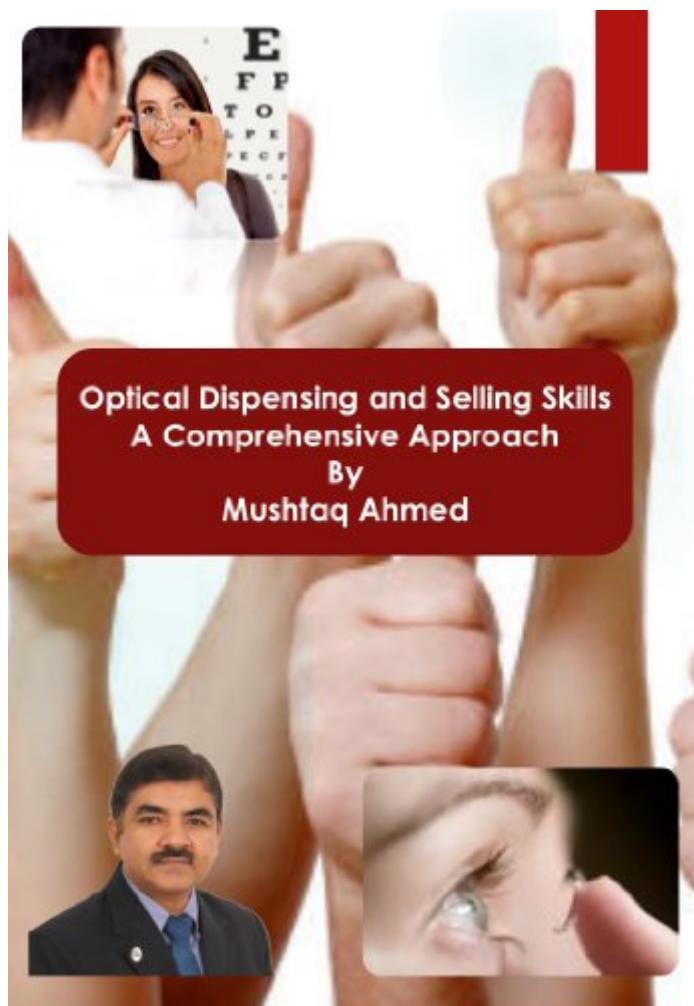


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OPTICAL DISPENSING AND SELLING SKILLS: A COMPREHENSIVE APPROACH



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.

Book Information

File Size: 166 KB

Print Length: 35 pages

Simultaneous Device Usage: Unlimited

Publisher: MUSHTAQ AHMED (February 4, 2014)

Publication Date: February 4, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00I95JLIK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #538,360 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #25 in Kindle Store > Kindle eBooks > Medical eBooks > Allied Health Professions > Optometry #130 in Books > Medical Books > Allied Health Professions > Optometry #22345 in Kindle Store > Kindle eBooks > Nonfiction > Science

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