

FEBRUARY 2009

Volume 2 / Number 2

HIGHLIGHT OF THIS ISSUE

OPTICAL MAGIC WORDS TO INCREASE SALES

We are often seeking that magic word to help our patients purchase the newest technology, highest quality, and multiple pairs of eyewear. The key to any successful patient interaction is communication. There are over 150 key words advertisers use to help increase sales. A few of these are ...New, Free, Easy, Results, Health, Safety, and Save. The next time you are in a conversation with a patient try to use one or more of these key words. For example you might tell a patient that the Transitions this year is "new" and the UV in the lens helps to maintain eye "health." Let the patient know what you give them for "free"... eyeglass case, future frame adjustments, cleaning cloth or a guarantee on the lenses and frame.

OptoWest 2009 Complimentary Show Pass

iCoat is giving away complimentary passes to its valuable customers for a free admission to the **OptoWest 2009** show in Indian Wells, CA.

Please visit out **booth # 523** between **April 2 and 5, 2009**. Please present the complimentary pass at the registration desk for a free admission to the show floor.



PLEASE CALL ICOAT TO RECEIVE YOUR FREE OPTOWEST PASS

iCoat Company
12020 Mora Drive
Santa Fe Springs, CA 90670
800.832.2628

Meet Tom Pfeiffer, National Sales Manager

Tom Pfeiffer, the National Sales Manager, has played a major role in the recent changes at iCoat. Through seminars, CE's and in office trainings, Tom has helped many customers understand the benefits of premium lenses, materials and AR lens treatments and the strategies used to help sell these products to consumers.



"I see a huge potential for the growth of AR products in this nation and many of our ECP customers are reaping the benefits". With high performance AR products, better availability, and better education the entire eyecare industry will soon witness exponential growth in AR sales and patients will be much happier with their vision and their eyewear's performance", says Tom.

Sales Tip – Good, Better, Best Presentation

We all know the benefits of the advanced Stainless AR lens technology. We explain this to our patients. But some of our patients truly cannot afford the added expense of premium AR lenses. Many eyecare professionals have successfully implemented a good, better, best approach to selling. iCoat offers a good standard AR, Fusion XTO which is low priced and comes with a one year warranty. A better AR is Vivix which has a more scratch resistant hard coat and is priced slightly higher. Vivix AR comes with a two year warranty. The best option for your patients is Stainless which has the strong scratch resistant quality of Vivix but has an additional slippery top coat making it easier to keep clean and also includes a two year warranty. Providing the best eye care for each individual within their means is what matters most.

Understanding "Contact Angle" on AR lens

The addition of the oil repelling or oleophobic top coating on AR lenses brought a new test to quantify the slippery surface of the lens. This rating formerly used for hard or gas permeable contact lenses now applies to eyeglass lenses. The higher the contact angle the more liquid will bead up on the surface. The result is a lens which stays cleaner longer. Uncoated lenses have a 50-60 degree contact angle while Oleophobic AR lenses have a 110-115 degree contact angle (pictured above). This can be demonstrated to your patient by taking iCoat's half coated Stainless lens and writing across both the coated and uncoated halves of the lens with a dry erase pen. The uncoated half will show the pen mark while the Stainless half will bead up. Give it a try...it really works!

