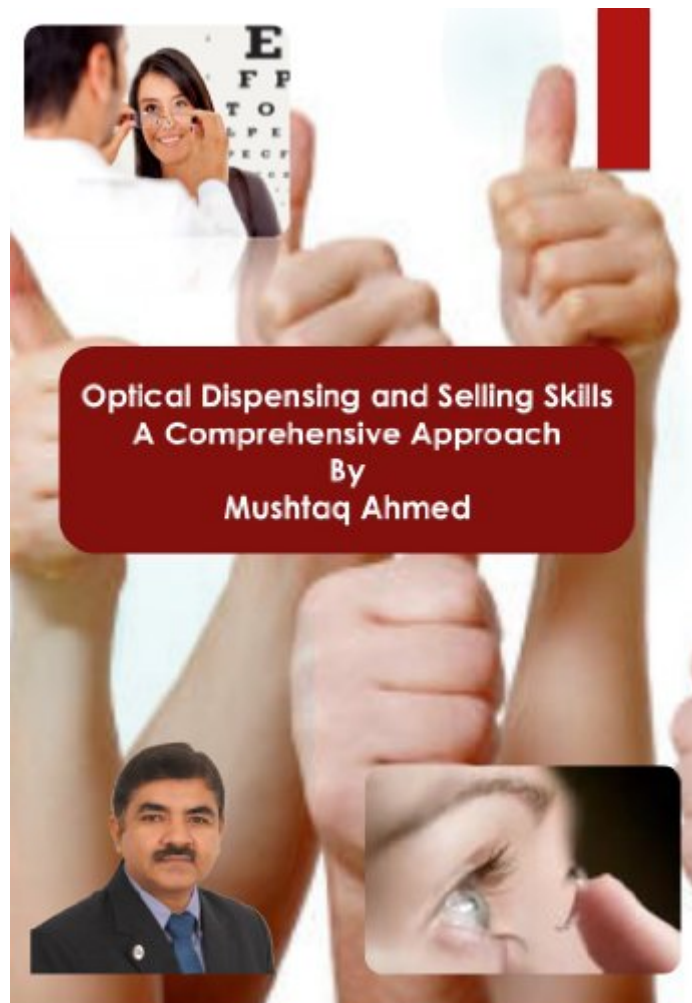




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# OPTICAL DISPENSING AND SELLING SKILLS: A COMPREHENSIVE APPROACH



## Synopsis

Part I - A collection of my articles on optical selling skills published in Eye Zone Magazine on various aspects of Selling such as importance of Trust, Identification of Needs, Offering Solutions, Objection Handling etc. Part 2 - Contains all technical and professional information about optical dispensing such anatomy and physiology of eye, diseases of the eye, refractive errors, vision correction, optical solutions, value additions, progressive lenses, anti-reflection coating, hi-index lenses, photochromic lenses, polarization in sunglasses. Different types and materials in contact lenses. insertion and removal.

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