

SFHOPTR6

Select and sell optical products to meet customer needs



Overview

This standard covers selling skills and explaining the features and benefits of single vision and bifocal spectacles, coatings, accessories and spectacle lens care products. This includes explaining the pricing options, dealing effectively with objections and closing the sale. Users of this standard will need to ensure that practice reflects up to date information and policies.

SFHOPTR6

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Performance criteria

Explain and demonstrate optical products

You must be able to:

- P1 identify customer priorities and level of satisfaction with existing and previous purchases in a manner which promotes and maintains goodwill
- P2 establish and confirm customer requirements
- P3 ensure that products which meet the requirements are selected for presentation to the customer
- P4 confirm availability of selected products with the customer
- P5 promote the features and benefits of optical products to the customer clearly and concisely
- P6 carry out product demonstrations effectively
- P7 clearly explain any professional terminology to the customer
- P8 ensure that where objections are identified possible solutions are offered politely
- P9 constructively refer the customer to a relevant person if a product is outside your area of responsibility

Locate and present price information

You must be able to:

- P10 identify relevant sources of pricing information
- P11 use information to accurately calculate pricing details
- P12 ensure that prices obtained are relevant, accurate and explained to and confirmed with the customer in a timely manner
- P13 ensure that the payment process is explained to and confirmed with the customer
- P14 complete the selling transaction
- P15 keep the customer informed throughout the process

SFHOPTR6

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Knowledge and understanding

You need to know and understand:

Explain and demonstrate optical products

- K1 the general principles of single vision and bifocal spectacles, coatings, accessories and spectacle lens care products
- K2 stock record systems and availability of stock
- K3 questioning techniques
- K4 simple selling skills
- K5 product demonstration techniques
- K6 ways of displaying and presenting products
- K7 relevant person: qualified person, line manager, colleagues
- K8 limitations of your authority and responsibilities
- K9 good housekeeping routines
- K10 practice/store requirements: policies, procedures, instructions

Locate and present price information

You need to know and understand:

- K11 sources of price information
- K12 prices: standard products, specialised products
- K13 method of determining prices of specialised products
- K14 how to complete and process the sale
- K15 practice/store requirements: policies, procedures, instructions

SFHOPTR6

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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: HWB9 Equipment and devices to meet health and wellbeing needs

Level 2

SFHOPTR6

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Developed by	Skills for Health
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Originating organisation	Skills for Health
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Suite	Optical Retailing
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