

MAXIMIZE THE INVESTMENT YOU'VE MADE IN YOUR OD LIAISON AND MARKETING PERSONNEL

Whether you have a full team of practice liaisons, one full-time representative, or someone handling OD outreach on a part-time basis, OD Liaison University will teach them the right approach, skills, and pragmatic steps to establish, grow, and maintain referral relationships with the ODs in your market.

SIGN UP NOW

www.odluniversity.com

“This kind of training course is needed in our industry. We all understand the impact of even just one OD who refers surgical patients on a regular basis. Any surgeon wanting to grow their practice and who has hired someone for the role of outreach to optometrists, either part-time or full-time, should invest in improving their skills and results. There isn't a better set of experts to learn from to become empowered to master your job.”

—Ivan Mac, MD, Metrolina Eye Associates, Matthews, NC





THE NEED

- ▶ Increase surgical referrals, revenue, and growth
- ▶ Build new relationships with referrers
- ▶ Strengthen existing optometric relationships
- ▶ Prevent referral and revenue loss
- ▶ Empower your staff by demonstrating your investment in them



THE PROBLEM

- ▶ There's opportunity in every market that goes untapped due to a sales skills deficit
- ▶ Every OD Liaison and practice representative can improve their skills, efficiency, and results
- ▶ The OD Liaison role is a sales function, but most practice administrators and surgeons often do not have the sales experience to train and guide them



WHAT IS ODLU

- ▶ Training course teaching best practices, winning tactics, and essential skills to grow referral relationships and referral volume
- ▶ For the most experienced liaisons to the person handling the role on a part-time basis
- ▶ Run by the experts with experience calling on and meeting with over 5,000 ODs in over 60 markets
- ▶ Participants will learn:
 - How to access ODs in their offices at a high rate and engage them the right way
 - What's important to ODs when it comes to working with ophthalmologists
 - How to identify different OD archetypes and tailor your approach accordingly
 - How to convert an OD to trying out your practice/surgeon
 - How to maintain and grow market share from an OD
 - How to be more efficient in the role

BENEFITS

- ▶ High-impact, real-world, and pragmatic skill training that can be immediately implemented by every participant. See a difference in approach, efficiency, and results from the first class.
- ▶ Convert new ODs to refer to your practice.
- ▶ Access and gain traction with ODs who refer to competitive practices.
- ▶ Grow volume from ODs who split referrals between practices.
- ▶ Head off referral loss from current referrers.

“After the course, my confidence soared. I had a better plan. I was much more efficient and effective during my visits and phone calls to the ODs. Immediately, I began engaging regularly with non-referring optometrists and ODs who refer sporadically to us.

I had been discouraged after getting stonewalled at the front desk of busy OD practices who hadn't referred to us. The course taught me how to get past those barriers tactfully, meet with the optometrists, ask the right questions, and deliver the right message. We're now working with several ODs who had never referred to us in the past.”

—Savooun Pineda, Liang Vision, Sacramento, CA

“We have two full-time OD Liaisons working across our expanding markets. I enrolled both in the ODLU course. They were grateful that we invested in their development, had fun, and were able to utilize their skills next day post training. I saw more productivity, enthusiasm, and immediate results from the ODLU course in our same store referrals.”

—Ken Cole, CEO, Evergreen Eye Center, Federal Way, WACA