



# The Art of Dispensing



# Why Do we Need Dispensing Training?

Since the last decade, the Optical Industry in India is evolving at a very fast pace. Optical businesses like local retails, national - international chains, eye care practitioner - driven optical stores are

increasing their presence day by day. Unlike other retail business formats, the Optical Retail business is an extremely technology oriented and skill-driven.

**A successful Optical Dispensing is based on 4 pillars**

**Product awareness**

**Right skills and training**

**Customer-centric service**

**Handling troubleshoot**

A skilled technical dispensing optician will always ensure that the eyewear is not *sold* but *dispensed!!!*

Opticianguru adds yet another venture with the training solutions introducing **'THE ART OF DISPENSING'**; a one of its kind **Dispensing Training Program** for understanding the core optical dispensing and developing the right skill sets.



## For Whom

- ⊗ New Entrant in Industry
- ⊗ Optical Sales Person
- ⊗ Store Manager
- ⊗ Optometrist
- ⊗ Everyone who seeks to learn Dispensing

## Benefits

- ⊗ Basics of Optical Dispensing
- ⊗ Soft skill enhancement
- ⊗ Cross Selling & Up-Selling
- ⊗ Progressive Measurements
- ⊗ Achieve perfection with technical expertise

## Major Content Heads



**Basics of Vision & Correction**



**Frame Materials, Types and Shapes**



**Types of Lens Materials and Progressives Designs**



**Frame Alignment & Quality check**



**Essentials of Fitting and Troubleshooting**



**Sunglasses, Prescription & Tints**



**Customer Engagement and Psychology**



**Effective Sales enhancement**

## Schedule

- ⊗ Weekdays
- ⊗ 75 Mins session
- ⊗ 5 weeks

## Takehome

- ⊗ Handbook
- ⊗ Certificate
- ⊗ 3 Special Dispensing tools

## Fees

- ⊗ 15,000/-

## EMI

- ⊗ Available



## Opticianguru Training Solutions

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