

# GREAT EXPECTATIONS EDUCATION GROWTH INCENTIVE

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?!

## Transitions® VI ADAPTIVE LENSES

Transitions® lenses are designed to quickly adapt from clear indoors to fully dark in the brightest sun, offering a distinct advantage over regular clear lenses.

## Transitions® XTRActive® ADAPTIVE LENSES

Transitions® XTRActive™ lenses are always active, for extra protection. They help protect against eye strain and eye fatigue that can be caused by light indoors and outdoors.

## Transitions® Vantage™ ADAPTIVE LENSES

The first everyday lenses that are designed to be worn indoors and to darken with increasing polarization outdoors for crisper, sharper vision. Transitions® Vantage™ lenses are the only adaptive lenses with variable polarization.



# EDUCATION GROWTH INCENTIVE

Beginning **July 1, 2013** and ending **September 28, 2013** your practice could earn rewards for each pair of Transitions® lenses sold over your 2012 baseline. The top three participating practices with the highest Transitions® lenses sales growth over 2012 will earn practice building rewards.

FIRST PLACE \$750

SECOND PLACE \$500

THIRD PLACE \$250

A maximum of one prize offering at each level will be awarded during promotion dates.  
***Prizing must be used towards an education event, staff lunch or team building activity.***

**Your Transitions® lenses baseline = \_\_\_\_\_ pairs.**

Watch for the – **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!

## QUICK TIPS

### ON THE PHONE

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

### DURING PATIENT HISTORY & 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!

## MEET EXPECTATIONS!

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



*Want Lens Options*



*Want a Clear Product Explanation*

## ENHANCE EYEWEAR SALES & PATIENT SATISFACTION

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

**9 OUT OF 10 PEOPLE WHO TRY  
TRANSITIONS LENSES LOVE THEM!**



*Said They Are Likely to Repurchase*

**Transitions**

**Ophthalmology Dispensing Services**

ODS/Eric Silverstein email: Testrite57@aol.com

\*Your practice's baseline is determined by your Transitions® lens sales through your optical laboratory during the same months in 2012. Practice prizes will be awarded at the end of the promotion.

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