Premium Lens and Laser Upgrades
*Ethical Upselling Tips*

Ed Syring III * Vice President
www.YellowTelescope.com
ed@YellowTelescope.com
ASCRS – ASOA – 2016 – NOLA

Background – RESULTS

• Every long-term YT client averages 60-85% in-office, on the spot booking ratios
• Everything we do is tested & this is all we do:
  • long-term training/oversight
  • staffing
  • and 1 annual YT Training Seminar every October
• This works for both insurance and elective procedures

Ethical Upselling

• Yes, it can be ethical
• IASM – I am sold myself
• Something we do FOR people, not TO people
• Transference of feeling
• Not really “tips”, but an actual process
• Takes time to master
Possible Upgrades

• Laser assisted
• Astigmatism?
  • Single vision Toric
  • Premium Toric
• Accommodating
• Multifocal

KISS – Keep it simple, smartypants

• We have 2 options:
  • Basic – This is where the doctor makes the incision by hand with a scalpel to remove the cataract. Very similar to how the very first cataract procedure was performed in the 1700’s, has a bit more risk and is a bit more invasive, but is covered by insurance so you’re only coming out of pocket for your deductible, co-pays, etc. depending on coverage.
    • Includes a basic single vision lens which may help improve distance vision, though may increase dependence on glasses. Great option for patients on a budget
  • Laser – If you are OK with a bit more out of pocket, we have Laser and Laser+.
    • Laser assisted means no scalpel, more precise incision, less invasive, less risk in the removal of the cataract, only adds $2k or $4k for one or two eyes
    • Laser+ also includes a premium lens that corrects your vision for distance, mid-range, and reading, nearly and sometimes completely, eliminating the need to glasses or contacts, and total out of pocket is just around $4k or $8k for one or two eyes, plus any insurance costs

The Concept of 3 Dates

• Initial Call (Date 1)
• Pre-Doctor-Consultation (Date 2)
• Doctor Consultation & Closing (Date 3)

How? Psychology 101

• The 7 steps to making a sale:
  • Build Rapport – Gather Goals
  • Accolades – Practice and Doctor
  • Explain the Procedure Chronologically
  • Ball Park Price Range ($$)
  • Trial Close
  • Doctor Consultation or Schedule Consultation
  • AFTO (Present Price and Ask For The Order!)
How should we present it?

• After discussing the procedure and recovery:
  • Pricing can be as high as $10k but rarely is, could be as low as $0 if you have the best insurance anywhere and $0 deductible, most are in the middle depending on the level of improvement you’d like to achieve.
  • We have 2 options:
    • Basic – This is where the doctor makes the incision by hand with a scalpel to remove the cataract. Very similar to how the very first cataract procedure was performed in the 1700’s, has a bit more risk and is a bit more invasive, but is covered by insurance so you’re only coming out of pocket for your deductible, co-pays, etc. depending on coverage.
    • Includes a basic single vision lens which may help improve distance vision. Great option for patients on a budget.
    • Laser – If you are OK with a bit more out of pocket, we have Laser and Laser+.
      • Laser assisted means no scalpel, more precise incision, less invasive, less risk in the removal of the cataract, only adds $2k or $4k for one or two eyes.
      • Laser+ also includes a premium lens corrects your vision for distance, mid-range, and reading, nearly, and sometimes completely, eliminating the need to glasses or contacts, so total out of pocket would be around $4k or $8k for one or two eyes, plus any insurance costs.

Help them make it happen

• What questions do you have about the levels, results, cost, payment options, etc.?

• What level were you leaning toward – basic, laser, or laser+?

• Payment options, monthly payment, etc. Get creative
  • Reduce to the ridiculous.
In summary

• Get pumped up! Get excited about the upgrades and your enthusiasm will transfer
• 3 dates – make sure they’ve heard about it and have been asked multiple times
• Build value, then present price
• Get creative to help them make it happen

Free Stuff

• Go see YT President Jon Hoffenberg speak about Doubling In-office Booking Ratios – The Phone Secret – 2:15 pm
• Come see me speak about staffing at 1 pm
• Stop by our booth or email info@yellowtelescope.com to schedule a call (we book out several weeks) - YT Seminar October – save $1,000 per attendee at the booth only
• YellowTelescope.com – newsletter, podcast (iTunes, Google Play), speeches, published articles, upcoming events, testimonials
• Last month’s article in AE Magazine