Have you ever placed an order for a product and felt as if the salesperson suddenly gave up caring about you or tracking your order as soon as you walked out the door. Of course you have. You realize the salesperson does not have as much vested interest in the order as you do, but still you wish he would at least act like he does. As an optician, we need to keep patients from thinking this of you.

Your patients will be spending hundreds of dollars on a product you sell them and will hear every word you tell them regarding when they can expect to receive their glasses. Your patients will be sitting by the phone the day you promised the glasses would be ready and fuming if the phone is not ringing.

**Your goal: Call the patient BEFORE the patient calls you.**

Keeping your patients regularly updated on the status of their order will go a long way in taking you from being a good optician to a truly great optician in the mind of the patient. Remember from our previous discussion; Patients do not care how much you know until they know how much you care. Keeping them updated on their glasses is showing how much you care.

There is a constant battle between two forces after the patient makes the purchase. That of you proving yourself as a caring patient advocate versus the patient expectation that you are going to be just another average order taker. If a patient calls you to check on the status of their glasses, you have just lost the battle. You are no longer the caring optician. If, however, you can preempt this phone call by the patient with a call from you to the patient, the victory belongs to you!

The problem in most optical boutiques is that there is no system in place to make sure these phone calls get made. Typically, an optician will only call a patient when the glasses are ready to be picked up. If there is any communication with the patient about delayed orders it is up to the patient to call the optician. Well, you are not “most” opticians. You are a great one. Therefore, you do have a system in place to insure you call patients about their orders before the patient calls you. “I do have a system for this?” you ask. Yes, on a following page. Tear this out, make copies, and use it for every patient you see. Here’s how:

In the first column, record the date the order is made. This will be the basis for all of your follow up calls. It is the day you and the patient sit down together and create their new pair of glasses. In the next column, the patients name to help