



RECOMMENDING PROLENS

1.

Begin by analyzing your patient's prescription and vision needs. Ask your patient questions about their vision requirements and listen for answers that may be solved with premium lens options.

2.

Focus your discussion with the patient on the benefits of the lenses, not on the price. Starting with the price may cause you to lose the patient's attention, and they may not hear the benefits they will receive for the additional amount.

3.

Demonstrate premium lenses by wearing them yourself. A personal testimonial is one of the most powerful forms of recommendation.

4.

Always recommend the ultimate vision solution for your patient based on their needs. If you receive hesitation, you can always remove premium lens options to accommodate the patient's budget.

5.

If you need to remove premium lens options, do so slowly. Always explain the vision benefits being removed and then provide the adjusted amount of the lenses.

DISPENSING TECHNIQUES

1.

When the patient returns to pick up their eyewear, the presentation of the new eyewear should be equivalent to that of fine jewelry. Make certain all markings have been removed and consider presenting the eyewear in a special display case or tray.

2.

After adjusting the eyewear, reassure the patient of their purchase by reviewing the benefits they will experience from their new premium lenses. Remind them how these lenses will provide them with maximum vision clarity and comfort.

3.

When dispensing progressive lenses, always inform patients how to use their new lenses. This is important to avoid disappointed patients who did not know what to expect from their new lenses.

4.

Finally, take a moment to inform the patient on how to care for their lenses. Proper care of their lenses will create longevity and increased patient satisfaction.

PROLENS



WALMAN OPTICAL

For more information on Prolens packages, we invite you to call the Walman Optical Help Desk at 877.863.2759.

Advanced Technology For Patient Satisfaction

Better products, better services, and better prices provide you with the ability to prescribe the right lenses for each patient in a way that meets their needs and budget.

Increase patient satisfaction by offering the best selection of premium options through Prolens packages, available exclusively through Walman Optical.

PROLENS PACKAGES INCLUDE:

- Progressive Lenses
- Transitions® lenses*
- Ultra Non-glare
- UV Protection (excludes CR39)
- Soft Edge Polish
high luster and roll available at no charge, when requested
- Lens Mounting
drill and string mount charges not included

FRAME ADD ON \$49.95

Add a Walman Exclusive frame from the following collections:

- Callaway Ophthalmic
- London Fog
- Stepper
- Wildflower

NON-GLARE UPGRADES

	COST	VSP CODE
Ultra	Included	QT
Crizal Easy	+\$4	QN
Crizal Alizé	+\$5	QT
Crizal Avancé with Scotchgard	+\$13	QV

Additional add-ons are available at Walman Optical standard pricing. Prolens packages are billed NET. End of month discounts do not apply.

1. Packages include Ultra non-glare and may be upgraded to another brand.
2. Pricing is for lens power +/-6.00, -3.00

PLASTIC (CR-39)

	MIN. FITTING HEIGHT	CLEAR	TRANSITIONS	SRP TRANSITIONS	VSP CODES
NEW Varilux Comfort	14mm & 18mm	\$130	\$180	\$348	JA+PP+(AR Choice)
Varilux Physio	14mm & 17mm	\$130	\$180	\$348	FA+PP+(AR Choice)
Varilux Ellipse	14mm	\$130	\$180	\$348	FA+PP+(AR Choice)
Varilux Comfort DRx	14mm - 35mm	\$140	\$190	\$366	FA+PP+(AR Choice)
Varilux Physio DRx	14mm - 35mm	\$140	\$190	\$366	FA+PP+(AR Choice)
Definity	15mm & 18mm	\$140	\$190	\$366	FA+PP+(AR Choice)
Varilux Comfort Enhanced	14mm - 35mm	\$170	\$220	\$418	FA+PP+(AR Choice)
Varilux Physio Enhanced	14mm - 35mm	\$170	\$220	\$418	NA+PP+(AR Choice)

POLY

	MIN. FITTING HEIGHT	CLEAR	TRANSITIONS	SRP TRANSITIONS	VSP CODES
NEW Varilux Comfort	14mm & 18mm	\$140	\$190	\$366	JA+PP+(AR Choice)
Varilux Physio	14mm & 17mm	\$140	\$190	\$366	FA+PP+(AR Choice)
Varilux Ellipse	14mm	\$140	\$190	\$366	FA+PP+(AR Choice)
Varilux Comfort DRx	14mm - 35mm	\$150	\$200	\$383	FA+PP+(AR Choice)
Varilux Physio DRx	14mm - 35mm	\$150	\$200	\$383	FA+PP+(AR Choice)
Definity	15mm & 18mm	\$150	\$200	\$383	FA+PP+(AR Choice)
Varilux Comfort Enhanced	14mm - 35mm	\$180	\$230	\$435	FA+PP+(AR Choice)
Varilux Physio Enhanced	14mm - 35mm	\$180	\$230	\$435	NA+PP+(AR Choice)

HIGH INDEX 1.67

	MIN. FITTING HEIGHT	CLEAR	TRANSITIONS	SRP TRANSITIONS	VSP CODES
NEW Varilux Comfort	14mm & 18mm	\$170	\$220	\$418	JA+PP+(AR Choice)
Varilux Physio	14mm & 17mm	\$170	\$220	\$418	FA+PP+(AR Choice)
Varilux Ellipse	14mm	\$170	\$220	\$418	FA+PP+(AR Choice)
Varilux Comfort DRx	14mm - 35mm	\$180	\$230	\$435	FA+PP+(AR Choice)
Varilux Physio DRx	14mm - 35mm	\$180	\$230	\$435	FA+PP+(AR Choice)
Definity	15mm & 18mm	\$180	\$230	\$435	FA+PP+(AR Choice)
Varilux Comfort Enhanced	14mm - 35mm	\$230	\$280	\$519	FA+PP+(AR Choice)
Varilux Physio Enhanced	14mm - 35mm	\$230	\$280	\$519	NA+PP+(AR Choice)

