



Hi Broker,

It's not uncommon for clients to turn down vision coverage because they believe they don't have a vision correction need, or they think it's too expensive. Here are some ways to overcome these objections.

Send your clients your marketing link and our flyer [The Importance of an Eye Exam](#) as a reminder to take good care of their eyes with a VSP Individual Vision Plan.

"I don't need glasses."

Taking care of your eyes is important. Serious health conditions can be detected through the eyes, and an eye exam can potentially be lifesaving. VSP® network doctors are often first to detect early signs of diabetes, high cholesterol, and high blood pressure in patients.¹

"It's too expensive."

While rates for VSP Individual Vision Plans may appear higher than group plan rates, on average, our members save over \$200 on their eye care and eyewear.² In addition, our VSP Exclusive Member Extras Program gives members access to offers from industry leading brands—totaling more than \$2,500 in savings.

Sincerely,

The VSP Individual Vision Plans Team

1. Human Capital Management Services Group, 2011 2. Savings based on national averages for comprehensive eye exams and most commonly purchased brands.

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