



NEEDS-BASED SOLUTION SELLING PROGRAM

Dear Member

The Opticians Association of Canada is happy to propose to you a new, exciting, result-driven program, guaranteed to help your office become more successful, and delivered via dedicated Essilor Need Based Solution Consultants

Needs-Based Solutions (NBS) is Essilor's ground-breaking technique of dispensing lenses to patients. This comprehensive training program is founded on consumer purchasing research and has proven to be very successful for the last two years in the Canadian market.

Instead of selling individual products, NBS trains dispensers to provide visual solutions that will meet their wearers' needs. Ultimately, this process saves the dispenser time, creates a comfortable conversation at the dispensing table, enables wearers to feel they are receiving personalized service, and most importantly, provides them with lenses that will generate the best vision possible in their daily lives.

An important aspect of NBS is the premium and value no-glare offering. If price is a serious concern for a wearer, the dispenser will learn how to move from the premium to the value solution, without losing a sale.

NBS delivers impressive results immediately after training and is proven to be a sustainable program that becomes a permanent, natural part of an office. Practices have experienced increased sales, productivity, and office morale, in addition to happier patients.

Essilor/OAC is committed to invest the necessary time, effort and hands-on resources that will ensure the success of the Need Based Solution Selling Program in your office.

Should you be interested in participating, please, contact the OAC that will ensure you will have priority access to the Need Based Solution Selling Program via the OAC reserved spots!

Best regards,

Dalie Schellen
President
Opticians Association of Canada

