



Optical Merchandising Workshop

Schedule of Events: Seattle, WA/June 6th, 2019

7:15am-8:00am *Buffet Breakfast*

8:00am-9:40am

**Increase Patient Loyalty and Overcome Purchasing
Hesitations/Samantha Toth/COPE-59415-PM & ABO/NCLE/CPC**

9:40am-9:55am *Break*

9:55am-10:45am

**Selling Satisfaction/Doug Martin/COPE# 52056PM &
ABO/NCLE/CPC**

10:45am-11:35am

**Selling More Lenses/Doug Martin/COPE# 58676PM &
ABO/NCLE/CPC**

11:35am-11:55am **Presentation**

11:55am *Take away box lunch*

