

Western Optical Supply's

PreViews the 3-D Specialty Lens Demonstrator

"So unique it was awarded US Patent #5,311,356."

Your success with PreViews depends upon your familiarity with its operation and philosophy.

While "life-style dispensing" stresses selling a second pair of frames, PreViews focuses on life-style activities by demonstrating the benefits of specialty lenses leading to increased sales volume.

Conventional methods of promoting specialty lenses involves printed materials or having the patient look at a lens. With PreViews your patients are actually looking through the lens!!!

Using PreViews will dramatically increase your sales of specialty lenses while enhancing your patient's quality of life. PreViews is destined to be your most valuable sales tool, matching your patient's life-style with your knowledge of lenses.

Having a good understanding of your patient's special needs and interests (athletic activities or hobbies) is vital. Are there specific visual problems such as uncomfortable glare while driving or a need for increased depth perception?

With information about your patient's needs and your knowledge of lens features select appropriate PreViews disk(s). Discuss the specific benefits and differences between the lenses (disks) you recommend.

Place a disk in the viewer. Advance the disk to the title scene (image #1). The scene number can be found in the opening between the eye pieces. Hand the viewer to your patient. Have the patient look through the viewer toward a bright light source.

Explain to your patient what it is that they are about to see. Say for example, "You will be looking at various scenes, first through the naked eye, and then looking through _____ (name lens style) at the same scene."

Have the patient to look into the viewer at the title scene (image #1). She may need to remove or put on her glasses to see clearly. If the patient sees double she may need a few moments to fuse the image or suggest holding the viewer slightly away from her eyes.

Instruct the patient to press the lever to advance the disk to the next scene (image #2). This scene is viewed through the naked eye without benefit of specialty lens. Depending on the scene and lens style draw the patient's attention to the intensity of light, washed out colors, glare, etc. This will guide her in what to look for as she goes through the PreViews process.

Have the patient press the lever again to reveal the next transparency. This is the second version of the scene as seen through the specialty lens (image #3). Point out to the patient the difference in light transmission, color enhancement, increased contrast, etc.

As your patient views the disks she will experience the benefits of the lenses and get a clearer understanding of the differences between lenses.

Remind the patient that the rotation of "seen through the naked eye/seen through the specialty lens" format will continue throughout the disks. By taking the time to explain what the patient should watch for you will derive the maximum benefit (sales) from PreViews.

It may be necessary for the patient to view a disk a number of times in the process of determining which lens is the best for her. After the entire selection has been viewed your patient will have chosen the perfect specialty lens for her needs.

Because the patient tells you which is her favorite lens you can conclude the most rewarding type of sale: to a satisfied patient eager to receive a product that fills her need.

PreViews disks are guaranteed to provide an accurate reproduction of what the human eye sees. We develop each disk to achieve a technically accurate representation of what it is like to look through the lens at a given place, at a given time, under specific weather conditions.

The disks are also guaranteed to be free of defects in manufacturing. Never touch the transparencies! Scratches are forever. To clean the negatives of dust, blow them off with water-free air or wipe gently with a very soft lens cloth.

Keep disks away from heat. Hot and/or moist surfaces will destroy the transparencies.

Suggestion: Prior to using PreViews with a patient role play with your staff to hone their sales techniques. Becoming familiar with the sequence of scenes will help in guiding your patient to appreciate the benefits of the lens you have selected for them.