
Overview

This standard describes the competence required to identify the customer's existing optical products, to present alternatives and improvements including the full range of spectacles and contact lenses, ensuring that the financial aspects of the transaction are agreed and completed. Users of this standard will need to ensure that practice reflects up to date information and policies.

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Sell optical products

Performance criteria

Confirm customer's previous spectacles

You must be able to:

- P1 confirm that you are working with correct data
- P2 treat the customer politely and helpfully according to your practice's/store's standards in customer care
- P3 identify the design, type, materials and manufacturer of the customer's existing spectacles
- P4 confirm the condition of the existing spectacles with the customer
- P5 obtain relevant measurements from the current spectacles
- P6 refer anomalies or complex requirements to the relevant clinically qualified person
- P7 complete the required documentation correctly

Present optical products

You must be able to:

- P8 identify the customer's priorities and level of satisfaction with previous purchases
- P9 confirm the customer's optical requirements
- P10 present optical products that meet the customer's requirements
- P11 communicate clearly and concisely the features and benefits of the optical products and any other relevant factors to the customer
- P12 express yourself in a way that the customer can understand
- P13 overcome objections by reinforcing benefits and/or offering alternatives
- P14 confirm the availability of the selected optical products with the customer

Complete the sale of optical products

You must be able to:

- P15 identify relevant sources of pricing information
- P16 ensure that your pricing calculations are accurate
- P17 offer the customer pricing options relevant to their needs
- P18 ensure that the customer understands the total cost
- P19 ensure that the customer understands the payment process
- P20 confirm the order with the customer and agree the financial arrangements

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Knowledge and understanding

You need to know and understand:

Confirm customer's previous spectacles

- K1 which measurements to take for different types and designs of lenses and frames
- K2 how to transpose prescriptions and the implications of doing so
- K3 the characteristics of lens and frames types and designs and the implications of the materials used
- K4 how to determine age, wear and damage
- K5 how to use a manual focimeter
- K6 your practice's/store's requirements for documentation
- K7 your own level of authority
- K8 why and to whom to refer queries
- K9 the importance of personal hygiene and body language when working in close proximity to the customer
- K10 the relevance of British Standards

Present optical products

You need to know and understand:

- K11 the features and benefits of single vision, bifocal and multifocal spectacle lenses
- K12 the features and benefits of different spectacle lens materials
- K13 the features and benefits of additional processes
- K14 the legislation covering the sale and supply of contact lenses
- K15 the benefits and various features of contact lenses
- K16 the features and benefits of different contact lens materials
- K17 the replacement frequency of contact lenses
- K18 the features and benefits of optical accessories and spectacles storage and care products
- K19 questioning techniques
- K20 listening techniques
- K21 the reason why the customer was dissatisfied with any previous purchases
- K22 selling techniques
- K23 product demonstration techniques
- K24 your own level of your authority

Complete the sale of optical products

You need to know and

- K25 the legislation covering the issue of written prescriptions

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understand:

- K26 the legislation covering the sale and supply of contact lenses and spectacles
- K27 your practice's/store's customer payment policies and procedures
- K28 sources of price and product information
- K29 how to price standard products
- K30 how to price specialised products
- K31 how to determine benefit entitlement
- K32 the implications of VAT
- K33 how to close the sale
- K34 the different payment methods
- K35 how to issue a receipt/invoice and/or confirmation of any balance outstanding
- K36 the importance of keeping the customer informed of progress of the order

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Additional Information

External links

This standard links with the following dimension within the NHS Knowledge and Skills Framework (October 2004):

Dimension: HWB6 Assessment and treatment planning

Dimension: HWB9 Equipment and devices to meet health and wellbeing needs

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Relevant occupations	Retail and commercial enterprise; Retailing and wholesaling; Sales and Customer Services Occupations; Sales Assistants and Retail Cashiers
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Suite	Optical Retailing
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