



Transitions

Training

Learn to meet – and exceed – patient expectations, increase patient satisfaction and your success

Join us to learn more about the latest advanced technology from Essilor and Transitions Optical.

1. Beginning March 1, 2013, go to www.Transitions.com/Brainshark to register
2. Complete one online training module each month, including a short follow-up quiz
3. We'll track your progress and you'll be automatically entered to win



Great Expectations

Understand what it means to truly meet patient expectations and how doing so will grow your business by building loyalty and recommendations from patients.



Digital and Transitions® Lenses

Learn about revolutionary technology from Essilor and why recommending Digital and Transitions® lenses makes sense to your patients.



Crizal® and Transitions® Lenses

The best optical product solutions for your patients. Learn about the latest complementary offerings and choices that are the sure way to satisfy your patients while helping to enhance their vision and experience Life well lit™.

Recommend the right Transitions® adaptive lenses for your patients.



Full clarity indoors, just the right amount of tint outdoors

Begin to darken instantly as soon as you step outdoors

Fastest to fade back to clear indoors



More activation for **extra protection**

Activation behind the windshield of a car

Added protection against eye strain and eye fatigue

Comfortable hint of tint indoors, to shield eyes from harsh light

Darkest lens outdoors



Even crisper sharper vision outdoors, even in the brightest outdoor glare

Only lens with variable polarization – a true technological breakthrough

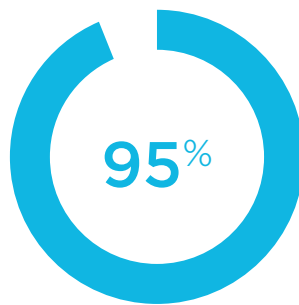
Polarization adjusts to match the level of outdoor glare, which can vary as the day progresses and conditions change

Great Expectations:

What Patients Want



Want Lens Options



Want a Clear Product Explanation

Book more appointments; increase your capture rate...

On the phone

Be ready to answer questions. Consider including the Transitions family of products in your on hold message.

During patient history and diagnostic pre-test

Plant the seed that there are new products.

Doctor/Optician

Recommend the right Transitions lenses instead of clear lenses – why not?

Dispensers

Reinforce your patient's good choice and provide the Transitions Certificate of Authenticity!

Get ready...

Transitions Optical's complete family of products will be advertised to your patients in 2013 in a BIG way! Will you have the answers they are looking to you for?!

Watch for our – biggest ever – consumer awareness and education campaign on TV, in PRINT and on the WEB featuring Transitions® lenses, Transitions® XTRActive™ lenses and Transitions® Vantage™ lenses!

To meet expectations!

Patients expect their trusted eyecare professionals to give them the knowledge and recommendations they need when it comes to lens options.



Enhance eyewear sales and patient satisfaction...

Transitions lens patients are more likely to invest in their eyewear!

9 out of 10

people who try Transitions lenses LOVE them

94% said they are likely to repurchase

And increase referrals!

Sought a Referral When Choosing Their Dr.



For additional training, scan this code.