

ABB TEAM PLAYERS

The ABB Optical Group consultative sales team is ready to step up and help. They're already guiding many practices across the country. In fact, two-thirds of independent eye care professionals trust ABB with their business every

year. The average length of ABB customer relationships is 13 years—that's the highest in the industry.

ABB accounts have access to three pillars of ABB consultation services to help the business in different ways, yet they all

remain connected. These teams all work well together with a common goal of success for the practice, sharing a common thread of brand neutrality.

Get to know who's who and how they can assist. [PA](#)

Optical Sales Consultant (OSC) is the main point person and contact for a practice. This individual can connect its practices with a wide range of products and services, customized for what your practice needs.

OSCs want to

- Understand their accounts' goals and pain points to offer personal recommendations of ABB resources
- Conduct business reviews based on frequency of practice preference, to share benchmarks and action items
- Escalate operational issues to appropriate pillar of support
- Maintain regular communications about new products and market changes

Your OSC can connect you to consultative services throughout ABB.

The ABB Labs team manages everything related to the lab. Lab Account Managers and Advisors also keep an eye on their accounts' product mix and can offer unbiased guidance on opportunities to be more profitable. They know all lens products like the back of their hand—from other manufacturers or from exclusive offerings such as ASCEND high-performance lenses.

The ABB Labs Sales Team can

- Guide new accounts through setup, ordering training and best practice workflows
- Review product mix, pricing and promotions and alerting OSC of opportunities for accounts
- Troubleshoot as well as handle time sensitive needs
- Provide accounts with product knowledge and sales tactics

The Specialty Vision Products (SVP) consultative team

, under ABB Contact Lens, is a group of true experts in their field. Collectively, they have nearly 400 years of consultation experience. They can master any specialty fits, like DELTA Scleral lenses, and custom products and are also knowledgeable about soft contact lens options. This team makes sure you have the right options and fit for even the most challenging situations.

The SVP team can

- Troubleshoot over phone or chat to offer clinical support before, during or after patient fits
- Train doctors and staff with one-on-one coaching and wet labs
- Help integrate specialty services and coach staff on scripts

ABB Business Solutions team

can introduce accounts to the many ABB solution platforms available, including ABB Verify, ABB Analyze, Abby and the Digital Price Monitor. It also includes a dedicated Customer Success team of more than 30 people to ensure successful implementation. When an OSC identifies a practice pain point, this team can offer a solution.

The Business Solutions team helps

- Lead onboarding and training of the solutions platforms aligned to strategic practice goals
- Run routine checkpoints and monitor adoption metrics
- Identify retraining opportunities
- Provide consultative insights beyond just how to use the tool but also what the data means and the operational changes that will drive growth