's does this
mean for me??**



2. TIE FEATURES TO BENEFITS



3. Differentiate your claims



4. Prescribe solutions



What do you think about
all this?

Dealing with the price objection

- Listen and empathize – neutralizes the objection
- Repeat their concern – displays an understanding
- Reposition – provide additional education taking objections into consideration





Thank You!!

Svargo@idoc.net
