

WELCOME

R
LENTON & RUSBY

Frame and Lens Package
May 7, 2018



WEB EX PARTICIPANTS

- Global Business Development Managers
- Relationship Managers
- Lenton & Rusby Project Team

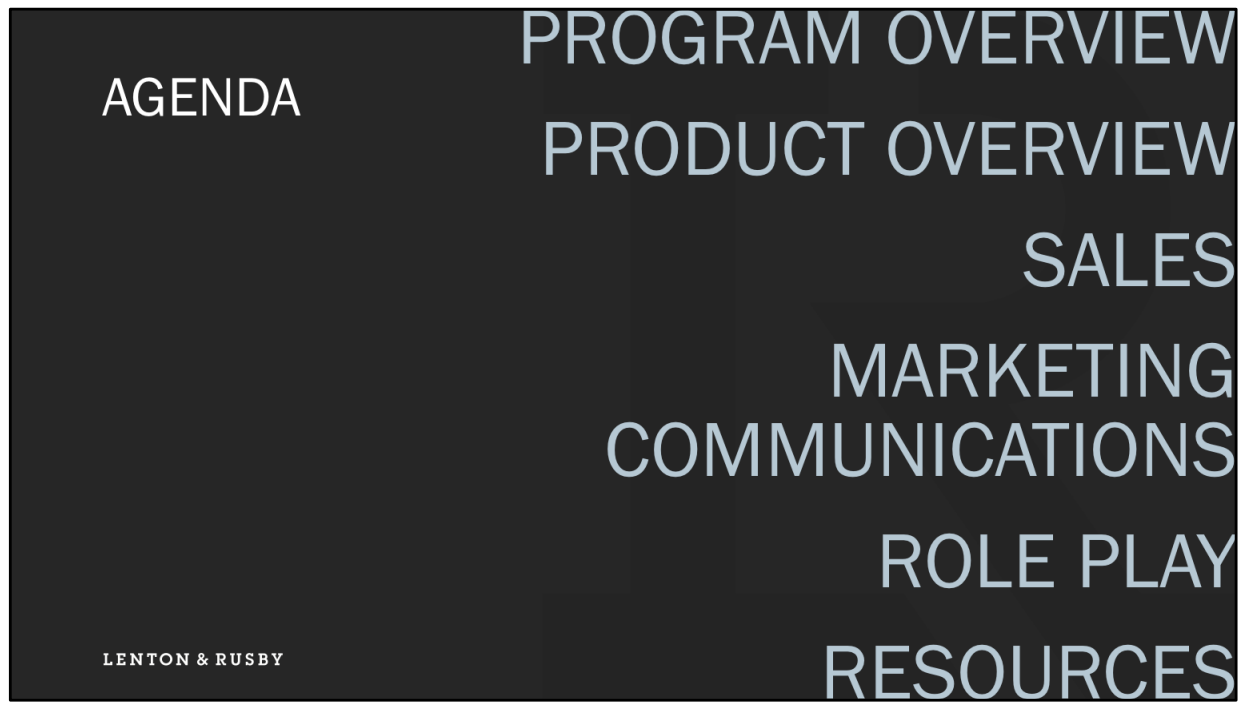
LENTON & RUSBY

Speaker: Kristi Fowler

- Our Web Ex attendees include the Global Business Development Managers (aka GBDMs), the Relationship Managers (aka RMs), and other key members of the Lenton & Rusby Project Team.
- If questions arise that we can't answer, the Project Team is available to assist.
- And for those on the call, please mute your lines – we don't want to compete with any dogs, doorbells, or drumming.

Transition

- With that, let's get started with the training.



Speaker: Kristi Fowler

- Our agenda includes the following topics:
 - Program Overview
 - Product Overview
 - Sales
 - Marketing and Communications
 - Role Play
 - Resources
- We'll reserve time after each topic to address questions.
- And while we're discussing each topic, we may refer to the Lenton & Rusby Training Binder.
- Those attending the classroom training have it.
- The training binders include tabs for each agenda item, and within those tabs – you'll find tools and resources.

Transition

- With that, let's get started. Our first topic today is the Program Overview. I welcome Jonathan Worrall who will lead the discussion.



Speaker: Jonathan Worrall

- For those attending the classroom training, please refer to the Program Overview tab within your training binders.

WHAT IS IT?

The Lenton & Rusby Frame and Lens Package

- From June 18, 2018–January 31, 2019
- Available only to select Premier Program practices
- Features big savings on frame and lens bundles
- Easy for patients to understand
- Simple for practices to promote

LENTON & RUSBY

Speaker: Jonathan Worrall

- So, what is the Lenton & Rusby Frame and Lens Package?
- The first phase will run for about 6 months.
- It will start June 18, 2018 and go thru January 31, 2019.
- Second, the package is available only to select Premier Program practices.
- The package features big savings on frame and lens bundles that are easy for patients to understand and simple for practices to promote.
- The savings will help any practice compete with online and retail options.

Transition

- There's more ...

WHAT IS IT?

The Lenton & Rusby Frame and Lens Package

- Simplicity
- Flexibility
- Affordability

Frame purchases count toward Premier Program eyewear targets

Worry-free inventory management through Altair's no cost board sample program

Can't combine with any other VSP offers, rebates or programs

LENTON & RUSBY

Speaker: Jonathan Worrall

- The package is centered around simplicity, flexibility and affordability.
 - It's affordable: Patients will receive great value on quality frame and lens bundles.
 - It's flexible: Customers can choose from 30 Lenton & Rusby frame styles in their base package, then add lens enhancements for progressives, premium anti-reflective coating, or photochromic.
 - It's simple: The base package and upgrade options are clear for patients to understand and uncomplicated for practices to execute and promote.
- By the way, frame sales count toward Premier Program targets.
- And, since we're using Altair's consignment model for the frames, there's zero inventory buy-in for participating practices.
- One more thing: The package can't be combined with any other VSP offers, rebates or programs.

Transition

- Now that you know what it is, let's discuss why we are doing this.

WHY ARE WE DOING THIS?

Doctors say they're looking for partners that support private practice optometry and provide opportunities to compete in today's marketplace.

- Increase second pair and private pay sales
- Boost per-patient revenue while offering value to patients
- Offer tailored package based on what's best for patient
- Demonstrate VSP's commitment to helping network doctors succeed

LENTON & RUSBY

Speaker: Jonathan Worrall

- VSP doctors tell us they're looking for partners that support private practice optometry and provide opportunities to compete in today's marketplace.
- The Lenton & Rusby Frame and Lens Package is designed to do exactly that.
- Through private pay and second pair sales, the program will boost revenue for practices and give patients another reason to buy eyewear from their trusted provider.
- Patients will know they won't have to spend much and that the package can be tailored to best suit their needs, even beyond what they're covered for.
- It's a high-quality, affordable package that's delivers choice and flexibility and is easy for practices to administer.
- This demonstrates that VSP is committed to helping its network doctors succeed, be competitive in the marketplace, and support Premier practices.

Transition

- Now that you know what it is and why we are doing it, let's take a look at who we are targeting.

WHO ARE WE TARGETING?

Practices

- Recruitment: About 300 locations across the U.S., meeting Premier Program targets who are active Eyefinity PM or OfficeMate users
- 50 practices to participate by June 1

Patients

- Private pay customers
- Contact lens wearers who need backup glasses
- Anyone looking for a second pair

LENTON & RUSBY

Speaker: Jonathan Worrall

- We're targeting about 300 locations, currently meeting all four Premier Program, who are active Eyefinity PM or OfficeMate users.
- Our goal is to secure 50 practices to participate by June 1, 2018.
- By the way, practices that finish lenses in-house will not be recruited, nor will Cat 2 accounts.
- When promoting this package, practices should focus on:
 - Uninsured patients

- Contact lens wearers who need backup glasses or
- Customers who used their benefits on an initial purchase but still want another pair.
- This focus will give accounts the best opportunities for better profit margin.

Transition:

- Now let's discuss the benefits – In other words, why choose this package.

WHY CHOOSE THIS PACKAGE?

Benefits Overview

Practices	Patients	VSP
Boost per-patient revenue	High-quality materials	Synergy among Marchon, Optics and Eyefinity
Increase capture rate	Second pair affordability from a trusted eye doctor	We become successful when our doctors are successful
Competitive pricing		
Zero inventory buy-in		
Frame sales count toward Premier targets		

LENTON & RUSBY

Speaker: Jonathan Worrall

- First, let's review the practice benefits.
 - The package will help practices compete with retail and online options while boosting per patient revenue and increasing capture rates.
 - Also, while we have established a base package MSRP, practices can competitively price that package based on their own pricing and specific market.
 - Combine that with a zero inventory buy-in – there's minimal upfront investment for practices (with huge revenue opportunities).
 - Accounts will be able to use the L&R frames to help reach Premier Program frame targets; however, lens sales will not count toward **lens** targets because Unity lenses are not offered as part of the package.
- And what are the patient benefits?
 - Customers can feel good about getting a great deal on high-quality eyewear from a trusted source.
- And finally, what are the benefits to VSP?
 - Synergy among Marchon, Optics and Eyefinity strengthens our VSP Global offerings and better positions us as an alternative within the marketplace.

- At the end of the day, we become successful when our doctors are successful.

Transition:

- So. What's the ask? Let's find out.

WHAT'S THE ASK?

- May 7 – Attend training and practice your sales pitch
- May 8 – Begin call campaign to secure accounts (don't forget to update Salesforce)
- June 1 – Confirm list of participating accounts
- June 4 – Ship product and displays to accounts
- After shipping date – Collect feedback from practices
- January 31, 2019 – Conclude

LENTON & RUSBY

Speaker: Jonathan Worrall

- To help ensure the success of L&R Frame and Lens Package, we're asking the Altair sales reps to commit to the following:

- May 7 – Attend training and practice your sales pitch
- May 8 – Begin call campaign to secure accounts (don't forget to update Salesforce after each call – we'll talk about that more in a moment)
- June 1 – Confirm list of participating accounts (remember, our goal is 50 practices)
- June 4 – Ship product and displays to accounts
- Start collecting feedback from practices
- January. 31, 2019 – Conclude

Transition:

That's it for the program overview. Before we move on to our next topic, let's take a moment to address questions. [address questions]



Speaker: Jonathan Worrall

- Thank you everyone.
- Next on our agenda is the product overview.
- Jillian Marro of Marchon will lead that discussion.
- For those in the classroom, please refer to your training binders and the product overview tab.

Transition

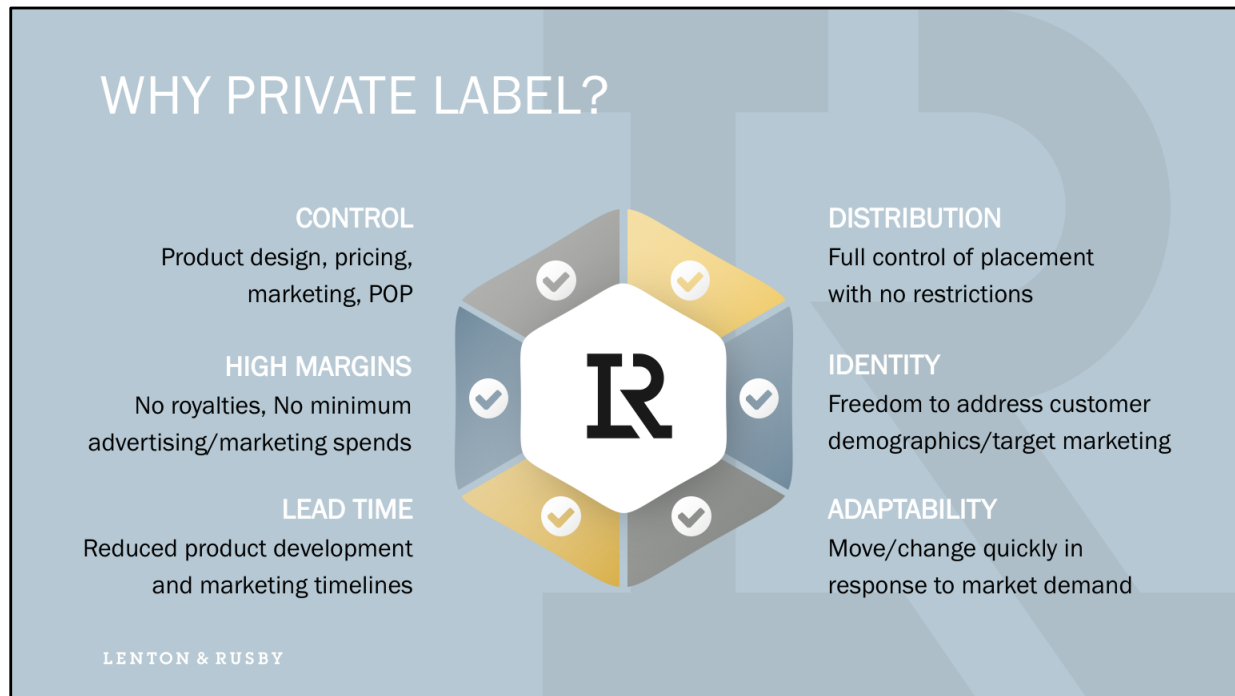
- Jillian – take it away.

Speaker: Jillian Marro

- Thank you.

Transition

- Now that you have an overview of the L&R Frame and Lens Package, let's learn more about the product.



Speaker: Jillian Marro

- Why proprietary brand? With a private label brand we can quickly execute a go-to market collection and strategy with full creative control for a speed-to-market timeline.

Control:

- On product design to build a best-selling collection in material constructions and strategic pricing needed exclusively for our doctors

High Margins:

- Increased profit margin
- No royalty Payments
- No yearly minimums to meet
- No yearly Advertising/Marketing commitments

Leadtime:

- Shortened product development timelines (no licensor reduces approval process & eliminates steps)
- Licensed model takes 18 months, L&R took only 3 months

Distribution

- Full control of product, collateral, price and expansion without restrictions or prior approval needs

Identity

- Identity creation and full ownership to develop and address demographics and target markets on a national and regional level

Adaptability

- To modify immediately to market needs and respond quickly

Transition:

- What is Lenton & Rusby



LENTON & RUSBY WHAT IT IS

- A dual gender collection that reflects the legacy of Altair's 25-year old fundamentals: Quality, functionality and value
- 30 styles for both men and women, ages 18-65+
- Handmade zyl and high-quality metals are featured in rich colorations with subtle design elements

Speaker: Jillian Marro

- A dual gender collection that reflects the ethos of Altair's 25 year old fundamentals. Stylish product that features quality and functionality at an attainable price for all aspects of someone's daily life.
- 30 styles for both men and women, Ages 18-65+ This universal collection offers something for everyone.
- Handmade Zyl and high quality metals are featured in rich colorations with subtle design

elements.

Transition:

- Brand Identity



Speaker: Jillian Marro

- The L & R logo was developed to invoke a clean, modern and approachable feel symbolic to Altair's new ethos
- The branding detail is a fun play on the L & R initials and is used as a logo marker on each of the temple tips in the collection.

Transition:

- Now let's talk about the collection overview

COLLECTION OVERVIEW



WOMENS

- 18 Styles
- 53 SKUs
- 1 petite style



MENS

- 12 Styles
- 29 SKUs
- 2 Extended Fit styles

2018	AGES 18-35	AGES 35-45	AGES 55+	TOTAL
Women	5	8	5	18
Men	3	6	3	12
Total	8	14	8	30

LENTON & RUSBY

Speaker: Jillian Marro

- Strategically build for both men and women.
- The collection includes 18 styles/53 color SKU's for women and 12 styles/29 color SKU's for men in best-selling styles.
- Featuring petite sizing for women and extended fit for men, the collection offers something for everyone in any age bracket.

Transition:

- Styling includes



Speaker: Jillian Marro

- Beautiful horn inspired double laminates



Speaker: Jillian Marro

- Extended fit sizing in classic shapes



Speaker: Jillian Marro

- Bold color pops in bestselling material constructions



Speaker: Jillian Marro

- New variations of classic colors



Speaker: Jillian Marro

- And trendy, rounds in crystal and tort colorations. This collection offer shapes and styles for everyone.

Transition:

- Now let's discuss the c-set size offerings

60 PIECE KIT

- Includes the entire collection for both women and men
- High-quality zyl and metals
- Rich colors and laments
- Subtle design elements on classic shapes
- Progressive-friendly
- Spring hinges

30 STYLES

18 WOMENS / 12 MENS
TWO COLORS PER STYLE



Speaker: Jillian Marro

Carefully curated, the 60 piece kit encompasses the entire 30 piece collection in 2 color SKU's.

- Featuring rich colorations, double/triple laments and wearable metal colors.
- The simplicity of design allows this collection to be timeless in both age and fit.
- Featuring progressive friendly B measurements and spring hinges. All comfortable and easily adjustable.

Transition:

- The 40 piece kit

40 PIECE KIT

- Includes 11 women's and 9 men's styles
- High-quality zyl and metals
- Rich colors and laminates
- Subtle design elements on classic shapes
- Progressive-friendly
- Spring hinges

20 STYLES

11 WOMENS / 9 MENS
TWO COLORS PER STYLE



Speaker: Jillian Marro

Carefully curated, the 40 piece kit encompasses a 20 piece collection in 2 color SKU's. 11 women and 9 men.

- Featuring the same rich colorations, double/triple laminates and wearable metal colors from the 60 piece kit in a more narrow selection.
- The simplicity of design allows this collection to be timeless in both age and fit.
- Featuring progressive friendly B measurements and spring hinges. All comfortable and easily

adjustable.

20 PIECE KIT

- Includes 5 women's and 5 men's styles
- High-quality zyl and metals
- Rich colors and laminates
- Subtle design elements on classic shapes
- Progressive-friendly
- Spring hinges

10 STYLES

5 WOMENS / 5 MENS
TWO COLORS PER STYLE



Speaker: Jillian Marro

Carefully curated, the 20 piece kit encompasses a 10 piece collection in 2 color SKU's. 5 women and 5 men.

- Featuring rich colorations, double/triple laminates and wearable metal colors featuring a narrowed down selection on the top 5 styles for each gender.
- The simplicity of design allows this collection to be timeless in both age and fit.
- Featuring progressive friendly B measurements

and spring hinges. All comfortable and easily adjustable.



- Thank you.

Transition

- Now that you know more about the frames, let take a moment to learn more about the lenses.

BASE LENS PACKAGE



LENTON & RUSBY

Speaker: Jeff Adams – Support: Erin Allen/Greg Sheets

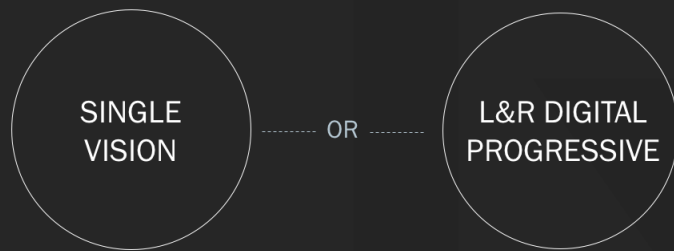
- The base lens package includes a single vision, CR-39 material, with L&R Standard AR Protection.
- This base package offers exceptional benefits to the patient:
- Single Vision
 - Extremely low-cost
 - Standard Ophthalmic Technology
- CR-39
 - Good Quality Lens Material

- 1.50 Index
- Lightweight
- Clear
- Scratch Resistant
- L&R Standard AR Protection
 - Enhances visual performance & cosmetic appearance
 - Minimizes glare and reflections
 - Scratch resistance with front-side hard coat
 - Repels water for easy cleanability
- You don't have to sacrifice great lens quality for a great price. Get the best of both world's with the L&R Frame and Lens Package!
- In addition to the Base Lens Package, a variety of the best lens upgrades is also offered.

Transition:

- You may be wondering, "What lens options are available?"

LENS OPTIONS



Extremely low-cost
Standard ophthalmic technology

Best ophthalmic technology
Increased precision of Rx
Enhanced visual acuity
Wider fields of vision
Quicker patient adaptation
Short and standard fitting heights

LENTON & RUSBY

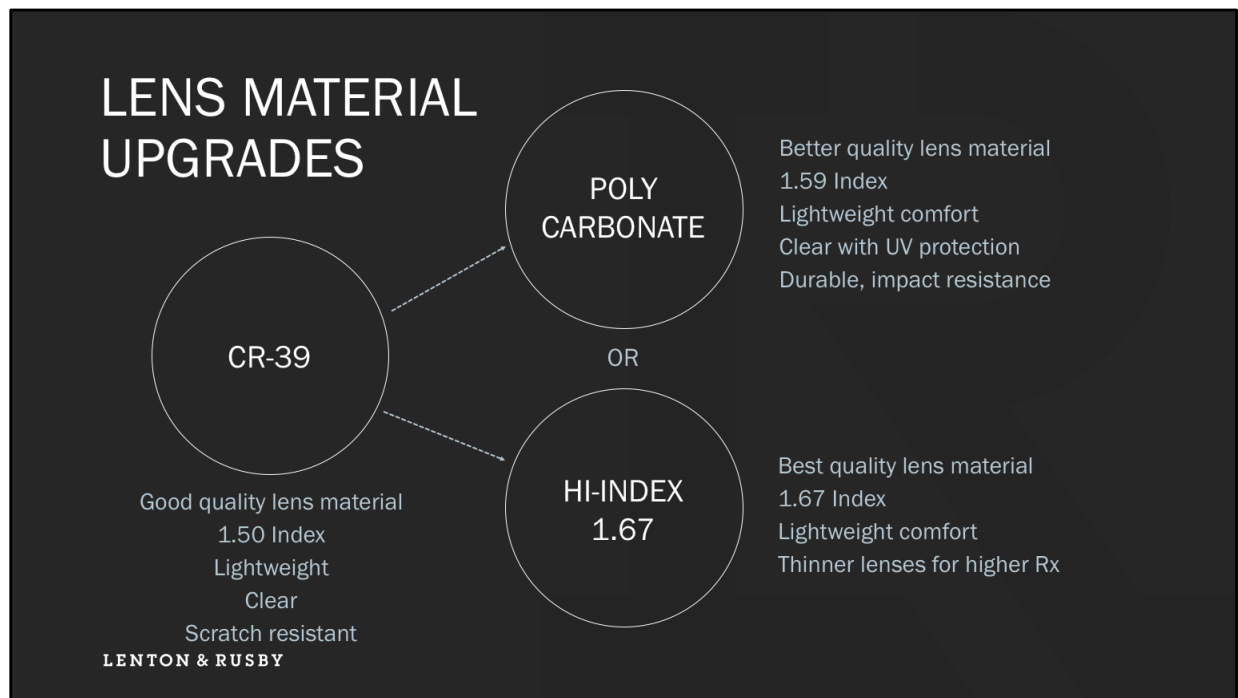
Speaker:

- Lens/options upgrades may be selected at an additional cost.
- Lens/options upgrades include a L&R Digital/Freeform Progressive as determined by prescription requirements.
- The Rx range is minus 9 to a 5.50 diopter in CR 39.
- Then to plus 6 in polycarbonate, and in 1.67 - the range is minus 12 to plus 8.
- Everything goes to a minus 6 cylinder in single

- vision and minus 4 cylinder in progressives.
- The add power goes to 3.50.
 - Additional information for L&R Digital Progressive lenses
 - Produced with the latest digital surfacing technology
 - Easy to prescribe and fit
 - Requires only mono PD and OC measurements
 - Available in two automatically selected MFHs: 14mm or 18mm, automatically selected variable insets
 - Balanced design for every day, all-purpose use
 - Expanded distance visual fields and wider near visual field for reading, crafts, smartphone and tablet use
 - 53% Patients purchased SV Rx's in 2017*
 - 33 Patients purchased PAL Rx's in 2017*
 - Largely dependent on patient prescription, we have identified the options that best cover patient needs based on 2017 Vision Council Dashboard information.

Transition:

- Now that we know what types of lenses, lets review what lens materials are available.



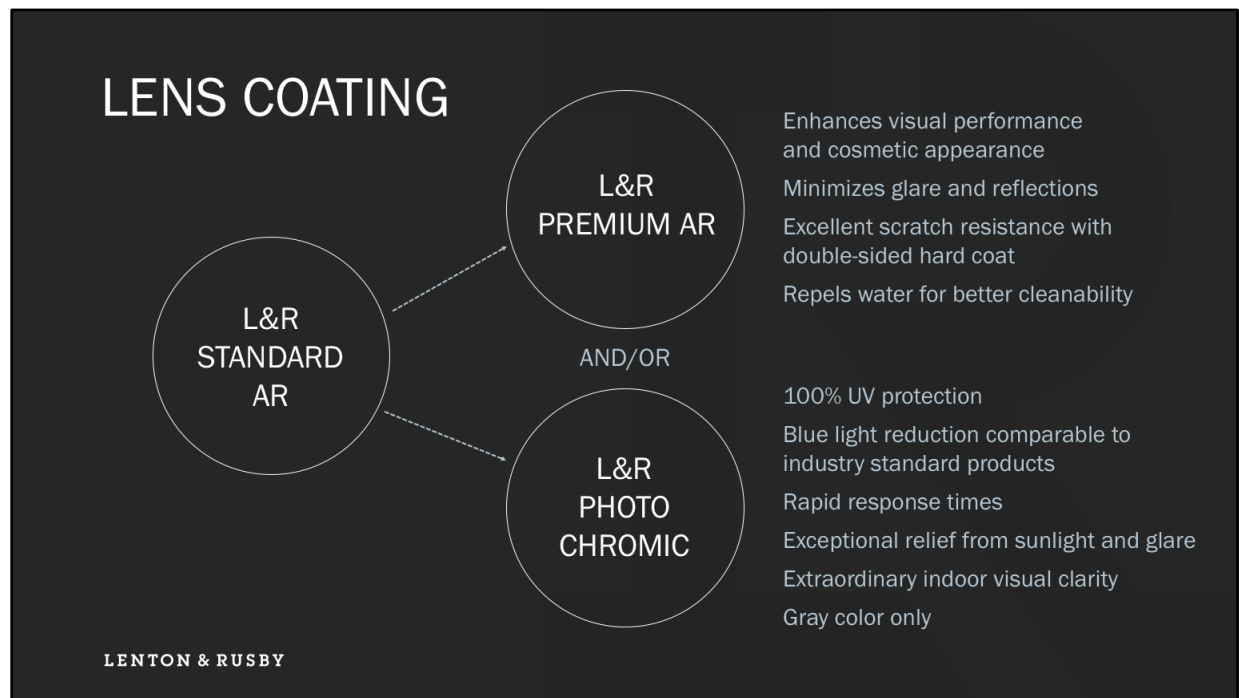
Speaker: Speaker: Jeff Adams – Support: Erin Allen/Greg Sheets

- Lens material upgrades include Polycarbonate or Hi-Index 1.67.
- 92% of patients purchased Cr-39/Poly/1.67 in 2017*
- CR-39
 - A perfect choice for cost-conscious patients, supporting a wide range of single-prescription solutions...even better when L&R Anti-Reflective Coatings are added!
- Polycarbonate

- Great for children, athletes, hazardous job environments.
- Hi-Index 1.67
- Higher-tech lens designed for stronger prescriptions, enabling vision correction with less material, making lenses much thinner, lighter, and better for many frames.

Transition:

- One last option for lenses... the coating.



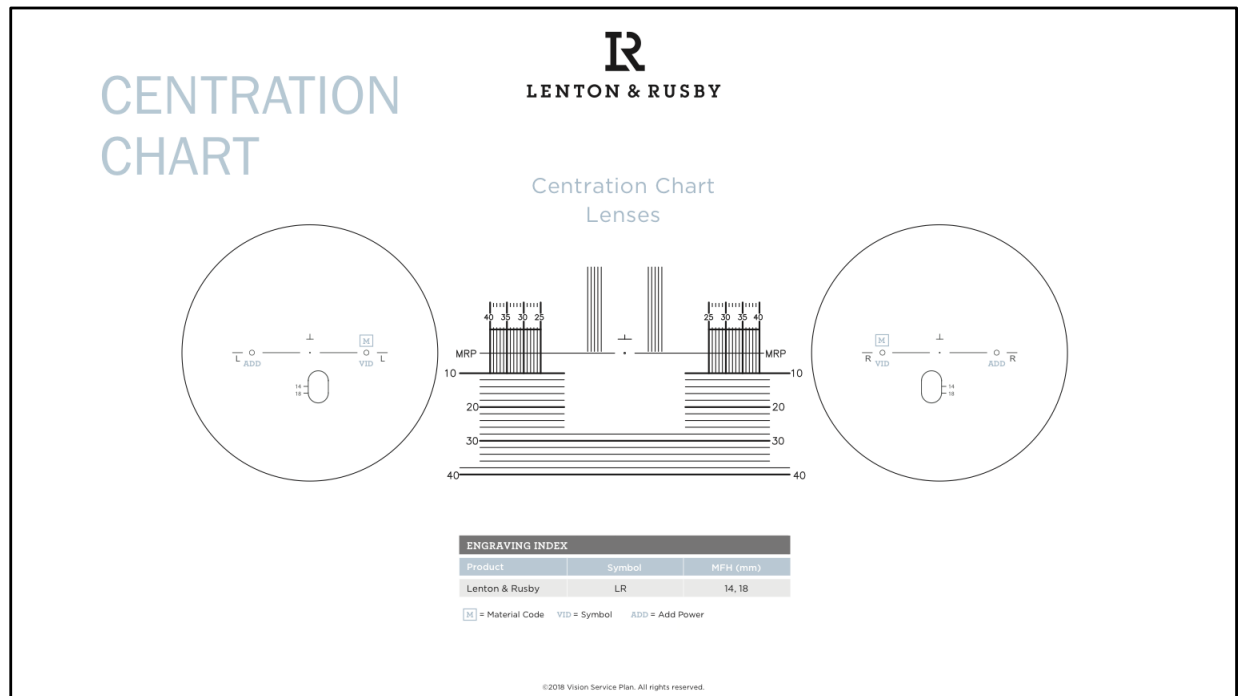
Speaker:

- Again, the L&R frame and lens package comes with a standard AR coating.
- Upgrades include a L&R premium AR and/ or a L&R photochromic.
- What are the benefits of each?
- Standard AR Protection
 - Enhances visual performance & cosmetic appearance
 - Minimizes glare and reflections

- Scratch resistance with front-side hard coat
- Repels water for easy cleanability
- Premium AR Protection
 - Enhances visual performance & cosmetic appearance
 - Minimizes glare and reflections
 - Excellent scratch resistance with double-sided hard coat
 - Repels water for better cleanability
- Photochromic
 - 100% UV Protection
 - Blue Light reduction comparable to industry standard products.
 - Rapid Response Times
 - Exceptional Relief from Sunlight & Glare
 - Extraordinary Indoor Visual Clarity
 - Gray Color, only

Transition:

- Now that we know the lens options, lets look at the technical specifications.



Speaker:

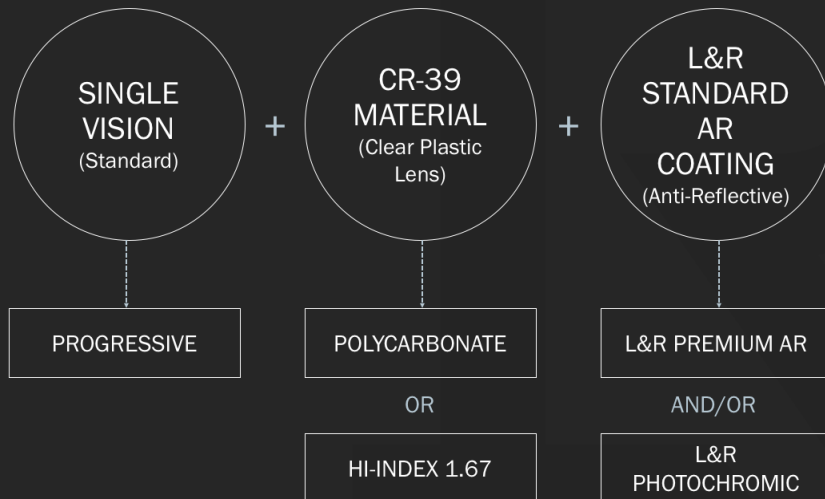
- Technical Reference chart used by the Practices, before and after lenses are made for eyeglasses.
- NOTE: These charts must be used exactly as published by VSP. We will distribute hard copies of the Centration Chart, to ensure Practices have an accurate reference tool.
 - Before lenses are made: Measurement of ocular center and other reference points on lens to ensure the lens blank will sufficiently cut out at the lab to fit the frame size and the surface area will sufficiently support the Rx.
 - After lenses are made: Verification to ensure the lens has been properly created/positioned in the frame and to ensure conformance

Transition:

- We covered quite a bit of lens information. Let's

take a moment to review.

LENS OPTION SUMMARY



Speaker:

- And here are quick stats on why we chose the products for this package.
- By the way, the package is perfect for private pay second pair sales.
- 86% of patients purchased Single Vision or Progressive (PAL) Rx's in 2017*
- 92% of patients purchased CR-39/Poly/1.67 in 2017*
- 87% patient enhancement purchases were AR &

Photochromic in 2017*

- 83M Rx Lens Pairs: 54M Managed Vision Care & 29M Private Pay*
- 2M Contact Lens Purchases through Vision Care Premier Claims*

Transition:

- Before we move on to our next topic, let's take a moment to address questions.
[address questions]
- Now that we have covered lens options, I welcome Jillian to talk about pricing.

A pair of glasses with a thin frame is shown on a yellow background. The word "PRICING" is written in large, bold, black capital letters over the image.

PRICING











Speaker: Jillian Marro

- Thank you.

Transition

- Now that you know more about the frames and lenses, lets talk about pricing.

CURRENT COMPETITIVE LANDSCAPE (MSRP)

	VALUE					MAINSTREAM			PREMIUM		
											
SV	\$38*	\$49	\$78	\$95	\$99	\$149	\$149	\$139	\$299	\$299	\$299
PAL	\$88	\$89	\$158	\$295	\$149	\$299	\$249	\$254	\$349		\$399

- Target Frames up to \$169 (Twill & Twill)
- CR-39 Start
- Rev360 ~121 House brand Frames
- No AR Included
- Only included Target includes Premium AR
- 25-50% treatments discounts

- Rev360 Polyzoid offered included
- rev 360 Polarized or Photochromic
- Pratam on shipping directly to Consumer/Home

LENTON & RUSBY

Speaker: Jillian Marro

- You can see from this chart they're several competitors that play & live in the frame/lens packaging space. We have segmented them into 3 categories. Value, Mainstream and Premium. Each segment increases suggested MSRP and lens selection availability.

Value

- Limited Frames
- CR-39 Start
- No AR Included

- 25-50% Treatments Discounts

Mainstream

- Target = ~5 House-brand Frames (Twill & Tweed)
- Rev360 ~14 House-brand Frames
- Poly Included/Target includes Premium AR
- Hi-Index Upgrade Offered
- rev 360 Polarized –or– Photochromic included.

Premium

- LensCrafters Frames Up to \$169; large selection.
 - rev360 ~14 House-brand Frames
 - Poly /Up to 1.67 Hi Index included
 - Rev360 Polarized –or–Photochromic included.
 - *Rayban Rx Ships Directly to Consumer/Home
-
- After extensive industry study, store visits and mystery shopping, we determined that the quality of our frame and lens should be positioned in the mainstream category. This helped us determine the WHS pricing as well as the lens options we are offering in this package.

WHOLESALE PRICING

SINGLE VISION

FRAME & LENS	CR-39 PLASTIC	POLY	HI-INDEX 1.67
Clear + L&R Standard AR	\$49	\$71	\$106
L&R Photochromic + L&R Standard AR	\$90	\$99	\$131

L&R DIGITAL PROGRESSIVE

FRAME & LENS	CR-39 PLASTIC	POLY	HI-INDEX 1.67
Clear + L&R Standard AR	\$99	\$99	\$125
L&R Photochromic + L&R Standard AR	\$120	\$120	\$140

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Add \$5 for L&R Premium AR

Speaker: Jillian Marro

- Starting with the base price of \$49, this gives us a breakdown of all of our package options.
- Several lens options are available for single vision and L&R Digital Progressive.
- All prices listed reflect frame plus lenses at wholesale price.
- Add \$5 for L&R Premium AR.

Transition:

- Now that we have pricing down, lets dive into

displays and kit materials.



DISPLAY AND KIT MATERIALS

Speaker: Jillian Marro

Transition:

- Now that we have pricing down, lets dive into displays and kit materials.

MERCHANDISING
FLEXIBLE
60, 40 OR 20
PIECE KIT



Speaker: Jillian Marro

- Our board shared that some accounts throw POP materials away. They requested us to offer a flexible solution that is not necessarily visible in the practice as standard fixtures are currently.
- To accommodate the request, we have created a flexible merchandising box that can accommodate the entire collection.
- The goal is to gauge interest if OD's have to pay vs. not having to pay for a fixture.

Transition:

- The merchandising box is the best option for incremental frame real estate.

MERCHANDISING

- Requires a small footprint and accommodates the entire L&R collection
- Available in presorted 60, 40 and 20 consignment configurations
- Compact/flexible
- Direct customer/ECP access
- Free and buy-in options at \$49 cost

LENTON & RUSBY



Speaker: Jilian Marro

- Based on the size, the display requires a small footprint and displays the entire L&R collection in every style in two color ways.
- Available in 60, 40, 20 presorted consignment size configurations, gives the doctor the convenience of best-selling styling without the hassle of having to select the assortment.
- Compact and flexible to move around the office based on the size and need of the individual practice.

- Allows direct access of all styles and colors to the customer and the ECP
- We are making this an optional solution for doctors taking in the FLP to reduce frame board cannibalization and be respectful of space allocation in the individual offices.
- The Box is free of charge when they select the 60 piece assortment and an optional buy at a cost of \$49 when they select the 40 or 20 piece collections.
 - For 40 or 20 piece collections – Practices will receive a standard shipping box with no display options. They can display with existing board space.

Transition:

- The 60 piece kit.

60 PIECE KIT

- Contains entire L&R collection, offered in 30 styles for both women and men
- 2 colors per each style
- Merchandising box and shipping included free of charge when selecting the 60 piece kit

30 STYLES

18 WOMEN'S / 12 MEN'S
TWO COLORS PER STYLE



Speaker: Jilian Marro

- The 60 Piece Kit contains the entire collection assortment. 30 Frame styles for both women and men in 2 colors per style.
- This is the desired consignment package as it displays the entire collection of Lenton & Rusby and includes the merchandising box display and shipping free of charge.

Transition:

- Next, the 40 piece kit.

40 PIECE KIT

- Contains select L&R catalogue offering 20 styles
- 11 women's/9 men's styles
- 2 colors per each style
- \$49 for the cost of the merchandising box and free shipping

20 STYLES

11 WOMEN'S / 9 MEN'S
TWO COLORS PER STYLE



Speaker: Jilian Marro

- The 40 Piece Kit contains 20 Frame styles for both women and men in 2 colors per style.
- This kit offers a smaller selection of the desired consignment package in best-selling shapes and material construction.
- The cost of the merchandising box for this smaller selection is \$49 and includes shipping.

Transition:

- Next, the 20 piece kit.

20 PIECE KIT

- Contains select L&R catalogue offering 20 styles
- 5 women's/5 men's styles
- 2 colors per each style
- \$49 for the cost of the merchandising box and free shipping

10 STYLES

5 WOMENS / 5 MENS
TWO COLORS PER STYLE



Speaker: Jilian Marro

- The 20 Piece Kit offers a trimmed down selection of 5 women's and 5 men's styles.
- This kit will also contain 2 colors per style.
- This kit offers the smallest selection of the desired consignment package in best-selling shapes and material construction.
- The cost of the merchandising box for this smaller selection is \$49 and includes shipping.

Transition:

- Why would practices want to purchase the kit?

WHAT'S INSIDE THE RELEASE BOX

- Easel back signage
Promote offer to the customer/patient
- Booklet
Program overview, frame catalog, lens features and benefits
- Voucher
Free pair with ordering instructions
- Dispensing tips
- Pricing strategy
- Price list
- How to order (EPM, eLab, OM)
- Marketing assets
- FAQs
- Merchandising guidelines

LENTON & RUSBY

Speaker: Jillian Marro

- The release kit will include additional information outside of our standard launch materials to accommodate the additional info of the frame and lens package.
- Easel back signage to promote offer to the customer/patient
- Booklet that includes overview of the program, the frame catalog, the lens features and benefits
- Voucher for free pair of L&R eyeglasses with ordering instructions, (Can be used by Doctor or

staff)

- Dispensing tips include:
 - How to position the frame and lens package to patients
 - Pricing strategy for maximum profitability
 - Price list
 - How to order through Eyefinity, eLab, or OfficeMate
 - Marketing assets available for request/download (digital tool box)
 - FAQs,
 - Merchandising guidelines with visuals of display and tips for proper merchandising

Transition:

Next, lets discuss the ambassador pair and voucher we are offering the account FOC to test the quality of the package.



Speaker: Jillian Marro

Transition:

- Before we move on to our next topic, let's take a moment to address questions. [address questions]

ORDERING

- Eyefinity.com
- Eyefinity Practice Management
- OfficeMate

LENTON & RUSBY

Speaker: Kristi Fowler

- Now that we know about pricing and displays, let's talk about ordering.
- Lenton and Rusby frame and lens package ordering can be done through Eyefinity.com, Eyefinity Practice Management, and OfficeMate.

To learn more, we have step-by-step instructions in your training binder under the "Product Overview" tab.

- Please refer to that information after today's training and before you start making account calls.
- The ordering process is similar to what practices are already doing.
 - Some differences include:

- They must choose the correct frame, lens, lens treatment, and lab as each of these will have special selections for this program.
- Eyefinity.com
 - Customers will need to add the virtual lab to their list of available labs.
- Eyefinity Practice Management
 - Customers will need to add the virtual lab to their list of available labs.
 - They must choose a non-insurance order.
- OfficeMate
 - Setup of OfficeMate is complex so Eyefinity have opted to assist any OfficeMate users with setting up their software.
 - Eyefinity will call them starting the first week of June and work through the list of customers.
- In addition, both Eyefinity Practice Management and OfficeMate record financial transactions with the patient.
 - Both require the practice to make modifications to the way they record those financial transactions. Please refer to your binder for

detailed information.

Transition:

- Before we move on to our next topic, let's take a moment to address questions.
[address questions]
- Now that we have covered all the ways Lenton and Rusby can be ordered, I welcome Jeff to talk about warranty, invoicing & statements.

WARRANTY



LENTON & RUSBY

Speaker: Jeff Adams

- There is a one year warranty on Lenton & Rusby frames.
 - You may be thinking, if L&R frame and lens package is slated for 6 months, how can there be a 1 year warranty?
 - Safety stock has been ordered to allow for a one year warranty on frames.
- Lenses are covered by VSPOne standard warranty. This includes:
 - Patient Satisfaction and Scratch AR Coating warranty.
 - And more! Please refer to the binder as detailed lens warranty information is listed in the notes section of this slide.

Transition:

- How will practices be billed for Lenton & Rusby Frame and Lens Package? Let's talk about Invoicing

and Statements.

Note: More information regarding policy/warranty:

VSPOne Policies:

Cancellation Policy

There is no cancellation fee for lenses that haven't been surfaced.

A 50% cancellation fee will occur for lenses that are in or surpassed the surfacing process.

Payment Terms

Full payment is due by the twentieth of the month, following statement. Credit holds for accounts past due are subject to 1.25% finance charge per month. VSPOne will assess a \$30 service fee if your check is returned for any reason.

Electronic Ordering

Submit orders electronically using eyefinity.com — your one-stop solution to file claims, submit laboratory orders, place product orders, and manage your practice.

Shipping

Standard Shipping is set up by Practice Account, and L&R Frame-Lens Package orders will follow the shipping policy set up for your Practice Account.

VSPOne Warranties:

All warranties offered by VSPOne are intended to support its customers in their efforts to satisfy their patients. These warranties are designed to address occasional problems that may arise. VSPOne reserves the right to alter these warranties at any time.

Patient Satisfaction Warranty

VSPOne offers a one-time, six-month redo* policy on the following:

- Doctor Changes
- Material, frame, and fitting changes
- Progressive non-adapts
- Drill mount and metal groove
- Telephone order errors
- In-process changes or cancellations

Scratch AR Coating Warranty

VSPOne warrants lens materials ordered with L&R Standard or Premium Anti-Reflective (AR) protection for two years from the date the order shipped.

Laboratory Error Policy

VSPOne will cover its errors 100%, within 60 days from the original prescription date.

Be sure to include the original lenses, patient name, and invoice number with these requests.

**Please include the patient's name, VSP authorization or VSPOne order number, account number, reason for redo, and original lenses when submitting a redo request. VSPOne will bill for a second redo at list price. This price list is provided for ease of reference only. To the extent that pricing for any product listed herein is inconsistent with pricing in a price list maintained in the lab management system for Digital Vision, Inc. ("DVI"), the price reflected in the DVI list shall control.*

INVOICE LENSES

VSO
one
Visual Services Optical

2551 La Mirada Drive
Vista, CA 92081

20878 **Rx Only** N1 **N2047* - NOR 71628**

Ship To:

Doctor/Practice Name
Doctor/Practice Address

ACCOUNT

Doctor/Practice Name
Doctor/Practice Address

PATIENT

Patient Name

CONFIDENTIAL - Contains Protected Health Information

	SPHERE	CYL	AXIS	DIST	NEAR	PRISM (L/R)	PRISM (L/R)
R	+1.25	-0.50	85	65	58		
L	+0.50	-0.50	82	65	58		

	BASE	COLOR	TINT	COAT	SIZE	OCHT	THK	COATINGS
R	5.50	CLR			70			TSS
L	5.50	CLR			70			TSS

MAT	LENS STYLE	ADD	SGHT	
R	PLY UNITY VIA	175	21.0	57.95
L	PLY UNITY VIA	175	21.0	57.95

INNOVATION. SERVICE. SELECTION.

POLYCARBONATE 1.00
EQUITHIN 1.00
HIDE A BEVEL
TECHSHIELD BLUE

-PROMO 50 AUTH 98396007
50% 2ND PAIR DISCOUNT
**** REPRINTED @D @T ****

FRAME DESCRIPTION		
ENCLOSED (TC)		
AIRDROP (OAKLEY)		
BLACK/SATIN BLA OAK		
EYE: 57 BR: 18	LENGTH: 143	
WAITING FTC: 2/22-2/26		

WE HAVE A NEW TOOL TO HELP YOU SEE THE STATUS OF YOUR LAP ORDERS ALONG WITH THE ESTIMATED SHIP DATE FOR EACH ONE! VISIT "ORDERSTATUS.VSOONE.COM" ANYTIME! SIMPLY SIGN IN USING YOUR VISIONITY USER ID AND PW TO CHECK IT OUT!

DISCOUNT	-102.65
SUBTOTAL	102.55
TAX	7.96
TOTAL	110.61

Net: LFMA

INVOICE NO.	TRAY NO.	RX NO.	Entered	Shipped
565901	20878	Z6172074	02/22	03/01/18

Manufactured using technology covered by a royalty bearing license to U.S. Patent No. 6,089,713

← Patient Rx

← Lens Coatings

← Lens Material (PLY = Poly) & Lens Style (L&R Digital Progressive)

← NOT AVAILABLE with L&R FLP Invoice Discount Example 50% 2nd Pair/Same Day

← Applicable Sales Tax applied for: CA, NV, MO, OK, AR, KY, SC, & TN

LENLTON & RUSBY

Invoice Number →

Speaker: Jeff Adams

- Practices will receive separate invoices and statements for the lenses and frames.
- Lenses will be invoiced to the practice when ordered.
- This is considered a legal “bill of sale” but the practice does not pay at this time.
 - The practice pays monthly, once the monthly statement is received.
 - Notice the invoice number on the bottom left side.

- Remember, there are no additional discounts applied to L&R FLP.

Transition:

- How does this get billed on the monthly statement?
Let's take a look...

STATEMENT LENSES

NOT AVAILABLE with L&R FLP
Statement Discount Example
33% Discount Volume

LENTON & RUSBY

VSPOne San Diego

LAB ADDRESS
2651 La Mirada Dr
Vista, CA 92081
866-569-8800

REMIT TO:
VSPOne San Diego
PO Box 844173
Los Angeles, CA 90084-4173

STATEMENT

Practice Pays from this

Doctor/Practice Name
Doctor/Practice Address

STATEMENT DATE
03/30/18
ACCOUNT
Account Number
AMOUNT DUE
2048.27

AMOUNT REMITTED

page 1 of 2

PLEASE DETACH AND RETURN UPPER PORTION WITH YOUR REMITTANCE

DATE	DESCRIPTION	INVOICE #	DISCOUNTABLE	NET	TOTAL
02/28	BALANCE FORWARD				1714.10
03/16	PAYMENT - THANK YOU	AUTO CC			-1337.55
03/16	VOLUME DISCOUNT				-376.55
03/01	Patient 1 Transaction XYZ	N1 555868			0.00
03/01	Patient 2 Transaction XYZ	N1 565901			110.61
03/01	Patient 3 Transaction XYZ	N1 565973	291.03		291.03
03/01	Patient 4 Transaction XYZ	N1 566454			0.00
03/01	Patient 5 Transaction XYZ	N1 569482	166.47		166.47
03/02	Patient 6 Transaction XYZ	N1 563976		61.32	61.32
33.0% DISCOUNT EARNED ON:			N1	755.57	
TOTALS:				755.57	1292.70

Interested in having your statements emailed? Contact us at VSPOneAR@vsp.com

For credit card payments, please call 1-844-700-2375

*** Please reference your VSPOne San Diego account number on all checks ***

PAYMENT TERMS: To receive earned discount, payment must be received by the 20th of the month. Otherwise, the statement balance is due in full by the last business day of the month. Finance charges will accrue against past due balances.

AMOUNT DUE

2048.27

DISCOUNT EARNED

249.34

IF PAID BY THE 20TH > 1798.93

Speaker: Jeff Adams

- Invoice numbers are included in the monthly statement.
- The statement lists the amount that the practice pays.
- Once again, there are no additional discounts applied to L&R FLP.

Transition:

- Next, lets see how frames are billed.


INVOICE FRAMES

Altair
11135 Trade Center Dr #180
Rancho Cordova, CA 95670 USA
TEL : 800-505-5557
FAX : 800-982-9732

SHIP-TO
<Account Name>
<Shipping Address>

Sold-To
<Account Name>
<Billing Address>

INVOICE
PAGE 1 of 1



Delivery 8016810500	
INVOICE Number 9533240423	Date 03/23/2018
Sold-To Code 1503073	Payer Code 1503073
Ship to Code 1660671	
TERMS AL 30 Days EOM	

Account name and shipping address →

Account name and billing address →

Order detail outline →

Patient Rx →

PO NUMBER		SHIPMENT METHOD VSPONE SACRAMENTO	TYPE OF ORDER RX Order	DATE OF ORDER 03/23/2018
-----------	--	--------------------------------------	---------------------------	-----------------------------

QTY	STYLE / COLOR	SIZE	UPC NUMBER	UNIT PRICE	DISCOUNT	EXTENDED PRICE
1	BB5062 / .JET <RX: Patient Name> Z6304018	5017-001	0788678528018	73.00	15 %	62.05

1

**** Payable in USD ****

Sub Total	62.05
Postage/Ins	0
Tax	4.81
TOTAL	66.86

Transactional "Bill" ←

Sold to =Billing account #
Ship to = Shipping account # ←

Billing terms ←

Breakdown of subtotal and taxes ←

LENTON & RUSBY

Speaker: Sandra Alejo

- Frames will also be invoiced to the practice when ordered but they will not pay at this time.
 - The practice pays monthly, once the monthly statement is received.

Transition:

- Let's take a look at an example of a statement for L&R frames.

STATEMENT FRAMES

STATEMENT BALANCE 02/20/16		MARCH ACTIVITY				STATEMENT BALANCE 03/31/16	
24,828.07		PAYMENTS	PURCHASES	RETURNS	DISCOUNTS/ OTHER	24,828.07	
0.00		31,252.43	22,031.10			9,221.33	

TRANSACTION DATE	DATE	SPECIAL TERMS	TRANSACTION NUMBER	CODE	TRANSACTION AMOUNT	APPLIED AMOUNT	DATE	TOTAL DUE
01/01/16	04/30/16		903205512	I	1,085.75	1,085.75		1,085.75
01/02/16	04/30/16		903204604	I	1,315.34	1,315.34		1,315.34
01/02/16	04/30/16		903204794	I	82.82	82.82		82.82
01/02/16	04/30/16		903204838	I	41.48	41.48		41.48
01/05/16	04/30/16		903204884	I	125.30	125.30		125.30
01/05/16	04/30/16		903204887	I	1,831.70	1,831.70		1,831.70
01/05/16	04/30/16		9032081971	I	474.36	474.36		474.36
01/05/16	04/30/16		9032082423	I	261.82	261.82		261.82
01/05/16	03/05/16		9032088887	C	13,011.08	13,011.08		13,011.08
01/05/16	03/05/16		9032088888	C	9,000.00	9,000.00		9,000.00
01/06/16	04/30/16		9032000044	I	120.98	120.98		120.98
01/06/16	04/30/16		9032000045	I	82.96	82.96		82.96
01/06/16	04/30/16		9032000046	I	1,404.23	1,404.23		1,404.23
01/07/16	04/30/16		9032032028	I	1,645.06	1,645.06		1,645.06
01/07/16	04/30/16		9032034044	I	41.48	41.48		41.48
01/08/16	04/30/16		9032093095	I	41.48	41.48		41.48
01/08/16	04/30/16		9032021361	I	1,323.26	1,323.26		1,323.26
01/09/16	04/30/16		9032042469	I	1,272.58	1,272.58		1,272.58
01/09/16	04/30/16		9032034070	I	327.49	327.49		327.49
01/12/16	04/30/16		9032034447	I	1,467.00	1,467.00		1,467.00
01/12/16	04/30/16		9032034494	I	127.57	127.57		127.57
01/12/16	04/30/16		9032034496	I	44.75	44.75		44.75
01/13/16	04/30/16		9032037523	I	176.81	176.81		176.81
01/13/16	04/30/16		9032047524	I	908.60	908.60		908.60
01/13/16	04/30/16		9032072014	I	162.51	162.51		162.51
01/14/16	04/30/16		9032078996	I	38.07	38.07		38.07
01/14/16	04/30/16		9032078997	I	124.44	124.44		124.44
01/14/16	04/30/16		9032080348	I	1,484.19	1,484.19		1,484.19

MOST RECENT	AGED TOTALS	CURRENT	1-30 DAYS	31-60 DAYS	61+ DAYS	BALANCE DUE
PAYMENT RECEIVED		31,252.43	22,031.10	0.00	0.00	9,221.33
Date: 11/28/12	Amount: 11,252.87	CODES: I = INVOICE P = PAYMENT C = CR MEMO D = DR MEMO A = ADJUSTMENT F = LATE FEE				

Beginning February 2016, monthly detail reports will no longer be mailed but will be available via our online billing center at AltairCymed.com.
 Please Note: Accounts that are 60 days or more past due may have their balances automatically deducted from their VSP claims checks. For more info, email us at altacct@vsp.com.

Phone: (866) 248-6407
 Fax: (866) 248-6364
 Email: AltAcct@vsp.com

Altair
 Phone: (866) 248-6407
 Fax: (866) 248-6364
 Email: AltAcct@vsp.com

DUE BY END OF THE MONTH

PLEASE DETACH AND RETURN THIS STUB WITH YOUR PAYMENT TO:
 ALTair
 P.O. BOX 49000
 SAN FRANCISCO, CA 94148-0006

<Account Name>
 <Address>

STMT NO 88000
 CUST NO 18100
 Page 1 of 2

Detachable statement stub. Include with payment

Statement detail outline

Itemized detail of purchases / statement

Owed balance by month / total balance due

LENTON & RUSBY

Speaker: Sandra Alejo

- The statement lists details of each purchase and displays the amount that the practice pays.
- Once again, there are no additional discounts applied to L&R FLP.

Transition:

- We are wrapping up the overview portion of L&R frame and lends package but one more thing...who do practices and patients contact for questions?

PHONE TREE

Questions

- Program or frames – Altair
- Benefits – Customer Care
- Lab – VSPOne
- Order Status – VSPOne

LENTON & RUSBY

Speaker: Kristi Fowler

- Program or frame questions – Altair
- Benefits questions – Customer Care
- Lab Questions – VSPOne
- Order Status – VSPOne
- VSPOne number will be listed on ordering collateral sent to doctors. This will be the only contact number listed on collateral pieces sent to practices.
- Details are being worked out and exact contact numbers to be provided once finalized.

Transition:

- Before we move on to the next topic, let's take a moment to address questions. [address questions]
- I welcome Sandra to talk about Sales.



Speaker: Sandra Alejo

- Thank you everyone.
- Next on our agenda is the sales portion.
- For those in the classroom, please refer to your training binders and the Sales tab.

Transition

- Now that you know all about the product, let's learn about the sales approach.



Speaker: Sandra Alejo

- Now that we know the details of the product, lets talk about our targeted practices.
 - The targeted opportunities have been ranked, based on lower hanging fruit.
 - Our goal is to sign up 50 accounts.

Transition:

- How do you come into play with this information?

ACCOUNT ASSIGNMENT

- Salesforce will list opportunities
- Assigned in Salesforce

LENTON & RUSBY

Speaker: Sandra Alejo

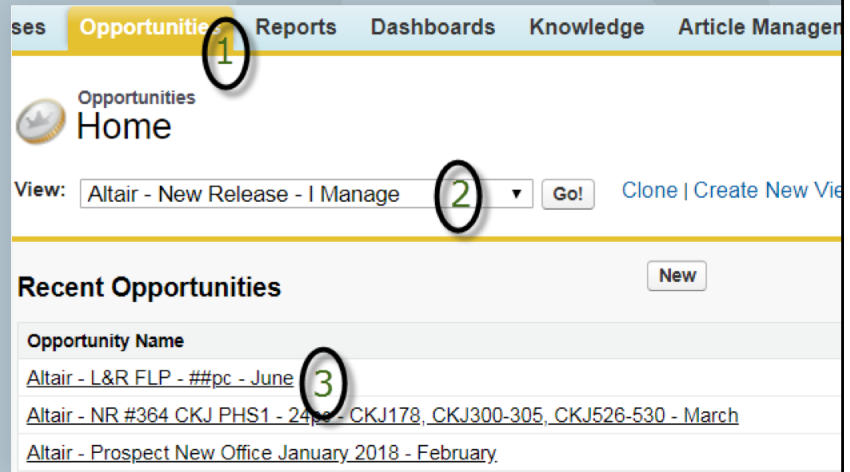
- Opportunities will be loaded in Salesforce and assigned appropriately.
- This follows the standard practice for new releases.

Transition:

- With a few simple steps, accounts are tracked in Salesforce. Let's review the process.

OPPORTUNITY MANAGEMENT-5 EASY STEPS

- Lenton & Rusby FLP Release
- View of Open Opportunity



LENTON & RUSBY

Speaker: Sandra Alejo

- Salesforce process can be completed in five simple steps.
 - Step 1: Go to the Opportunities tab in Salesforce.
 - Step 2: Click on the dropdown View List and select Altair New Releases – I Manage.
 - Step 3: Click on an Opportunity Name to select the Opportunity.

Transition:

- Next up, step 4!

OPPORTUNITY MANAGEMENT-5 EASY STEPS

- Lenton & Rusby FLP Release
- View of Open Opportunity

Opportunity
Altair - L&R FLP - ##pc - June

Show Feed

Open Activities (0) | Activity History (0) | Contact Roles (0) | Notes & Attachments (0) | Stage History (1) | Opportunity Field History (6)

Opportunity Detail

Opportunity Owner: Sandra Alejo [Change]

Opportunity Name: Altair - L&R FLP - ##pc - June

Common Account Name: Test

Line of Business: Eyewear

Division/Brand: Altair

Product/Program: L&R FLP - ##pc

VSP Contact Role

4

Sales Stage: Prospect

Probability (%): 10%

Close Date: 6/1/2018

Planned Closed Month: June

LENTON & RUSBY

Speaker: Sandra Alejo

- Step four is very important – it will give visibility to Project Team of launch status. Use the grid to assess the correct stage to select.
 - Step 4: After contacting the Account, click the EDIT button to update the Sales Stage.

Transition:

- As a reminder of sales stage options...

OPPORTUNITY MANAGEMENT-5 EASY STEPS

- Lenton & Rusby FLP Release
- View of Open Opportunity

Stage	Probability of Closing	Definitions
Prospect	10%	New Release Opportunity created/loaded
Qualify	20%	Reached out to Account - Left message or need to call back
Work	50%	Scheduled appointment to present product
Development	70%	Presented product & pending decision
Propose	90%	Wants product, waiting for next phase or if ok send if NR is short.
Closed Won	100%	Accepted New Release - Wants product sent out
Closed Lost	0%	Declined New Release - Remember to include Lost Reason
Closed Cancelled	0%	Opportunity created in error, duplicate or not eligible for NR

LENTON & RUSBY

Speaker: Sandra Alejo

- (Sandra to speak to the stage chart)
- Recruitment emails will be deployed to practices in the “Prospect” and “Qualify” stages.
- However, prospects who have already filled out the Landing Page form will be removed.
- Prospects in the “Development” stage will be sent out the One Page overview via email by the Altair Rep after completing the WebEx.
- ‘Closed-Won’ stage automatically triggers the first Eloqua Onboarding ‘Welcome’ email one hour

after stage entry.

Transition:

- Last step is...

OPPORTUNITY MANAGEMENT-5 EASY STEPS

- Closed Won: Is it 20, 40 or 60 pieces?

Opportunity Owner: Sandra Alejo

Opportunity Name: Altair - L&R FLP - ##pc - J

Common Account Name: Test

Line of Business: Eyewear

Division/Brand: Altair

Product/Program: L&R FLP - ##pc

VSP Contact Role:

Sales Stage: Prospect

Probability (%):

Close Date:

Planned Closed Month:

018]

5

LENTON & RUSBY

Speaker: Sandra Alejo

- Step five starts once an account has made decision to accept or decline the Lenton & Rusby Collection.
 - Step 5:
 - **Closed Won:** The Account wants to the new collection.
 - Edit the Opportunity and change the Sales Stage to *Closed Won*, and in Product/Program replace ## with number of pieces they agreed to

bring in 20, 40 or 60.

Transition:

If its not closed won then...

OPPORTUNITY MANAGEMENT-5 EASY STEPS

- Closed Lost: Include a Lost Reason

Sales Stage: Closed Lost

Probability (%): 0

Close Date: 6/1/2018 [4/12/2018]

Planned Closed Month: June

5

Lost Reason: --None--

--None--

Competition

Performance

VSP Rejected

Not Interested

LENTON & RUSBY

Speaker: Sandra Alejo

- **Closed Lost:** The Account does not want the new collection.
 - Edit the Opportunity and change the Sales Stage to *Closed Lost* and include a reason.

Transition:

- Now that we know the Salesforce process, do you remember our goal?

OPPORTUNITY MANAGEMENT-5 EASY STEPS

- Be sure to schedule a follow up call before Go Live Date

Open Activities

[New Task](#)[New Event](#)

Action	Subject	Name	Task	Due Date
Edit Cls	Altair-L&R FLP Follow-Up		<input checked="" type="checkbox"/>	6/11/2018

LENTON & RUSBY

Speaker: Sandra Alejo

- REMEMBER – Our goal for the is 50 accounts to launch the program.

Transition:

- That's it for sales. Before we move on to our next topic, let's take a moment to address questions.
[address questions]



Speaker: Sandra Alejo

- Thank you everyone.
- Next on our agenda is Marketing and Communications.
- Megan Wagoner and Rich Arroyo will lead that discussion.
- For those in the classroom, please refer to your training binders and the Marketing and Communications tab.

Transition

- Megan and Rich – take it away.

MARKETING CHANNELS

RECRUITMENT

- Phone
- E-mail Campaign
- Online Landing Page
- Direct Mail (postcard)

ONBOARDING

- E-mail Campaign
- Altair Website
- My Marketing Team
- Phone (follow up and survey)

MERCHANDISING KIT

LENTON & RUSBY

Speaker: Rich Arroyo

- To review the channels being leveraged to drive recruitment, we've developed these key areas:
 - Phone: Doing what you do best
 - Email campaigns: Multi-step CTA emails sent weekly to drive action (3 total)
 - Landing Page Form Submission: Forms routed to the Altair email box for your follow up.
 - Postcard: Supplemental marketing for top of mind awareness.

- To encourage engagement once practices have signed up, we will be focused on:
 - Onboarding emails: 4 time-based emails sent (1 hour upon signing through Merchandise Kit delivery)
 - Altair Website: Repository of information for participating practices to access similar to CK Jeans launch
 - My Marketing Team: “Hidden” page for participating practices for selling tips and social media engagement
 - Phone: Follow up status checks and feedback collection through provided survey

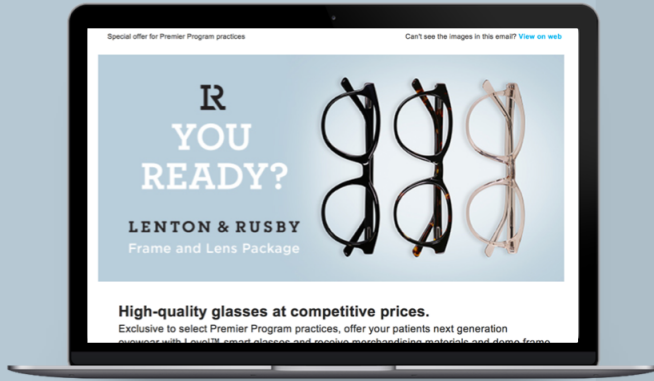
Kit Materials

- As previously discussed, in addition to the in-box assets, digital versions will be available for reference within the Altair Website.

Transition

- With your phone calls and the Eloqua email campaigns happening concurrently, let’s review the timeline for email deployment.

E-MAIL CAMPAIGN



LENTON & RUSBY

RECRUITMENT

- E-mail 1 (Weds. May 9)
- E-mail 2 (Tues. May 15)
- E-mail 3 (Tues. May 22)

ONBOARDING

- E-mail 1 (1 hour post signup)
- E-mail 2 (Thurs. May 24)
- E-mail 3 (Mon. June 4)
- E-mail 4 (Tues. July 10)

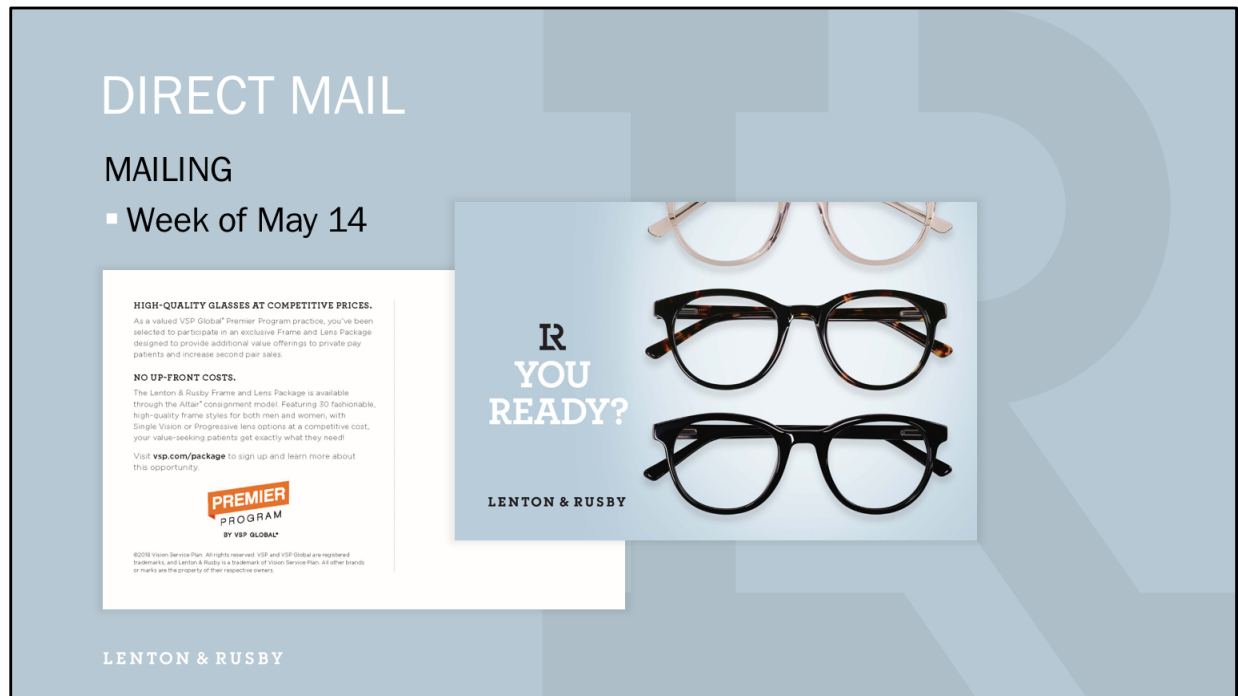
Speaker: Rich Arroyo

- Recruitment: Segmented for current consignment and non-consignment practices with slightly different copy.
 - Email 1: Exclusivity and differentiation
 - Email 2: Increased patients and revenue
 - Email 3: Time is running out
- Onboarding: Providing resources and information from sign-up through delivery
 - Email 1: Welcome 1 hour after signing up
 - Email 2: Reminder

- Email 3: Merchandise Kit on the way
- Email 4: Feedback survey link

Transition:

- That's it for Marketing and Communications.
Before we move on to our next topic, let's take a moment to address questions. [address questions]



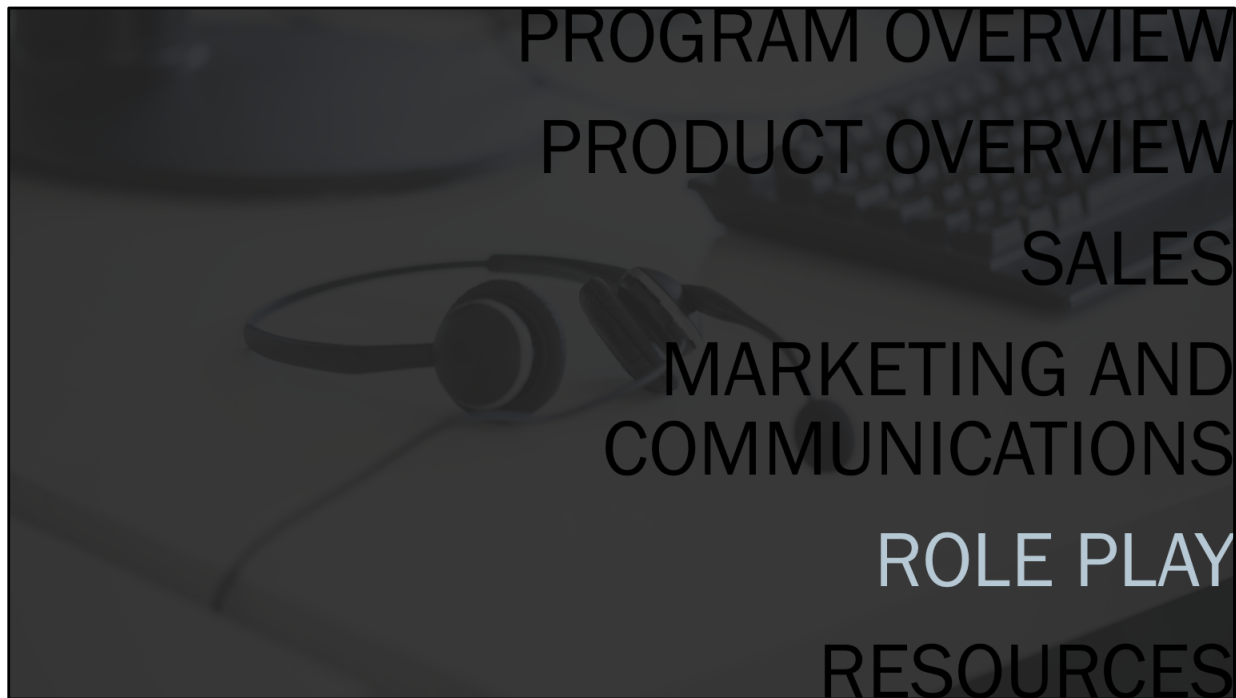
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- Email 3: Merchandise Kit on the way
- Email 4: Feedback survey link

Transition:

- That's it for Marketing and Communications.
Before we move on to our next topic, let's take a moment to address questions. [address questions]

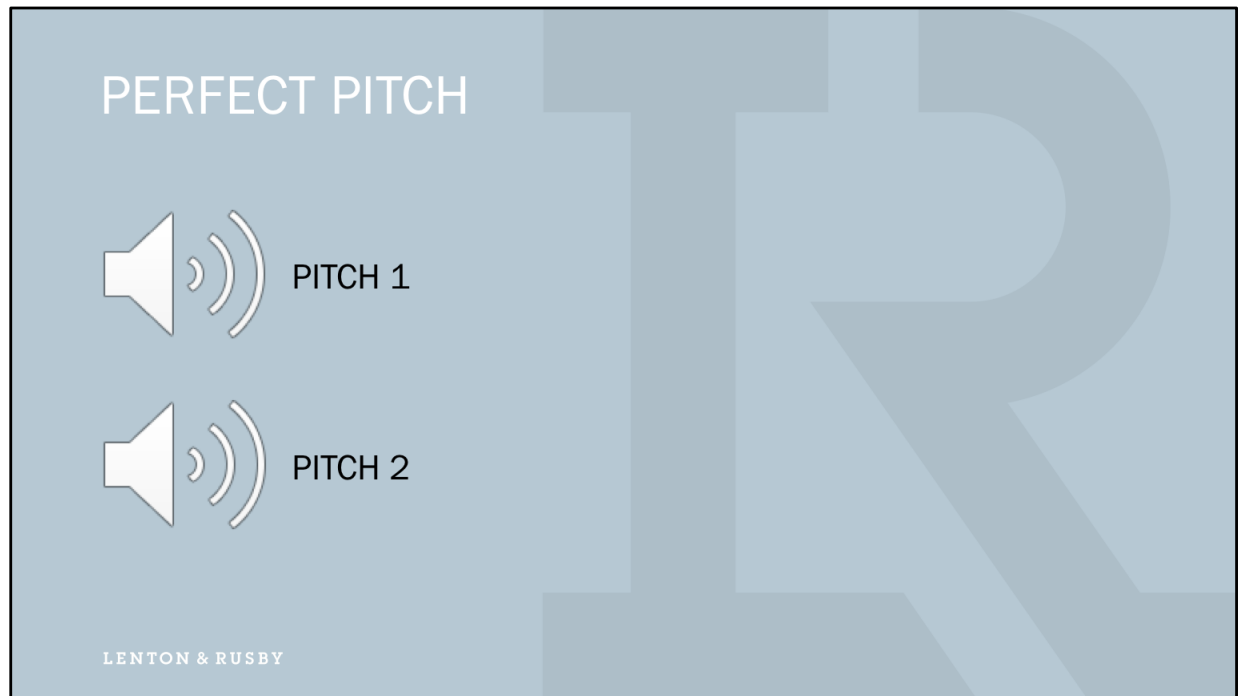


Speaker: Rich Arroyo

- Thank you everyone.
- Next on our agenda are Role Plays.
- Greg Sheets will lead that discussion.
- For those in the classroom, please refer to your training binders and the Role Play tab.

Transition

- Greg – take it away.



Speaker: Greg Sheets

- Let's listen to the pitch being presented.
- We will now listen to two examples of a pitch being made for the Lenton & Rusby Frame and Lens Package.
 - For those in the classroom, please refer to your binder for a copy of the script.
 - Let's listen to the first one...
- Now that we have heard the first one, perhaps the doctor is already selling lost cost frame and lenses. Let's listen to a more challenging conversation.

Transition:

- Next, let's review a topic that may come up when speaking with practices.

ROLE PLAY

Speaker: Greg Sheets/Erin Allen

- (Erin and Greg discuss “selling against ourselves” and the LOBs not supporting the package)
- (Greg to lead role play activity)

Transition:

- That wraps up the perfect pitch and role play.
- Before we move on to our next topic, let’s take a moment to address questions. [address questions]



Speaker: Greg Sheets

- Thank you everyone.
- Next on our agenda are the available resources.
- Kristi Fowler will lead that discussion.
- For those in the classroom, please refer to your training binders and resources tab.

Transition

- Kristi – take it away.
- We’ve covered a lot during our time together, including:
 - Program Overview
 - Product Overview
 - Sales
 - Marketing and Communications
 - Role Play

- And next, we'll review the resources available to help you succeed in securing the 50 accounts to sell the Lenton & Rusby Frame and Lens Package.



Speaker: Kristi Fowler

- For those of you attending the classroom training, you've received the Lenton & Rusby training binder.
- It includes tabs for each of the agenda items we've reviewed today.
- Within each tab, you'll find handouts to further support your training.
- Take time to review the handouts within the binder and practice your pitch.
- And don't forget to engage your Managers for

additional coaching.

- They are here today and are committed to your success.

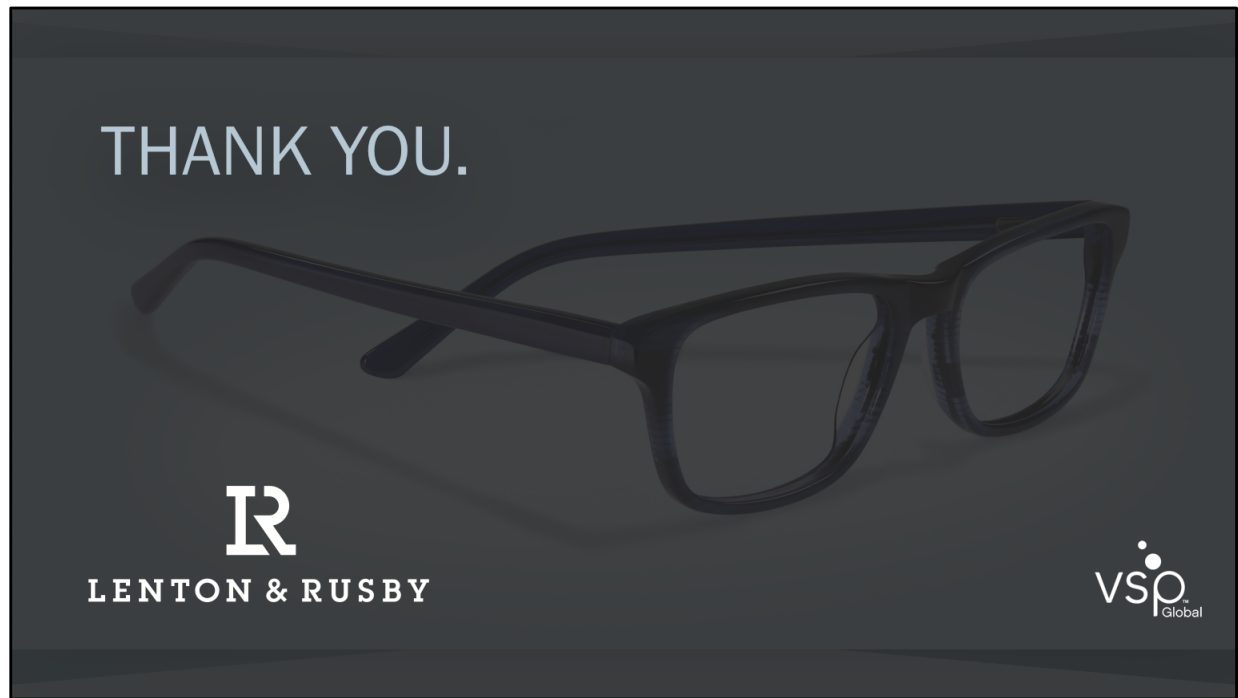


Speaker: Kristi Fowler

- Is there any questions? [address questions]

Transition:

- And with that...



Speaker: Kristi Fowler

- Thank you!
- We've completed the Lenton & Rusby Frame and Lens package training.
- Before we part ways, are there any questions?
[answer questions]
- Thank you to our classroom participants and everyone on the phone.