

Continuous Personal Development

CPD for ZEIDAN EYECARE CENTRE- Personal profile & appraisal ©czeidan2010

Appraisal and personal profile for: _____ **Date:** _____

Please rate your self out of 10 each. **0 being worst and 10 being excellent**

I attend and contribute to practice development and training session	
I understand and uphold the practice values	
I can be relied upon to deliver my commitments	
I have positive outlook and pleasant manner	
I find working with patients an enjoyable experience	
Customers are quickly at ease in my company	
I find working with children a fun time	
I understand and uphold customers value for practice success	
I proactively support dispensing and offer added value for customers	
I advise customers to the best style of frame and lens options available	
I ensure that customers are happy with my service and retail standards	
I am always cheerful, friendly, welcoming and helpful	
I make excellent customer service my highest priority	
I feel connected with customers needs and dispensing requirements	
I use my dispensing skills and try to help patients choose better styles	
I am competent in my job skills and knowledge	
I exhibit willingness to learn and apply new skills immediately	
I keep abreast of development that will help the practice succeed	
I display an understanding on how my job relate to the success of others	
I strive to constantly improve my product knowledge	
I like to develop my skills and train more through exams and studying	
I am able to dispense and price products without any help or support	
I know quite a bit about the products the practice hold and sell	
I am able to carry our minor repairs and adjustments to frames and lenses	
I know where all dispensing supporting documents and prices are located	
I have an excellent attendance record	
I understand the value of team work and my involvement	
I seek to increase responsibilities and training ability	
I do not need some one to tell me what to do- I try and find useful work	
I enjoy my work and wish to expand on my duties	
I prioritise and plan my working day activities	
I integrate changes smoothly and put them into action immediately	
I work to fit in with colleagues and practice needs	
I use my time efficiently	
I am unaware of the time and do not watch the clock whilst at work	

I speak clearly and act persuasively with all customers	
I listen and get clarification of patients needs	
I respond well to questions and try to give the best answer immediately	
I am cheerful and happy on the telephone with all customers	
I find talking to customers a pleasant journey	
I am always upbeat positive and supportive to the practice needs	
I can comfortably receive constructive criticism	
I look at change as an opportunity to achieve more	
I take action to present the practice in the best way possible	
I look at my job as temporary measure and see it as not for me	
I demonstrate accuracy and thoroughness in my duties and dispensing	
I apply all the feedback and training to improve my work skills	
I strive to increase productivity for the practice	
I make the most out of our commercial opportunities	
I save us money by controlling costs and reducing wastage	
I am aware of the needs to make profit for job and business security	
I have an idea of the cost to keep the business financially sound	
I do not feel it is my job to increase productivity or sales	
I feel that I cannot contribute to the company financial security	
I seek to constantly improve my business and personal performance	
I identify problems in timely manner and try to solve them	
I develop alternative solutions to help the practice and team	
I display willingness to make decisions and contribute to new ideas	
I feel I connect with all my patients and enjoy my work with them	
I know the market needs to help my practice develop better	
I have the right attitude and ability to do my work	
I try to make my customer experience premium and enjoyable	
I am always wearing warm and happy smile when greeting patients	
I consider my rapport with all our patients to be excellent	
I try to have eye contact and try to make them feel at ease and welcome	
I connect with patients and focus on their needs uppermost	
I take notice of patients needs and communicate well with them	
I like to establish a trusting relationship and demonstrate understanding	
I have a good idea of the prices on most products we have	
I know patients speak highly of me in my absence	
I can influence patients' opinion leading to the very best outcome to them	
I educate patient about products and service before I finalise the order	
I like people to be happy with my work and just simply satisfied	
I make fuss of my patients, their children and news when they attend,	
I know what to do, how to do it, do it well, willingly& without being told.	

Please give your answer in the following scenarios: ©czeidan2010

- 1- **I am 17 years old full time student- I want to have an eye examination/eye test;**
 - * will there be a charge?_____
 - * I want contact lenses not glasses after the eye-test will there be any charge?_____
 - * Can I have contact lenses on the NHS as I am a student?

- 2- **My prescription is:**
 - R +4.75 -5.75 x 90 Add +3.00 EE**
 - L +5.75 -5.75 x 90**I have Pension Tax Credit Certificate and want 2 pairs. Can you give me an idea of how much my voucher is worth?_____
- 3- **I am that 17 yrs old student at the college from Q1- I broke my glasses. Can you replace them under NHS please?**_____

- 4- **My child was seen at the hospital and gave me one pair. He needs spare set as he is only 4 years old. Can I order one please?**_____

- 5- **My child is 14 yrs old. Had contact lenses last month but did not want them now- can we order glasses under the NHS and use the voucher again?**_____

- 6- **I am told Glaucoma patients and family members are exempt from paying NHS charges. My mother suffered from glaucoma and I need an eye examination- I am 39 yrs old Can I have it under the NHS?**_____

- 7- **My husband and I want eye examination- he is 68years old and I am just 60 years old- Any charges?**_____

- 8- **Can you cast the value of the following vouchers:**

NHS V	A=£_____	B= £_____	E=£_____
Hospital HES	A=£_____	B=£_____	E=£_____

- 9- **How many signature needed on these vouchers:**

GOS3_____	GOS4_____	HES_____
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- 10- **I am contact lens wearer pay by DD to ZEIDAN and would like full eye examination for glasses urgently.**
 - Any charges?_____
 - Do I get any discount on my glasses?_____

- 11- **My Son is on PASD programme only and lost his glasses, can we have replacement and will there be any charges?**_____

- 12- **I don't know whether to have prescription tinted sunglass or transitions lenses, you can advise me of any advantages on which to have:**

13- I buy contact lenses from time to time, and not seen Mr Zeidan for over a year now, I need to order new contact lenses but re-check is needed to make sure my prescription is correct. Any charges for the check up?

14- My prescription is R -8.00 -2.00 x 90 and L -9.75 -0.50 x 90 can you tell me which best lens I should go for please?

15- My 9 years old son needs swimming goggles with prescription,

- Can I order them on the NHS- I have a voucher?
- And will there be any charges?

16- My son has dyslexia and want to have an assessment-

- Will that be under NHS?
- Can I have an idea how much will his special glasses cost?

17- I am on family Tax Credit and want to have contact lenses. Will there be any charges? _____

18- What is the cost of full eye examination?£ _____
Contact lens assessment?£ _____
Dyslexia assessment?£ _____
Colour blindness assessment?£ _____
Child Eye examination?£ _____
Over 65 years of age£ _____
60-65 years old £ _____
19 years old Full time student £ _____

19- How much will the PASD Club cost per annum?£ _____
Does PASD club means glasses are also included? _____
How much will insurance of filtered lenses for dyslexia? _____
Is there any excess if damaged or lost? _____

20- I was told I have to pay £22 towards my *eye- examination*, I suffer from glaucoma and have problems with my eyes, I can get the *eye-test* free elsewhere, so what do you offer more than free eye test opticians?

21- Please circle how many items you feel patients would notice on entering the practice:

- Smelly entrance
- Bored receptionist
- Untidy desk
- Disorganised chaos
- Several frames on surface
- Dirty surfaces
- Mugs of tea/coffee and stains on table
- A smile
- Welcome greetings with patients name
- Files everywhere
- Unattended telephone ringing
- Unattended patients
- Untidy magazines and toys on reception floor
- Dislike of your work- after all it is only a job!
- Dirty uniform
- Slippers/ inappropriate/ dirty shoes
- Dirty /stained carpet
- Dirty or dusty frames

.21 MBA research found over 90% of patients find the statements listed below as the most annoying when entering opticians-

- Can you grade them from 1-10 (*1 being the most annoying and 10 least annoying*)
- What would you replace it with?

Sentence that annoy patients

You would replace it with

Can I help you?	
Do you have an appointment?	
You need to make an appointment?	
I do not know if I can help you	
I am not sure	
Bye	
We cannot see you now	
You can always come back another day	
We do not have this item	
“telephone enquiry” Hold on please, I will check your order arrived.	

22 Please answer the following questions with only **ONE WORD** ©czeidan2010

- When can you hear a smile on the telephone?_____
- How long does it take to give a good impression?_____
- How long does it take to wipe out a bad impression?_____
- How many people does someone recommend to visit us, if they are very happy with your service?_____
- How many people does someone inform if they are unhappy with your service?_____
- Should you have eye contact with your customers?_____
- Should you greet people seated or standing?_____
- What is the sweetest word any one likes to hear?_____

23 **How would you manage this scenario:**

You are on the telephone dealing with an enquiry from a new patient; another patient enters the practice to collect his/her order- and another one for appointment-

- *How would you handle the triage of people?*
- *Who would come first without causing any offence or disgruntle?*

As we are trying to turn into specialist centre, all team members have to undergo continuous training and assessment that includes course modules and exams to satisfy the clinical governance and GOC. You will need to consider your post carefully and ensure you are ready for Continuous Personal Development (CPD). Your job tasks will have to include all aspects of work, notably:

- *reception/ telephone and clerical work*
- *dispensing of contact lenses, tuition, why and what of contact lenses and solutions,*
- *optical lenses types and their variations*
- *price and value of products*
- *goal and achievement*
- *training and studying*
- *minor repair and frame replacements*
- *practical workshop*

Your position, evaluation and rewards will be based on achieving your CPD targets. We are on a bus journey and all hands on deck to get the desired growth. CPD is essential for the journey- The clinical governance demands you achieve CPD targets to handle clinical and optical

dispensing- IF CPD not achieved, we will be penalised and likely to lose the potential contracts. So are you fit to stay on the bus journey?

To help you reach your CPD targets and to get to know your thoughts, weaknesses and strengths, **please answer the 3 questions below as you feel appropriate to you:**

24 Please state in your own words, why you believe you are happy with this job, and why you want to develop more skills through course and exams work?

24- What would you like to achieve over the next 12 months?

25- ZEIDAN centre is on unique journey to better placing in the optical market. We have to invest in practice and staff members- *efforts and hard work will be expected from all as well as time and commitment to develop skills and capabilities*. Team members have to show better attitude and greater ability to remain top class. If you believe you can stay with us along the journey and will put in good effort to ensure your CPD achievement and continuous success and growth in business; then tell us your possible idea or project/action/suggestion that you feel will help us **GROW** any *interest, deliver some benefits, enhance our clinical ability or increase revenue without compromising our values and patients' eyecare*

GROW:

G: Goal/s

R Reality

O Options

W When

Finally CPD Programmes will have to include all the topics listed below; we will be investing in training sessions in-house and courses that you need to attend locally or nationally. Can you number the areas you wish to expand/or develop and have greater interest in developing and studying for?

Pre screening(*photography, life style interaction,Pulsair,Rx,medication*)

Dispensing(*frame selection, lenses design, accessories and lens enhancement*)

Contact lenses (*types, designs, tuition, solutions and QA*)

Low Vision Aids (*magnifiers, blind register, counselling, life style*)

Visual Fields (*measurements and interpretations*)

Sales(*Price/Value ratio, cost evaluation, target, meeting expectations*)

Any other topic you feel of interest:

_____ ©czeidan2010

Patients judge how well you do the things that they don't understand by how well you do the things that they do understand

Danger Recovery Ahead ©czeidan2010

3 threats: - Economy/ Competition/ denials

To remain in business you need to know the value of your business- the VESTRY:

Vestry= a room attached to a church, where vestments or sacred objects are kept

- Vulnerability (Weakness)
- Exact Attitude
- Strengths
- Take action what to do and NOT to do
- Revolutionize the rules of the market
- Yearn for success

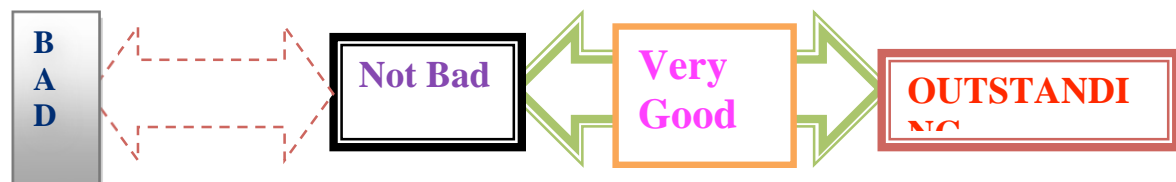
There are 6 rules to customer targeting:

- 1- Know the market
- 2- Find your winning sector
- 3- Sell what the market wants to buy in the WAY it wants to buy it
- 4- Be excellent
- 5- Be different
- 6- Don't risk the business

If you *try to sell everything to everybody*, you will become *Mr. Average*- therefore **focus on your target- goal**

There are 4 Step Targeting

- 1- Re-invent the market
- 2- Change the level of customers needs and expectations
- 3- Improve customer experience
- 4- Keep to outstanding target



FUNCTIONABLE BASIC

OK

DIFFERENT

OUTSTANDING:

Outstanding Staff

Outstanding Reward

Become Kind, Caring and funny

Become unique

Be different with every patient

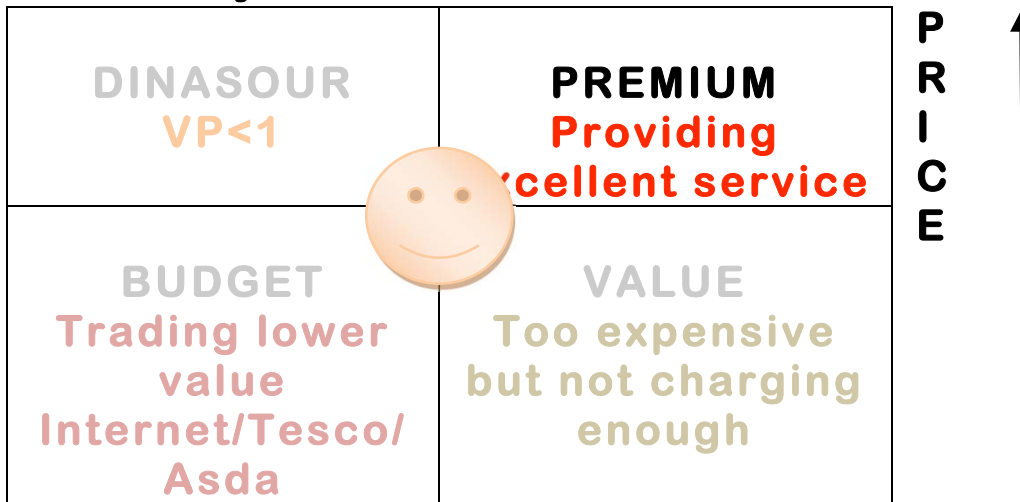
Outstanding prices: Charge best price for outstanding service affordable

Perceived value= Price £

i.e Offering more value than perceived price

Price is only an objection in the absence of value

What is your P:V ratio?



Customer Experience

GET Your Target customers to come to you- Attract and **B.A.G** the customer: **Customer MUST feel valued** **Big Attention Graber**

Real benefits	How are you unique & different	Massive added value proposition	Reason to believe

BAG Media -

getting the word out

In House patients

Existing patients

Potential

Point of sale Practice A/V Brochures Information products Telephone on hold	Leaflets Reminder letter News letter e-mail letters web site	Web site Referral systems Net working Advertising Editorial Direct mail Events PR Blogs Information products U-Tube
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		Social media News
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Patients judge how well you do the things that they don't understand by how well you do the things that they do understand

The critical non-essential

Never sell at first meeting-

Flirt with ideas and products that may be of value to the customer- let them think and feel that you are delivering value and care about their needs.

Customers key questions:- in the **first few seconds** of meeting you

- *Were my first impression correct*
- *Will you deliver what I want*
- *How easy will it be for me*
- *Will you care most about me or my money*
- *Will you keep your promise*
- *What will you be like if there are problems*
- ***Do I LIKE YOU***
- ***Do I TRUST YOU***

Whenever you talk to people, the message has 3 components:

1. **Words/language style**
2. **Voice quality**
3. **Non verbal**

Establish a trusting relationship- demonstrate understanding and sell something never recommend things that are not needed.

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