

Transitions® GLOW_{UP}



ACTIVATION GUIDE - LEONARDO



LEONARDO

SO, YOU WANT TO GLOW UP.

A 'Glow Up' is a transformation to become the best version of yourself, and we can all benefit from an occasional Glow Up! The **Transitions Glow Up program** makes it easy for you to rejuvenate your team and your practice. There are many ways to enhance the patient experience, and during the Transitions Glow Up program, you will learn how to create a superior customer experience and what that means for your practice. You will also see ways to enhance your current merchandising and "glow up" your practice. And lastly, you will have the opportunity to train your team and become a Certified Practice!

Below are glow up planning steps to complete before you begin the digital program. Complete with your team and start your Glow Up journey!

☐ PLANNING STEP 1: PLAN YOUR GLOW UP

Start here, and plan your glow up by building your team and confirming your schedule. Use page 3 to lay out your plan. We recommend **you complete the program as an entire team**: Owner, Doctors, Opticians, Techs. We also recommend a **weekly cadence** to complete the program, but pick the time that works best for you and your staff.

☐ PLANNING STEP 2: SET YOUR GOALS

Set **3-5 team goals** and decide how you want to measure your goals – do you want to focus just on Transitions or other premium products? See the **goal sheet** on page 4 to track your progress.

☐ PLANNING STEP 3: QUICK SWEEP OF YOUR OFFICE

Take a fresh look at your space. We recommend **removing any outdated materials** and checking what new items you need to begin the merchandising part of the program. Check out page 5 on how to **order merchandising materials**. And don't forget to take a **before picture** so you can see your progress at the end of the program.

☐ PLANNING STEP 4: ENROLL IN THE CERTIFIED PROGRAM

[Leonardo](https://leonardo.essilorluxottica.com/login)* is the **recommended platform** to complete the Certified Program. If you do not have access to Leonardo, reach out to your lens or lab representative to see if they can assist you or use the Transitions Campus guide. See page 6 for the **different modules you will work on** during the program.

*Leonardo: <https://leonardo.essilorluxottica.com/login>

PLAN YOUR GLOW UP

Think about the below to plan for your Glow Up and discuss with your team. Try and complete this before you begin the first step.

What opportunities are there for updated merchandising in your store?

Who is part of your internal Glow Up team?

The recommended Glow Up program cadence is **weekly**, however, what works best for your team and commit to a regular check in (i.e., Bi-weekly, monthly, etc.)?

What is your planned program start date?

What is your planned program end date?

SET YOUR GOALS:

Transitions® Lens Pairs: _____

Transitions Lens Share: _____

THE TRANSITIONS PORTFOLIO

Transitions™
Signature® GEN8™

IDEAL FOR:

All eyeglass
wearers.

Transitions™
XTRACTIVE®
NEW GENERATION

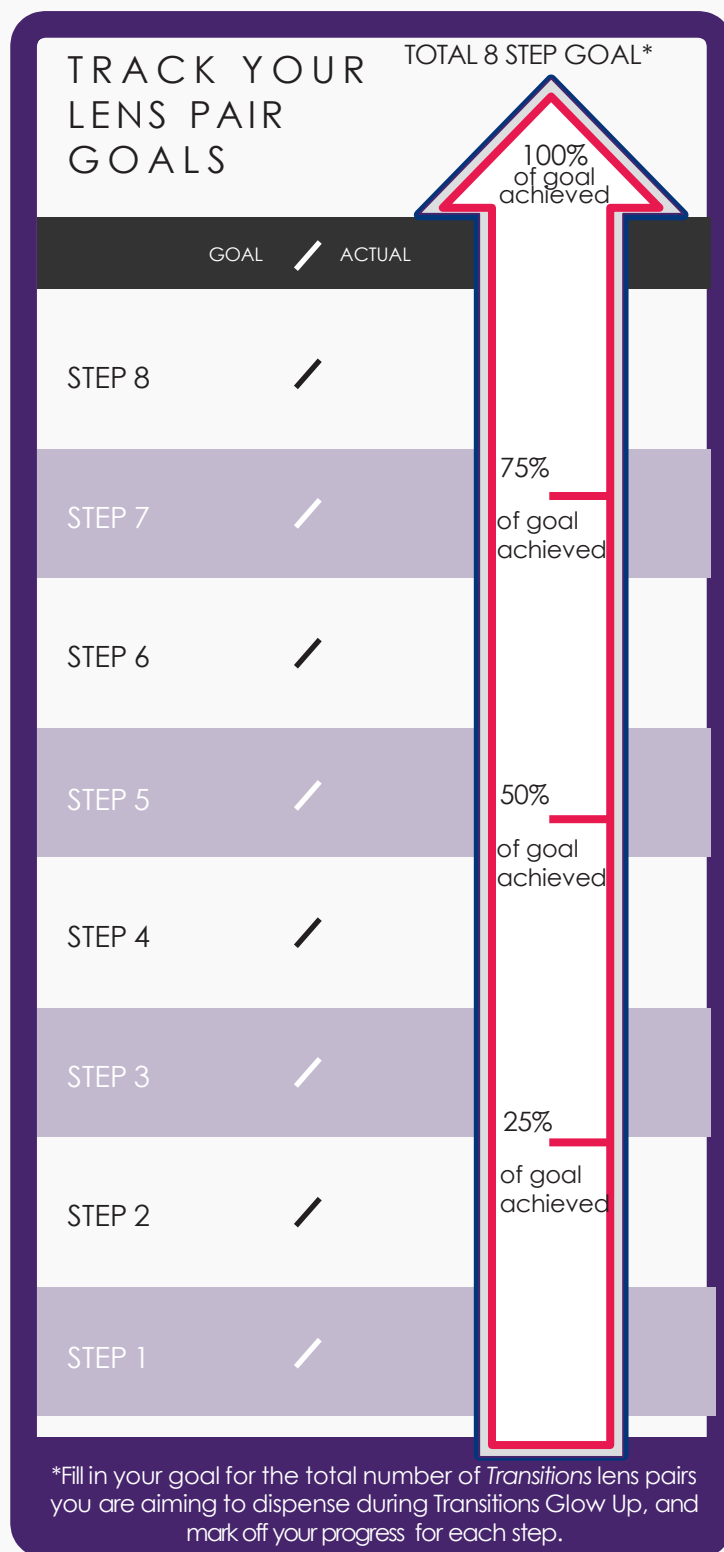
IDEAL FOR:

Wearers who are very light
sensitive or/ and frequently
exposed to intense light.

Transitions™
XTRACTIVE®
POLARIZED™

IDEAL FOR:

Wearers who are
frequently exposed to
bright light and reflective
glare.



QUICK SWEEP OF YOUR OFFICE

To order merchandising for your space, login to your TransitionsPRO account on TransitionsPro.com (you can also use the QR code below). From there, you will be able to select the merchandising you need and order for your space.

What's available to order*:

- Patient Brochure
- UV Demonstration Lamp
- Transitions® lenses materials

How to order materials:

- Login to TransitionsPro.com (using internet browser or QR code) and select **"Marketing Materials"**. *You must have a PRO login to access the website.*
- Once on the website, **select the product** you want.
- Input the **quantity** and select **"Get Now"**.
- Go to the **cart** in the top right corner and proceed to **checkout**.



Please note that these are examples and looks may vary.

THE GLOW UP DIGITAL PROGRAM

Below is the outline of the steps and recommended action items you will take in the Glow Up program. During steps 2 – 8 you will complete the **Transitions Certified Program** on [Leonardo](#).

PROGRAM STEPS	RECOMMENDED ACTION ITEM
STEP 1: Welcome & Kick-off	Generate excitement with your internal team. Work on the consumer perceptions activity on pages 8 – 12.
STEP 2: Transitions Light Essentials	Go through the office and update any older merchandising . See TransitionsPro.com for more information on ordering merchandising.
STEP 3: Fist Choice, First Pair	Have staff pick their favorite Transitions lens and frame combinations in-store. Discuss how to recommend frame and lens combos to customers.
STEP 4: Transitions® Signature® GEN 8™	Has your team refreshed their own Transitions lenses lately? This is a great way to easily show customers what the Transitions lenses look like in real-life.
STEP 5: Transitions® XTRActive®	Check in on the goals and see how the team is doing. Work on the Glow Up office activity and get those creative juices flowing.
STEP 6: Transitions® XTRActive® Polarized™	Refer back to the activity on Step 5. Is there anything you want to activate in-store ? If so, consider a refresh of materials and demos as needed – don't let time go by!
STEP 7: Specialist in Action	Have you worked with the Transitions Virtual Mirror or the Light Sensitivity Quiz ? If not, now is a great time to familiarize the team and think about how to use with patients.
STEP 8: How to get a WOW	As you wrap up the program, are you all set to move forward? If not, go back and make sure things are ordered as needed. Use the Wrap up checklist as guidance.
STEP 9: Wrap Up and Reflection	You've completed the program! Display your Certified Specialist designation proudly on social media and be sure to celebrate with your team on a job well done.

STEP 1: WELCOME & KICK-OFF

Generate excitement with your internal team. Work on **the consumer satisfaction activity** on pages 8 – 12.

DATE:

TEAM MEMBERS (if applicable):

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CONSUMER SATISFACTION ACTIVITY # 1 COMPLETED?

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YES

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NO

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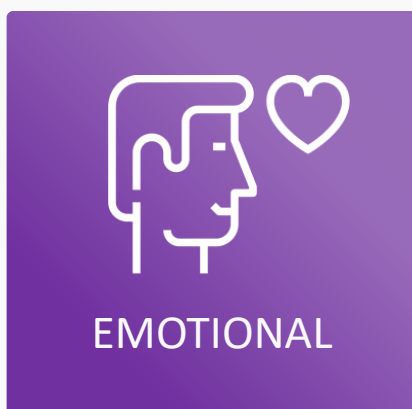
THE 4 CONSUMER SATISFACTION CRITERIA

Directions: Complete this activity during Step 1 of the Glow Up program. Review the following four consumer satisfaction criteria: **functional, emotional, personal and collective**. Once you review, there are a **series of prompts to complete** on your own or with your team. The main question is how can you address these criteria with your customers and patients? Think about that as you review the next few pages.



For functional level of customer satisfaction, we are looking at creating efficiency all along the consumer journey. There are **four criteria** that are critical for an efficient interaction:

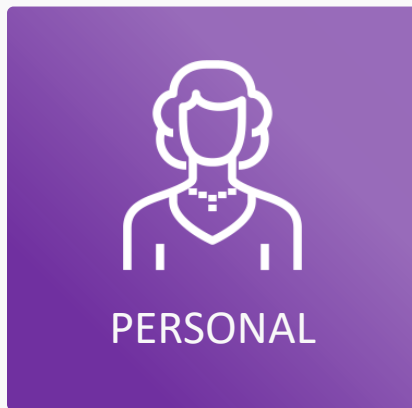
- **Not wasting customers' time** - functional customers are busy and have no time to waste.
- **Making it easy for shoppers to find what they're looking for** - for example, clearly marked displays right as the customer walks in are great for showing what shoppers need right when they walk in.
- **Answering requests promptly**
- **Being adaptive** – the past several years have made all too apparent that “life as we know it” can change overnight, whether due to a global pandemic or economic shift. Consumers want brand partners that respond quickly to these changes and reach out to offer help.



Emotionally driven customers want to feel **engaged and delighted**, and they want to find enjoyment and happy surprises during their journey.

- **Forge an emotional connection** - what separates memorable retail experiences from everyday shopping transactions are feelings of connection and exclusivity.
- **Go the extra mile** - modern consumers are surrounded by brand messaging throughout their waking hours. It's critical to break from the pack by exceeding expectations.
- **Surprise and delight** – exceeding expectations also means injecting moments of surprise and delight into their journey.
- **Deliver an innovative experience** - brands are using technology to deliver experiences that set them apart from competitors—and make customers feel separated from the pack.

THE 4 CONSUMER SATISFACTION CRITERIA



Another crucial element of consumer satisfaction is the personal-centric aspect - making each person feel like the **brand recognizes them as an individual** and that the brand is looking out for their interests.

- **Make it all about them** - customers crave experiences that feel at least somewhat unique to them. This is a great way to elevate the customer experience in your store.
- **Hear them out** - consumers feel more empowered to mount pressure campaigns to persuade big brands to make changes, whether to combat climate change, support racial equity, or something else. Listen to what your customers have to say.
- **Reward them well** - with the multitude of brand and product choices available to them, consumers expect to be rewarded for their loyalty.
- **Help them learn** - consider how you can help patients learn new things through their experience and content. Give them helpful recommendations based on what they tell you.



The collective aspect is where brands make a consumer feel part of a community and encourages and empowers the individual through its experience and to take part in their purpose. A few of the criteria that consumers value in the collective are:

- The brand treats its employees and consumers well
- The **in-store and online experience is user-friendly for all people irrespective of their color, race, abilities, and gender, etc.**
- The brand demonstrates its impact on the planet. **We increasingly want, prefer and expect the brands we buy from to be driven by a purpose.**

THE 4 CONSUMER SATISFACTION CRITERIA

The **functional** side of the experience – it's easy to find what consumers are looking for and their time is not wasted.

The **emotional** side of the experience – the in-store/online experience is enjoyable and engaging. This company/brand often goes beyond consumer expectations.

The **personal** side of the experience – this company/brand is centered on individual consumer needs and acknowledges and rewards loyalty well.

The **collective** side of the experience – this company/brand makes consumers feel part of a community and embraces diversity.

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CONSUMER SATISFACTION ACTIVITY

What can we take from the four criteria: **functional, emotional, personal and collective**, and how can we showcase these criteria in our practice or retailer, and to our customers and patients?

Write a few sentences on how your team currently focuses on the four main consumer criteria:

Functional:

Emotional:

Personal:

Collective:

CONSUMER SATISFACTION ACTIVITY

Do your customers fit any or all of the criteria?

Is there a criteria you currently prioritize over another?

Is there a criteria you think you could improve upon and how?

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STEP 2: TRANSITIONS LIGHT ESSENTIALS

Go through the office and **update any older merchandising**. Take the Transitions Light Essentials module on [\(35\) TRANSITIONS: LIGHT ESSENTIALS - Leonardo \(essilorluxottica.com\)](https://www.essilorluxottica.com/35-transitions-light-essentials-leonardo)

DATE:

TEAM MEMBERS (if applicable):

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MODULE: TRANSITIONS LIGHT ESSENTIALS - COMPLETED?

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YES

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NO

Go to [TransitionsPro.com](https://www.transitionspro.com) or use the QR code to order the below merchandising. For instructions on how to order, see page 5.

- ☐ Patient Brochure
- ☐ UV Demonstration Lamp
- ☐ Transitions® lenses materials



GLOW UP TIP: Glorifiers are a great way to pull *Transitions* into the frame wall. Be sure to inquire about receiving a set of Transitions Glorifiers*.

*While supplies last.

STEP 3: FIRST CHOICE, FIRST PAIR

Have staff pick their favorite **Transitions lens and frame combinations** in-store. Take the First Choice, First Pair module on [\(34\) TRANSITIONS: FIRST CHOICE, FIRST PAIR - Leonardo](https://www.essilorluxottica.com/34-transitions-first-choice-first-pair-leonardo) ([essilorluxottica.com](https://www.essilorluxottica.com))

DATE:

TEAM MEMBERS (if applicable):

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.....

MODULE: FIRST CHOICE, FIRST PAIR – COMPLETED?

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YES

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NO



GLOW UP TIP: Have staff members share how they would show a customer their recommended *Transitions* lens and frame selection to the rest of the group, and why they chose that combination.

STEP 4: *Transitions® Signature® GEN 8™*

Has your team refreshed their own *Transitions* lenses lately? This is a great way to **easily show customers what the *Transitions* lenses** look like in real-life. Take the *Transitions® Signature® GEN 8™* module on [\(34\) Transitions Signature GEN 8: New Frontier in Performance - Leonardo](https://www.essilorluxottica.com/en-us/essilor-usa/brands/transitions/signature-gen-8) and complete the prompts on page 16.

DATE:

TEAM MEMBERS (if applicable):

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MODULE: *Transitions® Signature® GEN 8™* – COMPLETED?

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YES

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NO

***Transitions® Signature® GEN 8™* Style colors:**



Gray



Brown



Graphite Green



Sapphire



Amethyst



Amber



Emerald

GLOW UP TIP: Does your staff know the benefits of *Transitions® Signature® GEN 8™* ? Ask your staff members to share one key takeaway from the training module, which will lead to higher confidence in recommending this lens to patients.

Transitions® Signature® GEN 8™

What is your current penetration of *Transitions® Signature® GEN 8™*?

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Do you talk about the *Transitions® Signature® GEN 8™* style colors with patients?

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What style color do you sell the most of?

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Set a goal for *Transitions® Signature® GEN 8™*

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WHAT TO SAY TO WEARERS

With *Transitions* lenses, **you can choose from a wide range of lens colors and technologies to express your personal style** that are tailored to your eyecare needs.

What particular lens color or lens feature are you looking for?

STEP 5: *Transitions® XTRActive®*

Check in on **the goals** and see how the team is doing. Work on the **Glow Up office activity**, using the separate digital toolkit, and get those creative juices flowing. Take the *Transitions® XTRActive®* module on [\[34\] TRANSITIONS: XTRACTIVE - Leonardo \(essilorluxottica.com\)](https://essilorluxottica.com) and complete the prompts on page 18.

DATE:

TEAM MEMBERS (if applicable):

.....

MODULE: *Transitions® XTRActive®* – COMPLETED?

☐

YES

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NO



GLOW UP TIP: While staff is working on their Glow Up office activity, have them think about what one piece of merchandising they'd like to potentially see in the office.

Transitions® XTRActive®

What is your current penetration of *Transitions® XTRActive®*?

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Do you talk about extra light protection for wearers who are very light sensitive?

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Set a goal for *Transitions® XTRActive®*

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WHAT TO SAY TO WEARERS

Transitions* lenses help protect from UV and filter blue-violet light.

By optimizing the amount of light your eyes receive, *Transitions* lenses also **help reduce glare for more effortless sight.**

Let's discover **what level of light protection would be best for you.**

**Transitions* lenses filter at least 26% of blue-violet light indoors& at least 86% outdoors. Tests performed on gray lenses with a premium anti-reflective coating. Blue-violet light is between 400 and 455nm (ISOTR20772:2018)

READY, SET, GLOW!

Directions: Complete this activity during **Step 5 of the Glow Up program**. This is you and your team's time to get those creative juices flowing. There is a digital template with multiple different office renderings and POS & design elements you can use to create your own Glow Up office.

Steps:

- Choose your preferred office template from the digital template
- Take the design elements from the presentation, copy (CTRL+C) and paste (CTRL+V) onto the template.
- To resize any design elements, take the element and hit SHIFT and drag the corners of the icon to the appropriate size.
- When placing the elements, right-click and select "Bring to Front" to make sure the icons are visible.
- Once you've placed everything how you want, select the entire template and icons, right-click and select "Group".
- Example below using a poster, bookshelf, glorifiers and other icon elements.



STEP 6: *Transitions® XTRActive® Polarized™*

Is there anything you **want to activate in-store**? If so, consider a **refresh of materials and demos** as needed – don't let time go by! Take the *Transitions® XTRActive® Polarized™* module on [\(34\) TRANSITIONS: XTRACTIVE POLARIZED - Leonardo \(essilorluxottica.com\)](#) and complete the prompts on page 21. This also may be a good time to snap a progress picture of your space.

DATE:

TEAM MEMBERS (if applicable):

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MODULE: *Transitions® XTRActive® Polarized™* – COMPLETED?

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YES

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NO

GLOW UP TIP:

Take another trip around the office with your staff and see if there are any areas you initially missed where you could update materials. Maybe consider using this time to work on a *Transitions®* display or adding Glorifiers to the frame wall.

Transitions® XTRActive® Polarized™

What is your current penetration of *Transitions® XTRActive® Polarized™*?

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Do you talk about reflective glare and protection from intense bright light with wearers?

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Set a goal for *Transitions® XTRActive® Polarized™*

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HOW TO PERSONALIZE FOR PATIENTS

GEN8

SENSITIVE
(Most Eyeglass Wearers)

XTRACTIVE®
NEW GENERATION

VERY SENSITIVE
(30% Eyeglass Wearers)

XTRACTIVE®
POLARIZED

REFLECTIVE GLARE
(Some Wearers)

STEP 7: SPECIALIST IN ACTION

Have you worked with the **Transitions Virtual Mirror** or the **Light Sensitivity Quiz**? If not, now is a great time to familiarize the team and think about how to show this to patients. Take the Specialist in Action module on [\(34\) TRANSITIONS: SPECIALIST IN ACTION - Leonardo](https://essilorluxottica.com/34) (essilorluxottica.com).

DATE:

TEAM MEMBERS (if applicable):

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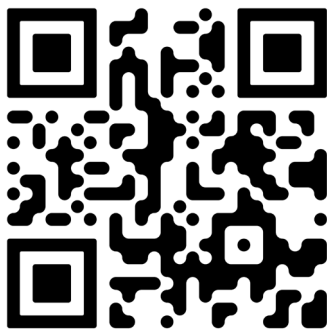
MODULE: SPECIALIST IN ACTION – COMPLETED?

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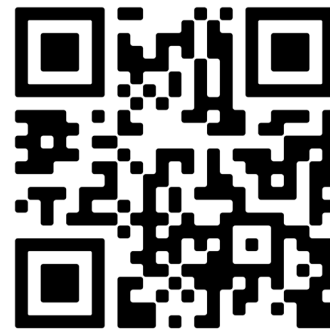
YES

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NO



LIGHT SENSITIVITY QUIZ



VIRTUAL MIRROR

GLOW UP TIP: Have your staff go through the Light Sensitivity Quiz and try the Virtual Mirror on their own and discuss when they would bring both tools up in the customer journey.

STEP 8: HOW TO GET A WOW

As you wrap up the program, are you all set to move forward? If not, **make sure things are ordered** as needed. Take the How to Get a WOW module on [67\) HOW TO GET A WOW IN STORE WITH TRANSITIONS - Leonardo \(essilorluxottica.com\)](https://essilorluxottica.com/67-HOW-TO-GET-A-WOW-IN-STORE-WITH-TRANSITIONS-Leonardo).

DATE:

TEAM MEMBERS (if applicable):

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MODULE: HOW TO GET A WOW - COMPLETED?

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YES

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NO

Are you using any of the following? Do you need to re-order any materials? If so, check out page 5 for instructions on how to order.

- ☐ Patient Brochure
- ☐ UV Demonstration Lamp
- ☐ *Transitions®* lenses materials



GLOW UP TIP: Ask your staff to choose their favorite training module and share something that they learned. What would they feel comfortable sharing with a customer or patient? Talk through these ideas as you wrap up the program.

STEP 9: WRAP UP AND REFLECTION

You've completed the program! Display your **Certified Specialist designation** proudly on social media and be sure to celebrate with your team on a job well done.

DATE COMPLETED:

TEAM MEMBERS (if applicable):

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You have completed the Certified Specialist program!

Once you have completed the *Transitions*® Certified Specialist program you and your team will be designated Certified Specialists.

You and your team can share your *Transitions* Certified Specialist designation on your social media and LinkedIn!

CONGRATULATIONS!

You have completed the Transitions Glow Up program! You and your staff have learned about consumer satisfaction criteria, ways to glow up your physical space, and more information on Transitions. **Way to glow!**

If you've been keeping track with photos, please send to cservice@transitions.com so we can see your amazing before and after progress. Also feel free to share on your social media!

For any questions relating to the Transitions Glow Up program, please reach out to: cservice@transitions.com

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