

# VISION INSTITUTE

## **OPTOMETRIC ASSISTANTS PROGRAM** **Saturday, November 9, 2019**

**Hilton Suites Hotel and Conference Centre, Markham, Ontario**

This year's **Optometric Assistants Program** is a 6 hour CAO Approved Education Program for **Canadian Certified Optometric Assistants (CCOAs)**. All optometric assistants and office staff are welcome to register.

### **Saturday Program:**

8:00 - 9:00 am	<i>Registration / Hot Buffet Breakfast</i>	Foyer of C.C.
9:00 - 10:15 am	<i>Overcoming Objections</i>	Butternut/Holly Room
10:15 - 10:45 am	<i>Coffee Break</i>	Foyer of C.C.
10:45 - 12:00 pm	<i>Profitable Contact Lenses</i>	Butternut/Holly Room
12:00 - 1:30 pm	<i>Lunch / Trade Show</i>	Foyer of C.C.
1:30 - 2:45 pm	<i>Dealing with Difficult People</i>	Butternut/Holly Room
2:45 - 3:00 pm	<i>Coffee Break</i>	Foyer of C.C.
3:00 - 4:15 pm	<i>Sales Skills for Confident Selling</i>	Butternut/Holly Room

### **Course Descriptions:**

**Lecture 1 – Overcoming Objections** – This presentation will provide you with the tools needed to handle any type of situation and successfully resolve challenging situations for you and your patients. **Presented by Christine Rodgerson, BA, CCPE, ICTP, Training & Development Consultant, Essilor.**

**Lecture 2 – Profitable Contact Lenses** – This presentation will help you understand the benefits of selling contact lenses, contact lens industry trends, creating awareness, targeting key patients, selling an annual supply, patient convenience, being contact lenses experts and how to measure your results. **Presented by Deborah Cheron, Regional Account Manager, Central & Eastern Ontario, Optometric Services Inc. (OSI)**

**Lecture 3 – Dealing with Difficult People** – Through this fun and interactive workshop, we uncover the various difficult personality types and how to deal with each of them. Using actual examples and working through the 7 Steps to Problem Solving you will be better equipped to deal with the next “difficult person or situation” you encounter. **Presented by Sarah Goudie, Regional Account Manager, Ottawa Valley, Optometric Services Inc. (OSI)**

**Lecture 4 – Sales Skills for Confident Selling** – Would you like to be more confident at optical selling? Do you know why a client should purchase his/her eyewear from your clinic? Learn how to make your patients feel welcome, offer lifestyle recommendations, create a purchase story and answer common objections. **Presented by Mark Ritter, Ontario Sales Director, Optometric Services Inc. (OSI)**

**OPTOMETRIC ASSISTANTS REGISTRATION FAX/MAIL FORM**  
**ANNUAL FALL CONFERENCE and TRADE SHOW**

Saturday, November 9, 2019

**PROGRAM FEE:** Includes hot buffet breakfast and lunch, plus entrance to the Trade Show, Book Store, and Silent Auction

**ON LINE REGISTRATION FROM OUR WEBSITE STARTS JUNE 1, 2019**

**Optometric Assistants Program Fee:                      \$175.00**

**FOR TWO OR MORE ASSISTANTS PLEASE DEDUCT \$25.00 PER REGISTRANT:**

ONE ASSISTANT = \$ \_\_\_\_\_

TWO OR MORE ASSISTANTS ( \_\_\_ x PROGRAM FEE) = \$ \_\_\_\_\_

TWO OR MORE ASSISTANTS (DISCOUNT) \_\_\_ x \$25.00 = \$ ( - \_\_\_\_\_ )

TRADE SHOW ONLY (NO DISCOUNT) \_\_\_ x \$75.00 = \$ \_\_\_\_\_

**TOTAL PAYMENT:** \$ \_\_\_\_\_

Cheque                       VISA                       MC

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_

OD's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ PC: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

NAME(S) OF ASSISTANT(S): (1) \_\_\_\_\_

(2) \_\_\_\_\_ (3) \_\_\_\_\_

(4) \_\_\_\_\_ (5) \_\_\_\_\_

Please complete registration form and fax or mail to us.  
4025 Yonge Street, Suite 205, Toronto, Ontario M2P 2E3  
Tel: 416-224-2273 or 1-800-969-8617 Fax: 416-224-9234  
Or E-mail us at [visioninstitute@rogers.com](mailto:visioninstitute@rogers.com)

ROOM RESERVATIONS MAY BE MADE AT THE HILTON SUITES HOTEL  
1-800-668-8800 at a special Vision Institute conference rate until October 24, 2019

**[www.VisionInstituteCanada.com](http://www.VisionInstituteCanada.com)**