



A string of Dispensing Pearls
“Optical Dispensing”

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10 Pearls of A successful Dispensing Optician



Pearl No 1

Before you start, talk to the patient.

Know his taste & preferences, his needs, his lifestyle, occupations.

Try and understand his attitude, his opinion about his choice, and break the barrier between you and him.

Pearl No 2

Remember that eyeglasses are not only a personal product but also a medical need, served on a medical prescription.

Involve yourself and apply 3-Directional approach

Pearl No 3

Be confident, sensible and genuine.

Be a good listener

Do not be biased with prejudice and prejudices

Pearl No 4

Do not persuade or impose your opinion and preferences on the patient.

Pass your opinion gently, guide him about probable expectations.

Help selecting the frame.

Dictate the lens selection

Pearl No 5

Keep yourself updated.

Know new developments

Embrace changes



Pearl No 6

Always reply to patient's queries with concrete answers based on science and experience.

Appreciate your limitations smartly.

Pearl No 7

Never make false promises.

Follow your defined rules & apply proactive approach.



Pearl No 8

Keep patience and think beyond business.

Forget quick-fix techniques and build up your practice on relationship.

Pearl No 9

Do not leave any stone unturned.

Patients and clients see your focus and commitments.

Pearl No 10

When going gets tougher, take a back foot and think what went wrong.

Always assess yourself and your abilities.

Learn by mistakes and keep improving.

That's not all, that's just basics

Remember the power of professional consultant,
it garners all the respect from client.

Present yourself like a professional consultant

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