

SYNTONOGRAM

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THE FORUM

Question: Our members ask the questions, and the “old Forum Editor” tries to come up with the correct answers. In this issue the process is reversed. I have a question. For many years I have struggled with a problem. I simply want to know how do you “Sell Syntonics” to your patients. An answer should mean so much to us all. Just recently I tried so very hard to sell our service, but to no avail. It was easy to observe that I was not getting through even though the patient had severe daily headache and glasses were not indicated. My approach must be all wrong. My problem is not the proper light frequency, but to convince the patient that I can be helpful. It appears reasonable to be of the opinion that there is a better way to present Syntonics, so I am now asking all syntonists to express their views on the subject which will appear in this column in later issues. We are starting off with an answer; or rather a discussion by President Dr. Donald J. Mayer. Considering his success in the practice of Syntonic Optometry; we are indeed most fortunate.

ANSWER: First of all we must talk to the patient in terms they can understand, even though what we may say is not correct from a scientific standpoint. How do I “sell” Syntonic Optometry? Of course, he means how do present the fact that he will be benefitted by the use of light frequencies? What words do you use which he will understand? What are some words to be avoided? We must not be unmindful that personality is a factor of importance. The I.Q. must be considered. We are all different and our approach must be different. The interest or lack of interest must be a factor in our approach. There are no words of magic which we can use in all cases. We will find individuals who simply cannot be sold. They are not unlike the old Judge whittling on the Court House fence - - his mind was made up and he saw no reason for hearing the evidence. A leading national authority makes this statement; “If you explain a situation to ten people; five will understand you the first time. On the second try, the meaning will clear up for three more; but two of the ten will never understand.” Another educator at Ohio University points out that “words mean different things to different people.” So we can never convince some patients as to the value of our service.

So much will depend upon the attitude of the patient. With the proper attitude you have a chance, with a bad attitude a screen or road block is thrown up which will be most difficult to overcome. For instance, a patient comes in saying they desire an examination and would like to follow through with “your treatment for Cataract.” Now that is exactly what they say and it is dynamite. I hasten to say “in Syntonic procedure or the corrective work I do; we do not treat anything. Our procedure of using selected frequencies of light comes under the head of vision exercise, and while it works within the eyes, it is as positive, as opening and closing your hand repeatedly, which is an exercise”.

We must lay it on the line that we are not Physicians, but vision specialists and the eyes respond more easily to a form of physiotherapy exercise than any other part of the body. At times I use statements something like the following: Mrs. X, your vision in so far as rating of acuity, or sharpness of seeing is all right. You see well. You have good clear vision; but you drive yourself in so doing. You must see easily and without effort all day long to have good performance of vision. You don’t, you are under stress or strain all the time because you have to drive, or use an extreme effort in order that vision will function constantly. It is the effort you use in order to see normally that causes the headaches or discomfort. Furthermore, the excess effort you use creates a situation which makes you less efficient in your vision. If you keep up this pattern probably your vision rating or sharpness of acuity will decrease. You are running down the function of normal operational vision which cannot always be restored.

By our form of exercise which stimulates or relaxes the function of vision within the eye by applying soft light to the eyes. You will see colored light but color has nothing to do with the vision training we are giving you. The power of the light wave frequency stimulates or relaxes the nerves and muscles in the eye is the thing that helps you.

Possibly what I have presented may be used as a basis for a sales talk compatible with your personality. The interest and attitude of the patient will be a compelling factor in your approach. I know of no hard and fast rules in developing a convincing sales talk relative to the practice of Syntonic Optometry. Within our organization we should have many men with an answer to the Forum Editor's question. Please send them in.