

EYE CARE CENTERS OF AMERICA
AIRLOCK 2: PRESCRIPTION SUNS AND SPORT WRAPS
SHOOTING SCRIPT
8/31/2006

FADE IN:	
SCENE 1:	
SCENE 2:	
SCENE 3:	
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SCENE 22:	
SCENE 22A	
SCENE 23:	
SCENE 24:	
SCENE 25:	
SCENE 20:	
SCENE 21:	
SCENE 22:	

SCENE 22A	<p>WELCOME BY DAVE MCCOMAS:</p> <p>HELLO! AS YOU KNOW THE COMPANY IS FOCUSING ON DRIVING MORE SALES IN THE CONTACT LENS CATEGORY. WE HAVE RECENTLY MADE SEVERAL VALUE ADDED ENHANCEMENTS TO OUR STRATEGY:</p> <ol style="list-style-type: none">1. INTRODUCTION OF THE DISCOUNT CLUB CARD (DCC) TO OFFER ADDITIONAL SAVINGS AND BENEFITS TO OUR CONTACT LENS CUSTOMERS2. REDUCING OUR PRICES TO BE MORE COMPETITIVE

3. CONDUCTING CONTACT
LENS SUPER SALE EVENTS
4. LAUNCHING OF THE NEW
PROVISION PREMIUM
PRIVATE LABEL PRODUCTS

NOW, I AM PROUD TO
INTRODUCE ANOTHER EXCITING
PROGRAM TO FURTHER
INCREASE SALES AND
CUSTOMER RETENTION IN THE
CONTACT LENS CATEGORY.
“DIRECT SOLUTIONS” IS AN
AUTOMATIC SERVICE TO SHIP
REPLACEMENT CONTACTS
LENSES AND SOLUTIONS
DIRECTLY TO THE CUSTOMER’S
HOME OR OFFICE. THIS
PROGRAM WILL BE THE KEY
SALES FOCUS IN THE CONTACT

LENS AREA. EACH AND EVERY
CUSTOMER PURCHASING
DISPOSABLES SHOULD BE
PRESENTED THE ***DIRECT***
SOLUTIONS PROGRAM.

HERE IS LANA PRINE, PRODUCT
MANAGER FOR CONTACT AND
OPHTHALMIC LENSES, TO TELL
YOU MORE ABOUT ***DIRECT***
SOLUTIONS.

LANA PRINE: THANKS DAVE!

THE GOAL OF DIRECT
SOLUTIONS IS TO INCREASE
PATIENT RETENTION BY
OFFERING CONTACT LENS
CUSTOMERS CONVENIENCE AND
VALUE BY PROVIDING

COMPLETE EYE CARE,
INCLUDING CONTACTS AND
SOLUTIONS, DELIVERED
DIRECTLY TO THEIR HOME OR
OFFICE. THESE REPLACEMENTS
WILL BE EXECUTED AND
SHIPPED, BY AN OUTSIDE
SOURCE, TO BE RECEIVED BY
THE CUSTOMER PRIOR TO
RUNNING OUT OF THEIR
CURRENT SUPPLY OF
CONTACTS OR SOLUTIONS. THE
AUTOMATIC SHIPMENTS WILL BE
DELIVERED IN QUARTERLY OR
BI-ANNUAL INCREMENTS
DEPENDING ON THE MODALITY
OF THE PRESCRIBED LENSES.

LETS REVIEW THE KEY

ADVANTAGES OF THE DIRECT

SOLUTIONS PROGRAM FOR OUR
CUSTOMERS

1. **CONVENIENCE.**

- ✓ CONTACTS AND SOLUTIONS DELIVERED DIRECTLY TO THE CUSTOMER'S DOOR.
- ✓ SAVES TIME. NO MORE TRIPS TO THE STORE TO PURCHASE ADDITIONAL CONTACTS OR SOLUTIONS.
- ✓ AUTOMATIC SHIPMENTS SO THE CUSTOMER WILL NEVER RUN OUT OF CONTACTS OR

	<p>SOLUTIONS.</p> <p>CONTACTS AND SOLUTIONS ARE AUTOMATICALLY REPLENISHED BASED ON THE MODALITY OF THE LENSES PRESCRIBED AND WILL BE RECEIVED BEFORE THE CUSTOMER FINISHES USING THE CURRENT SUPPLY.</p> <p>✓ NO MORE HAVING TO REMEMBER TO ORDER OR PURCHASE ADDITIONAL CONTACTS OR SOLUTIONS.</p> <p>✓ CUSTOMER CAN MAKE</p>
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	<p>CHANGES TO THE PROGRAM BY SIMPLY CONTACTING THE STORE.</p> <p>✓ CUSTOMER WILL BE NOTIFIED THEIR PRESCRIPTION IS COMPLETELY FILLED AND IT IS TIME FOR THEIR NEXT EYE EXAM.</p> <p>2. VALUE.</p> <p>✓ CONTACTS AND SOLUTION DELIVERED DIRECTLY TO THE CUSTOMER'S DOOR FOR LESS THAN \$18.00 A MONTH (BASED ON PROVISION PREMIUM 55 OR 38 LENSES).</p>
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	<p>✓ REGISTERING FOR THE PROGRAM ENTITLES THE CUSTOMER TO A 10% DISCOUNT ON SHIPMENTS OF CONTACT LENSES.</p> <p>✓ REGISTERING FOR THE PROGRAM ENTITLES THE CUSTOMER TO 10% DISCOUNT ON ALL PURCHASES OF PROVISION PREMIUM SOLUTIONS.</p> <p>PROVISION SOLUTIONS ARE COMPETITIVELY PRICED AND OFFER THE BENEFITS OF THE</p>
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	<p>“NO RUB” TECHNOLOGY.</p> <p>✓ CONTACT LENS PRICES ARE GUARANTEED WITH OUR “UNBEATABLE PRICE GUARANTEE”.</p> <p>✓ COMPETITIVE PRICING LOCKED IN FOR THE TERM OF THE REGISTRATION.</p> <p>SHOULD AN INCREASE IN PRICE OCCUR DURING THE PARTICIPATION PERIOD, THE ORIGINAL PRICE WILL BE HONORED FOR THE REMAINDER OF THE PRESCRIPTION.</p>
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	<p>SHOULD A PRICE REDUCTION OCCUR, THE CUSTOMER WOULD BENEFIT BY BEING CHARGED THE LOWER PRICE.</p> <p>✓ CUSTOMERS MAY ALSO RECEIVE PROMOTIONAL OFFERS WITH THEIR REPLACEMENT SHIPMENTS. THIS MAY OFFER THE CUSTOMER ADDITIONAL SAVINGS OPPORTUNITIES ON EXAMS OR GLASSES.</p> <p>✓ PARTICIPANTS RECEIVE ALL THE BENEFITS OF THE</p>
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DISCOUNT CLUB CARD

FOR FREE.

THE ***DIRECT SOLUTIONS***

PROGRAM IS BEING LAUNCHED

TO ALL COMPANY LOCATIONS.

ONE GREAT ADVANTAGE OF THIS

PROGRAM IS ALL AUTOMATIC

REPLENISHMENT SHIPMENTS

WILL BE EXECUTED BY AN

OUTSIDE COMPANY, SO THE

STORE WILL INHERIT VERY

LITTLE ADDITIONAL FUNCTIONS

TO MAKE THE PROGRAM WORK.

KEY BENEFITS OF THE *DIRECT*

***SOLUTIONS* PROGRAM TO THE**

STORE

1. **INCREASED SALES.**

	<ul style="list-style-type: none">✓ CUSTOMER PURCHASES COMPLETE PRESCRIPTION THROUGH <i>DIRECT SOLUTIONS</i>.✓ REDUCED OPPORTUNITY TO LOOSE POTENTIAL SALES TO THE COMPETITION.✓ INCREASED REVENUE THROUGH THE SALE OF PROVISION PREMIUM SOLUTIONS.✓ 10% DISCOUNT ON PURCHASE OF CONTACTS AND SOLUTIONS FOR REGISTERING FOR
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	<p><i>DIRECT SOLUTIONS,</i> INCREASES VALUE TO CUSTOMER AND ADDITIONAL PURCHASE OPPORTUNITIES.</p> <p>2. INCREASED CUSTOMER RETENTION.</p> <ul style="list-style-type: none">✓ CUSTOMER PURCHASES COMPLETE PRESCRIPTION THROUGH <i>DIRECT</i> SOLUTIONS.✓ AUTOMATIC SHIPMENTS ALLOW THE COMPANY TO COMMUNICATE WITH THE CUSTOMER ON A REGULAR BASIS.
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	<ul style="list-style-type: none">✓ CUSTOMER BENEFITS FROM THE CONVENIENCE AND SAVINGS ASSOCIATED WITH THE PROGRAM.3. SAUFLON, THROUGH A PARTNERSHIP WITH THE COMPANY, WILL AUTOMATICALLY SHIP ALL REPLENISHMENT ORDERS DIRECTLY TO OUR CUSTOMERS.✓ REDUCED STORE TRAFFIC FROM CUSTOMER NEEDING ADDITIONAL REFILLS.✓ REDUCES THE STORE'S MANUAL PROCESS OF REFILLING
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ADDITIONAL

CUSTOMER ORDERS.

ALSO, REDUCES THE
MANUAL PROCESS TO
SHIP CONTACTS TO
CUSTOMERS
THROUGH THE
POSTAL SERVICE.

✓ OPPORTUNITY TO

REDUCE STORE

INVENTORY LEVELS

SINCE SAUFLON WILL
SHIP ALL
REPLENISHMENTS.

WITH THE INTRODUCTION OF
DIRECT SOLUTIONS, THE SELLING
HIERARCHY IN CONTACTS CHANGES

FIRST SALES OPTION:

SELL THE *DIRECT*

***SOLUTIONS* PROGRAM TO**

ALL CUSTOMERS WITH A
NEW PRESCRIPTION FOR
DISPOSABLE CONTACTS.

SELLING TIPS AND

MATERIALS WILL BE

REVIEWED FURTHER INTO

THIS VIDEO. A SALES

BROCHURE AND SIGNAGE

WILL ALSO BE HELPFUL

TOOLS TO ASSIST WITH THE

SELLING PROCESS.

SECOND SALES OPTION IF

THE CUSTOMER DOES NOT

REGISTER FOR *DIRECT*

SOLUTIONS:

SELL THE DISCOUNT CLUB

CARD

REFER TO **SOP 3.12 G:**
CONTACT LENSES-DISCOUNT
CLUB CARD FOR SPECIFIC
BENEFITS AND SAVINGS
OPPORTUNITIES.

THIRD SALES OPTION IF
THE CUSTOMER DECIDES
NOT TO PURCHASE DIRECT
SOLUTIONS OR THE DCC:
SELL PROVISION PREMIUM
SOLUTIONS.

ENCOURAGE THE
CUSTOMER TO TRY
PROVISION PREMIUM
SOLUTIONS. NOT ONLY
DOES THIS INCREASE
SALES FOR THE STORE,
BUT ALSO IT CREATES THE

OPPORTUNITY FOR
REPLACEMENT SALES OF
THIS PRODUCT.

**TARGET CUSTOMERS FOR
DIRECT SOLUTIONS**

- ❖ **CUSTOMER WITH A NEW
PRESCRIPTION FOR 2-WEEK
DISPOSABLES OR MONTHLY
PLANNED REPLACEMENT
CONTACTS.** SPECIFIC LISTING
OF PRODUCTS INCLUDED IN
THIS PROGRAM IS INCLUDED
IN ***THE DIRECT SOLUTIONS***
LAUNCH PACKET.

**SELLING TECHNIQUES TO
PRESENT *DIRECT SOLUTIONS TO*
*CUSTOMERS***

CONTACT LENS TECH OR SALES PERSON WOULD APPROACH THE CUSTOMER PROVIDING A NEW PRESCRIPTION BY SAYING,
“WOULD YOU BE INTERESTED IN MAKING YOUR EYE CARE MORE CONVENIENT WHILE INCREASING YOUR SAVINGS ON LENSES AND SOLUTIONS? DIRECT SOLUTIONS SHIPS CONTACTS AND SOLUTIONS DIRECT TO YOUR DOOR FOR LESS THAN \$18.00 A MONTH. ON THIS PROGRAM ADDITIONAL BOXES OF CONTACTS WOULD BE \$14.38 EACH (APPLIES TO PROVISION PREMIUM55 CONTACTS) AND SOLUTIONS WOULD BE \$6.75 PER BOTTLE

**(APPLIES TO PROVISION
PREMIUM SOLUTIONS). YOUR
CREDIT CARD IS BILLED WHEN
THE NEXT REPLACEMENT
PRODUCTS ARE SHIPPED. LET
ME SHOW YOU HOW THE
PROGRAM WORKS:”**

Provision Premium 55
Less 10% discount
Net price per box
Purchase 2 boxes
Price for 3 month supply

Provision Premium Solutions
Less 10% discount
Net price per bottle
\$ 6.75
Purchase 3 bottles
Price for 3 month supply
\$20.25

Shipping and handling

PLUS AS A BONUS FOR
REGISTERING FOR DIRECT
SOLUTIONS, THE
CUSTOMER WILL ALSO
RECEIVE ALL THE BENEFITS
OF THE DISCOUNT CLUB
CARD FOR FREE!

**THE DIRECT SOLUTIONS
LAUNCH PACKET WILL
INCLUDE PRICING FOR ALL
OTHER PRODUCTS
INCLUDED IN THIS
PROGRAM.**

LETS REVIEW THE COST
SAVINGS OF DIRECT SOLUTIONS FOR
THE CUSTOMER

10% discount on contacts (PV55)
10% discount on solutions
Discounted shipping/handling
Free DCC
Approximately benefits of DCC
Total savings

THE DIRECT SOLUTIONS

**LAUNCH PACKET WILL
INCLUDE COST SAVINGS
BREAKDOWNS BY CHAIN
FOR APPROPRIATE
PRODUCTS.**

**EACH STORE WILL RECEIVE
ADDITIONAL TOOLS TO ASSIST WITH
SELLING *DIRECT SOLUTIONS***

1. ***DIRECT SOLUTIONS***
CUSTOMER BROCHURES
(**SHOW ACTUAL
BROCHURE**).

2. **IN STORE SIGNAGE**
(**SHOW ACTUAL
SIGNAGE**).

***SPECIFIC INFORMATION
RELATING TO BOTH OF***

**THESES TOOLS WILL BE
INCLUDED IN THE DIRECT
SOLUTIONS LAUNCH
PACKET.**

**AFTER THE CUSTOMER HAS
CHOSEN TO SIGN UP FOR THE
DIRECT SOLUTIONS PROGRAM**

**THE STORE SHOULD EXECUTE
THE FOLLOWING:**

1. **STORE ENTERS THE SALE
OF THE INITIAL SUPPLY OF
CONTACTS INTO THE POS
SYSTEM.** REFER TO
PRICING EXAMPLES
PROVIDED IN THE **DIRECT
SOLUTIONS** LAUNCH
PACKET.
✓ IN COMPANY MANAGED

	<p>DOCTOR LOCATIONS, THE STORE WILL ALSO ENTER THE EXAM AND FIT. REFER TO THE LAUNCH PACKET MATERIALS FOR PROMOTIONAL PACKAGES THAT WILL BE OFFERED IN CONJUNCTION WITH THIS PROGRAM.</p> <p>✓ IN SUBLEASING DOCTOR LOCATIONS, ONLY THE SALE OF THE APPROPRIATE CONTACTS WILL BE ENTERED.</p> <p>2. STORE ENTERS THE SALE OF THE PROVISION PREMIUM SOLUTIONS SKU#</p>
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	<p>70016210 AT \$22.50.</p> <p>3. STORE ENTERS THE DISCOUNT CLUB CARD</p> <p>SKU#8000469 AT \$19.00.</p> <p>4. STORE SELECTS THE APPROPRIATE DISCOUNT FUNCTIONS TO DISCOUNT THE CONTACTS, PROVISION PREMIUM SOLUTIONS AND DISCOUNT CLUB CARD.</p> <p>✓ IN COMPANY MANAGED DOCTOR LOCATIONS, THE STORE WILL NOT ENTER ADDITIONAL DISCOUNTS ON THE CONTACTS BECAUSE THIS DISCOUNT IS ALREADY APPLIED IN THE CONTACT LENS PACKAGE.</p>
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	<p>5. STORE COMPLETES THE DIRECT SOLUTIONS REGISTRATION FORM.</p> <p>6. STORE REVIEWS THE REGISTRATION FORM WITH THE CUSTOMER.</p> <p>7. CUSTOMER APPROVES THE INFORMATION CONTAINED ON THE REGISTRATION FORM BY SIGNING THE BOTTOM OF THE FORM.</p> <p>8. CUSTOMER RECEIVES INITIAL SUPPLY FROM THE STORE.</p> <ul style="list-style-type: none">✓ CONTACTS✓ PROVISION PREMIUM SOLUTIONS✓ DCC <p>9. CUSTOMER RECEIVES BLUE COPY OF THE</p>
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	<p>REGISTRATION FORM.</p> <p>10. STORE FAXES THE REGISTRATION FORM TO SAUFLON .</p> <p>11. STORE PLACES WHITE COPY OF THE REGISTRATION FORM IN AN ENVELOPE MARKED “SAUFLON” AND SENDS TO THE HOME OFFICE IN STORE MAIL.</p> <p>12. STORE FILES YELLOW COPY OF THE REGISTRATION FORM.</p> <ul style="list-style-type: none">✓ COMPANY MANAGED DOCTOR’S OFFICES WILL FILE THE REGISTRATION FORM IN THE PATIENT’S FILE.✓ IN SUBLEASING DOCTOR
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OFFICES, A SEPARATE
FILE MUST BE CREATED
TO HOUSE ALL ***DIRECT
SOLUTIONS***
REGISTRATION FORMS IN
ALPHABETICAL ORDER
BY CUSTOMER'S LAST
NAME.

**LETS TAKE A LOOK AT THE
DIRECT SOLUTIONS REGISTRATION
FORM. (SHOW ACTUAL FORM ON
SCREEN)**

THE DIRECT SOLUTIONS
REGISTRATION FORM
BECOMES A CONTRACT
BETWEEN THE COMPANY
AND THE CUSTOMER TO
SUPPLY CONTACTS AND

	<p>SOLUTIONS</p> <p>REPLACEMENTS DIRECTLY TO THEIR DOOR.</p> <p>THEREFORE, ALL INFORMATION REFLECTED ON THE REGISTRATION FORM MUST BE PRINTED LEDIGIBLY AND ACCURATELY IN INK. A CORRECTLY COMPLETED EXAMPLE IS ALSO INCLUDED IN THE <i>DIRECT SOLUTIONS</i> LAUNCH PACKET. (SHOW COMPLETED EXAMPLE ON SCREEN) SHOULD HIGHLIGHT THE VARIOUS AREAS OF THE REGISTRATION FORM AS REVIEWED.</p>
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- EACH ***DIRECT SOLUTIONS*** *REGISTRATION FORM* HAS A UNIQUE REGISTRATION NUMBER THAT WILL BE TIED TO EACH SPECIFIC CUSTOMER ON THE PROGRAM.
- THE STORE MUST COMPLETE ALL THE APPROPRIATE INFORMATION IN EACH SECTION OF THE REGISTRATION FORM. THE DATE, STORE NUMBER AND EMPLOYEE NUMBER MUST BE COMPLETED AT THE TOP

	<p>OF THE FORM.</p> <ul style="list-style-type: none">• THE “PATIENT INFORMATION SECTION” IS KEY TO ENSURE ACCURATE BILLING AND SHIPPING OF ALL PRODUCTS. IF THE CUSTOMER WOULD LIKE THE PRODUCTS SHIPPED TO AN ALTERNATIVE ADDRESS, THE “DELIVERY SECTION” MUST ALSO BE COMPLETED. THE “RX SECTION” AND “AUTOMATIC REPLENISHMENT CYCLE SECTION” MUST BE COMPLETED ACCURATELY TO
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	<p>GUARANTEE THE APPROPRIATE PRODUCTS ARE SHIPPED TO THE CUSTOMER BASED ON THE PRESCRIBED MODALITY.</p> <ul style="list-style-type: none">• THE “CREDIT CARD SECTION” AND “PRICE PER REPLACEMENT SECTION” IS KEY TO BILLING THE CUSTOMER ACCURATELY FOR THEIR CONTACTS AND SOLUTIONS. THE PRICE PER BOX ON THE CONTACTS SHOULD REFLECT THE <u>NET PRICE PER BOX</u>, AFTER APPROPRIATE DISCOUNTS, AND <u>THE</u>
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	<p><u>TOTAL NET PRICE FOR</u> <u>THE NUMBER OF BOXES</u> BEING SHIPPED WITH EACH REPLACEMENT ORDER. THE SAME APPLIES WITH THE PRICING ON THE SOLUTIONS. NO AMOUNT SHOULD BE LISTED ON THE "DISCOUNT" LINE. THE SHIPPING AND HANDLING CHARGES SHOULD ALSO BE REFLECTED. THE TOTAL PRICE SHOULD REFLECT THE AMOUNT THE CUSTOMER WILL BE CHARGED FOR EACH REPLACEMENT SHIPMENT, EXCLUDING</p>
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SALES TAX.

***AFTER THE FORM IS
COMPLETED AND SIGNED BY
THE CUSTOMER, THE STORE
MUST FAX TO SAUFLON.***

OR INSTEAD OF REVIEWING THE
REGISTRATION FORM, REFER THE
STORE TO REVIEW THE LAMINATED
ACCURATELY COMPLETED FORM
INCLUDED IN THE LAUNCH PACKET???
FOLLOW UP WITH SVPS

DIRECT SOLUTIONS PROGRAM

EXECUTION

1. CUSTOMER LEAVES THE

	<p>STORE WITH THE INITIAL SUPPLY OF CONTACTS AND SOLUTIONS.</p> <p>2. STORE FAXES THE REGISTRATION FORM TO SAUFLON AT 1-800-XXX-XXXX.</p> <p>3. SAUFLON RECEIVES FAXED REGISTRATION FORM FROM EACH STORE FOR EACH CUSTOMER SELECTING THE <i>DIRECT SOLUTIONS</i> PROGRAM.</p> <p>4. SAUFLON ENTERS THE CUSTOMER INFORMATION FOR THE <i>DIRECT SOLUTIONS</i> PROGRAM INTO THEIR COMPUTER SYSTEM AND</p>
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	<p>SETS UP THE AUTOMATIC REPLENISHMENT CYCLE FOR EACH CUSTOMER.</p> <p>5. SAUFLON WILL FAX AN ADVANCE SHIP NOTICE (SHOW COPY OF REPORT ON SCREEN) TO EACH STORE FOUR (4) WEEKS PRIOR TO THE REPLENISHMENT SHIPMENT. THIS REPORT IS A VERIFICATION THAT ALL CUSTOMERS ON THIS REPORT ARE STILL PARTICIPATING IN THE PROGRAM. ANY CUSTOMER CANCELLATIONS THAT HAVE PROPERLY PROCESSED SHOULD</p>
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	<p>NOT APPEAR ON THIS REPORT.</p> <p>6. SAUFLON WILL FAX ANY APPROPRIATE DECLINED CREDIT REPORTS (SHOW COPY OF REPORT) TO THE STORE THREE (3) WEEKS PRIOR TO THE REPLENISHMENT SHIPMENT LEAVING SAUFLON FOR DIRECT DELIVERY. THIS REPORT WILL REFLECT CUSTOMERS WHOSE CHARGES HAVE BEEN DECLINED FOR VARIOUS REASONS FROM THE CREDIT CARD COMPANIES.</p>
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	<p>THE REPLENISHMENT SHIPMENT WILL NOT BE SHIPPED UNTIL A VALID CHARGE CAN BE BILLED TO THE APPROPRIATE CUSTOMER. THE STORE MUST CONTACT THE CUSTOMERS APPEARING ON THIS REPORT. THE STORE WILL HAVE 10 DAYS TO FOLLOW UP WITH THE CUSTOMER AND NOTIFY SAUFLON OF NEW CREDIT CARD INFORMATION. THE FOLLOWING OPTIONS ARE AVAILABLE TO THE CUSTOMER:</p> <ul style="list-style-type: none">• <i>CUSTOMER CAN HAVE THE CHARGES</i>
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	<p><i>BILLED TO ANOTHER CREDIT CARD.</i></p> <ul style="list-style-type: none">• <i>CUSTOMER CAN ADVISE OF A NEW ACCOUNT NUMBER OR EXPIRATION DATE.</i> <p>7. SAUFLON CHARGES THE PATIENT'S CREDIT CARD AND SHIPS THE SOLUTIONS TO THE CUSTOMER.</p> <p>8. THE LAST REPLENISHMENT SHIPMENT WILL INCLUDE A LETTER ADVISING THE PATIENT THAT THEIR PRESCRIPTION HAS BEEN FILLED AND IT IS TIME FOR THEIR NEXT</p>
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EYE EXAM.

9. **REGISTRATION CHANGE**

FORM CAN BE

COMPLETED TO REVISE

ANY CHANGES TO THE

PROGRAM AT ANY TIME

DURING THE PROCESS.

ALL CHANGES MUST BE

FAXED TO SAUFLON

IMMEDIATELY.

THIS PROCESS IS CONTINUAL

BASED ON THE INITIAL

REGISTRATION DATE FOR EACH

CUSTOMER AND WILL CONTINUE

UNTIL THE PRESCRIPTION IS

COMPLETE.

AFTER OBTAINING A NEW

PRESCRIPTION, THE CUSTOMER

WOULD REGISTER FOR ***DIRECT SOLUTIONS*** TO START THE ENTIRE PROCESS OVER AGAIN.

CUSTOMERS CAN MAKE REVISIONS OR CHANGE THEIR *DIRECT SOLUTION PROGRAM*

ANY REVISIONS OR CHANGES TO THE ORIGINAL REGISTRATION INFORMATION MUST BE COMMUNICATED TO SAUFLON. THE STORE MUST COMPLETE THE CHANGE FORM WITH THE APPROPRIATE INFORMATION AND FAX INTO SAUFLON. REASONS THAT WILL NECESSITATE

	<p>COMPLETING THE CHANGE FORM:</p> <ul style="list-style-type: none">✓ CUSTOMER NEEDS TO CHANGE THEIR DELIVERY ADDRESS.✓ CUSTOMER DECIDES TO DISCONTINUE THEIR PARTICIPATION IN <i>DIRECT SOLUTIONS</i>.✓ CUSTOMER HAS A PRESCRIPTION CHANGE.✓ CUSTOMER REQUESTS PAYMENT THROUGH A DIFFERENT CREDIT CARD.
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LETS TAKE A LOOK AT THE
DIRECT SOLUTIONS CHANGE FORM.
(SHOW ACTUAL FORM ON SCREEN)

- THE ORIGINAL
REGISTRATION NUMBER
MUST BE LISTED AT THE
TOP OF THE
REGISTRATION CHANGE
FORM, AS WELL AS THE
DATE, STORE NUMBER, AND
EMPLOYEE NUMBER.

- THE “PATIENT
INFORMATION SECTION”
MUST ALSO BE
COMPLETED. CHECK
THE APPROPRIATE BOX
TO DENOTE IF THIS IS A

	<p>NEW DELIVERY OR BILLING ADDRESS.</p> <ul style="list-style-type: none">• ALL OTHER SECTIONS SHOULD ONLY BE COMPLETED IF A CHANGE IS BEING MADE. OTHERWISE CHECK THE BOX "NO CHANGES".• "CANCEL THIS ORDER BECAUSE SECTION" MUST BE COMPLETED DENOTING THE REASON FOR THE CHANGE. IF THE APPROPRIATE REASON IS NOT REFLECTED, USE THE "OTHER" SECTION AND WRITE IN THE EXACT REASON FOR THE CHANGE. THE COMPANY
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WILL USE THIS SECTION
TO TRACK THE REASONS
FOR CHANGES IN THE
PROGRAM.

***AFTER THE CHANGE FORM
IS COMPLETED, THE STORE
MUST FAX TO SAUFLON.***

CUSTOMER RETURNS

THE POSSIBILITY FOR
CUSTOMER RETURNS DOES
EXIST. HOWEVER, THE
STORE SHOULD NOT
ACCEPT RETURNS OR
REFUND MONEY FROM
DIRECT SOLUTIONS
PROGRAM TO A
CUSTOMER. EACH

	<p>REPLENISHMENT SHIPMENT TO THE CUSTOMER WILL INCLUDE A STATEMENT OF THE RETURNS POLICY.</p> <p>IF FOR ANY REASON THE CUSTOMER IS UNSATISFIED WITH THE <i>DIRECT SOLUTIONS</i> PROGRAM OR PRODUCTS, THEY SHOULD RETURN PRODUCTS TO (SHOW LABEL INCLUDED IN EACH SHIPMENT):</p> <p style="text-align: right;">CUSTOMER</p> <p>RETURNS</p> <p style="text-align: right;">104</p> <p>CHARLOOTE AVENUE</p> <p style="text-align: right;">HICKSVILLE,</p> <p>NY 11801</p>
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ONCE THE PRODUCT IS
RETURNED, SAUFLON WILL
CREDIT THE CUSTOMER'S
CREDIT CARD
APPROPRIATELY.

NOW LETS REVIEW PROVISION
PREMIUM SOLUTIONS (**SHOW**
PROVISION PREMIUM SOLUTIONS
BOX)

**PROVISION PREMIUM
SOLUTIONS HAVE BEEN
ADDED TO THE COMPANY'S
PRIVATE LABEL PROGRAM.
PROVISION PREMIUM
SOLUTIONS IS NOW THE
COMPANY'S SOLUTION OF
CHOICE. NOT ONLY WILL**

	<p>PROVISION PREMIUM SOLUTIONS BE SOLD WITH THE <i>DIRECT SOLUTIONS</i> PROGRAM, BUT THESE SOLUTIONS CAN ALSO BE SOLD AS A STAND ALONE ITEM. <i>INSERT COMPARISON CHART (SHOW CHART ON SCREEN).</i></p> <p>A CHART COMPARING THE LEADING SOLUTIONS AND PROVISION PREMIUM IS INCLUDED IN THE <i>DIRECT SOLUTIONS LAUNCH</i> PACKET. AS YOU CAN SEE PROVISION PREMIUM SOLUTION IS A MULTIPURPOSE SOLUTION COMPARING FAVORABLY WITH THE LEADING</p>
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**BRANDS OF SOLUTIONS
AND OFFERS THE “NO RUB”
TECHNOLOGY SO LENSES
DO NOT HAVE TO BE
RUBBED DURING THE
CLEANING PROCESS.**

**DOCTOR SUPPORT OF
PROVISION PREMIUM SOLUTIONS**

STORES AND TERRITORY
DIRECTORS SHOULD WORK
WITH THE DOCTORS TO
REVIEW AND OBTAIN
SUPPORT FOR THE
PROVISION PREMIUM
SOLUTIONS. SAUFLON WILL
BE CONDUCTING DOCTOR
TRAINING SEMINARS ON
PROVISION PREMIUM

	<p>SOLUTIONS. DOCTORS WILL ALSO RECEIVE THE COMPARISON OF PROVISION PREMIUM SOLUTIONS WITH THE OTHER LEADING BRANDS.</p> <p>THE SUCCESS OF PROVISION PREMIUM SOLUTIONS AND DIRECT SOLUTIONS CAN BE ENHANCED BY THE SUPPORT OF THE DOCTOR. A SIMPLE SENTENCE FROM THE DOCTOR, "ASK THE CONTACT LENS TECH ABOUT OUR PROVISION PREMIUM SOLUTIONS AND THE CONVENIENCE OF THE DIRECT SOLUTIONS</p>
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	<p>PROGRAM” WOULD BE A GREAT INTRODUCTION OF THESE PROGRAMS TO THE CUSTOMER.</p> <p>THE DOCTOR COULD ALSO ASSIST WITH SELLING OF THESE PROGRAMS BY TELLING THE PATIENT DURING THE EXAMINATION, “I RECOMMEND OUR PROVISION PREMIUM SOLUTIONS FOR THE BEST HEALTH REGIMENT FOR YOUR CONTACT LENS WEARING. HERE IS A STARTER KIT FOR YOUR INITIAL USE. WE ALSO HAVE A CONVENIENT PROGRAM TO SHIP YOUR</p>
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LENSES AND THESE
SOLUTIONS DIRECTLY TO
YOUR DOOR, JUST ASK THE
CONTACT LENS TECH TO
SHOW YOU THE PROGRAM.”

PROVISION PREMIUM
SOLUTIONS INVENTORY

AS A PART OF THE *DIRECT*
***SOLUTIONS* PROGRAM, ALL**
STORES WILL RECEIVE AND
MAINTAIN INVENTORY OF
PROVISION PREMIUM
SOLUTIONS. (SHOW
SOLUTION 3 PACK ON THE
SCREEN AGAIN)

PROVISION PREMIUM SOLUTION SKU#

70016210

PROVISION PREMIUM SOLUTIONS ARE PACKAGED CONTAINING THREE (3) 9-OUNCE BOTTLES. A CONTACT LENS CASE IS ALSO INCLUDED WITH EACH THREE PACK. EACH BOTTLE CONTAINS THE APPROPRIATE SOLUTION FOR ONE MONTH'S AVERAGE USE, SO EACH PACKAGE SHOULD LAST FOR THREE (3) MONTHS. REGULAR RETAIL FOR THE 3 PACK IS \$22.50 OR \$7.50 PER BOTTLE. HOWEVER, REMEMBER ANY CUSTOMER REGISTERING FOR ***DIRECT SOLUTIONS***

	<p>WILL RECEIVE A 10% DISCOUNT ON THE 3 PACK, MAKING THEIR PRICE \$20.25 OR \$6.75 PER BOTTLE. THE PRICE OF PROVISION PREMIUM SOLUTIONS IS COMPETITIVE WITH THE LEADING BRANDS AT VARIOUS COMPETITORS. (SHOW CHART SHOWING PRICING COMPARISON ON SCREEN).</p> <p>THE SOLUTION INVENTORY WILL BE REPLENISHED TO THE STORE, EXACTLY THE SAME WAY AS THE LENS CLEANING KIT ARRIVES TODAY. KEEP IN MIND; SOLUTIONS DO HAVE AN</p>
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EXPIRATION DATE POSTED
ON EACH BOX. ALL
SOLUTIONS INVENTORY
SHOULD BE
MERCHANTISED ON
DISPLAYS FOLLOWING THE
SAME GUIDELINES FOR
CONTACT LENSES, WITH
THE EARLIEST EXPIRATION
DATES IN THE FRONT, SO
THESE BOXES ARE SOLD
FIRST. PROVISION
PREMIUM SOLUTIONS
SHOULD BE
MERCHANTISED IN THE
CONTACT LENS FITTING
AREA OR ADJACENT TO THE
CASH REGISTER AREA.

PROVISION PREMIUM

SOLUTIONS STARTER KITS

WITH THE INTRODUCTION OF PROVISION PREMIUM SOLUTIONS, THE COMPANY'S STARTER KIT SUPPLIER WILL ALSO CHANGE. ON THE EFFECTIVE DATE OF ***DIRECT SOLUTIONS*** LAUNCH, ALL NEW FITS WILL RECEIVE A STARTER KIT OF PROVISION PREMIUM SOLUTIONS. (FEATURE "STARTER KIT BOX" ON SCREEN).

- STARTER KITS WILL BE SHIPPED EACH MONTH DIRECTLY FROM

	<p>SAUFLON TO THE STORE.</p> <p>SPECIFIC DELIVERIES BY WEEK, BY CHAIN, AND/OR REGION ARE OUTLINED IN THE <i>DIRECT SOLUTIONS</i> LAUNCH PACKET.</p> <ul style="list-style-type: none">• SHOULD ADDITIONAL STARTER KITS BE NEEDED PRIOR TO THE NEXT MONTH'S SHIPMENT, THE STORE MUST COMPLETE THE STARTER KIT ORDER FORM AND FAX TO SAUFLON AT 1-800-XXX-XXXX. SAUFLON WILL SHIP THESE ADDITIONAL STARTER KITS DIRECTLY TO THE STORE. (SHOW
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STARTER KIT ORDER

FORM ON SCREEN).

- DISPENSING GUIDELINES FOR STARTER KITS WILL BE INCLUDED IN THE ***DIRECT SOLUTIONS*** LAUNCH PACKET.

DISCONTINUANCE OF ALCON
STARTER KITS

ON THE EFFECTIVE DATE OF THE DIRECT SOLUTIONS LAUNCH, ALCON STARTER KITS WILL NO LONGER BE DISPENSED. **(SHOW ALCON STARTER KIT ON SCREEN WITH BIG X ACROSS IT).**

ALCON REPRESENTATIVES WILL CONTACT EACH

STORE TO DETERMINE THE
METHOD FOR REMOVING
EXISTING STARTER KITS
FROM EACH STORE.

I HOPE THAT THIS VIDEO HAS
ENLIGHTENED YOU ABOUT
DIRECT SOLUTIONS. THE
GENERAL MANAGER, RETAIL
MANAGER, AND ALL PEOPLE
WORKING IN THE CONTACT LENS
AREA MUST REVIEW IN DETAIL
ALL THE OTHER MATERIALS
CONTAINED IN THE DIRECT
SOLUTIONS LAUNCH PACKET.
WE FEEL THAT THIS IS A VERY
EXCITING ADDITION TO THE
PRODUCTS AND SERVICES THAT
WE CAN OFFER OUR CONTACT
LENS CUSTOMERS. ***DIRECT***

SOLUTIONS GIVES US THE OPPORTUNITY TO CONTINUE TO BUILD OUR CONTACT LENS BUSINESS THROUGH INCREASED SALES AND PATIENT RETENTION BY PROVIDING CONVENIENCE AND VALUE TO OUR CUSTOMERS. GOOD LUCK AT MAKING **DIRECT SOLUTIONS** A SUCCESS IN YOUR STORE!

CLOSING COMMENTS BY DAVE:

DIRECT SOLUTIONS IS A HUGE OPPORTUNITY FOR THE COMPANY TO INCREASE SALES AND RETAIN CONTACT LENS CUSTOMERS. THIS PROGRAM MUST BE OFFERED TO ALL CUSTOMERS PRESENTING A

NEW DISPOSABLE
PRESCRIPTION. ***DIRECT***
SOLUTIONS OFFERS OUR
CUSTOMERS AN ALTERNATIVE
TO 1-800 CONTACTS AND THE
OTHER MAIL ORDER DELIVERY
SERVICES. ***DIRECT SOLUTIONS***
ALSO KEEPS OUR CUSTOMERS
FROM PURCHASING THEIR
REPLACEMENT CONTACTS FROM
A COMPETITOR. IT ALSO
ENABLES THE COMPANY TO
PROVIDE TOTAL CONVENIENT
EYE CARE BY DELIVERING
CONTACTS AND SOLUTIONS
DIRECTLY TO OUR CUSTOMERS.

I AM LOOKING FORWARD TO
REVIEWING THIS PROGRAM WITH
EACH OF YOU DURING MY FIELD

	<p>VISITS. I REALLY BELIEVE THAT WE WILL HAVE GREAT RESULTS WITH THE NEW <i>DIRECT SOLUTIONS</i> PROGRAM!</p> <p>THANKS FOR TAKING TIME TO VIEW THIS VIDEO AND THE OTHER <i>DIRECT SOLUTIONS</i> LAUNCH MATERIALS.</p> <p>HAVE A GREAT DAY AND HAPPY SELLING!</p>
SCENE 23:	
SCENE 24:	

SCENE 25:	
SCENE 50:	
SCENE 50:	