



## TIPS OF THE TRADE

**The same product or service can mean different things to different people depending on what drives their needs.**

For instance, *why do people buy rimless eyewear?* Certainly, some benefits have universal appeal. However, it is often the more personal, “higher-order” benefits that drive the purchase decision and wearer satisfaction.

- **Consider the expectant mother** who bought her first pair of rimless so her baby would see her face and not her glasses.
- **Or the man who has unhappily worn glasses since the age of 4...** “*When I was a kid, they used to taunt me, calling me 4-eyes and all sorts of nasty things. I never really got over it, even when my glasses were the latest style. Until now* (referring to wearing Titan Minimal Art).”
- **For some, stay-in-place fit and precision vision are critical.** Think of surgeons, astronauts and pilots who require glasses that won't slip down their nose. Retired shuttle commander Jim Wetherbee speaks to this eloquently, “My Silhouettes enabled me to dock the space station and land on the runway with precision. I wouldn't attempt these tasks without them.”
- **And, while everyone wants comfort...for some it means much more.** Sinus pain can make the pressure of heavier glasses unbearable. Those who wear hearing aids or headphones can experience pain or interference with rigid glasses. And, for those who need to wear their glasses all of the time, “forget you have them on comfort” is a gift you give them every day.

Take time to uncover the lifestyles and intrinsic motivators of your patients. Present product features and benefits in personalized ways. This increases satisfaction not only in the eyewear you dispense but also in the caring way you do it.

BROUGHT TO YOU BY

*Silhouette*<sup>®</sup>