Enhancing Profitability In Your Dispensary
Course Objectives

Understand why we lose business

What we can do to maintain market share and increase sales

How to maintain and develop new and existing patients
Why Do We Lose Business?

- Develop other relationships
- Poor Service
- Dissatisfied with product
- Leave for competitive reasons
- Poor merchandising
- Perceived Indifference
Where Does the Business Go?

Competition!

The successful businessperson is the one who finds out what is wrong with his/her business before their competitors do.
Create a Loyal Patient

Loyalty

Some patients are inherently predictable and loyal, no matter what company they’re doing business with. They simply prefer long term relationships.
How To Increase Profitability

Can we take market share from our competition if we lower our price?

Are we making it easy for our patients to buy from us?

Is there a new product or service that we can offer patients?
How To Increase Profitability

Eight Characteristics of a Great Sales Person

 expert listening skills and can “tune in”
 naturally curious and likes to explore
 knows how to tell it like it is
 knows what motivates his or her patient
How To Increase Profitability

Eight Characteristics of a Great Sales Person

Knows their product
Is a problem solver
Knows how to improvise
Uses humor to build a rapport
How To Increase Profitability

Get Comfortable With The Concept of Selling

It is our responsibility to educate the patient and offer customized eyewear, even when this requires multiple pair.
How To Increase Profitability

Get Comfortable With The Concept of Selling

Be the professional and sell with confidence

Getting comfortable with the concept of multiple pair for multiple needs is the key to success
How To Increase Profitability

There is a need to get comfortable with the concept of selling because...

85% of patients want their ECP to inform them about all eyewear and lens options available regardless of the price.
How To Increase Profitability

There is a need to get comfortable with the concept of selling because...

If an average practice sold frames to 100% of their patients, revenue would increase

$160k annually!*

* Based on $750K average practice
**How To Increase Profitability**

*There is a need to get comfortable with the concept of selling because...*

<table>
<thead>
<tr>
<th>Need</th>
<th>Want</th>
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<tr>
<td>“I need to see well.”</td>
<td>“I want eyewear that complements my style.”</td>
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<td>“I want eyewear from my favorite brand.”</td>
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<td>“I want eyewear that reflects my personality.”</td>
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<td></td>
<td>“I want eyewear that fits my lifestyle needs.”</td>
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How To Increase Profitability

Getting Comfortable

Challenge yourself to be fashionable
Your patients are looking to you for guidance
How many pairs of eyewear do you own?
How often do you change your eyewear fashion?
Are you wearing frames that you sell in your dispensary?
How To Increase Profitability

Getting Comfortable

Challenge yourself to sell

The frame is a part of the service you provide

Do you mention new eyewear in your exam?

How comfortable are you with selling eyewear?
How To Increase Profitability

The invisible line from EYE CARE to EYEWEAR

EYE CARE
The Doctor should be as knowledgeable on eyewear as they are on eye care

EYEWEAR
The Optician/staff should be as knowledgeable on eye care as they are on eyewear
How To Increase Profitability

Transforming the Patient to the Consumer

Superior medical care to drive loyalty  
Quality products and quality care  
Brands that resonate with consumers  
Experience that engages and excites

The EVOLUTION From PATIENT To CONSUMER
90% of all shoppers make unplanned purchases every time they go into a store.
How to Identify the Consumer/Patient

The Impulse Buyer

Impulse buyers set their eyes on a potential purchase and make a quick decision on whether or not to buy it.
How to Identify the Consumer/Patient

The Impulse Buyer

How do you trigger this impulse?
How to Identify the Consumer/Patient

The Repeat Buyer

Repeat eyewear buyers are those who continue with the concept of multiple pairs and upgrades.
How to Identify the Consumer/Patient

The Repeat Buyer

How do you encourage frequent visits?
A Checklist For Success:

- Determine Needs
- Offer Multiple Options / Multiple Pair
- Demonstrate Differences
- Visual merchandising
- Create a unique shopping experience
Lifestyle Dispensing

Determine Needs

How do you use your eyes at work / play?
Do you use a computer?
Are you sensitive to bright light?
Are you bothered by glare at night?
Have you ever owned Rx sunglasses?
“Ms. Jones, you mentioned that you do a lot of boating. Let me demonstrate to you how good quality polarized lenses can make you more comfortable on your boat. You can also get these prescription lenses in these great designer frames, just like the celebrities!”
Lifestyle Dispensing

**Determine Needs**

Evaluate current eyewear

Shape – Size – Style

Compare Lenses

Style – Material
How To Increase Profitability

The Shopping Spree Concept

Implies purchasing more than one item

HOW:
Have two presentation trays nearby to separate the “favorites so far” by function

EXAMPLES:
Work and Play
Casual and Formal
Sun and Optical
Lifestyle Dispensing

Task Specific

- Computer Use
- Reading / Sewing
- Instrument Playing
- Driving
Lifestyle Dispensing

Safety

Yard work
Carpentry
Electrical
Welding
Hobbies
Lifestyle Dispensing

Sports

Why not recommend sport specific eye and sunwear?

Our seniors are more active than ever and don’t forget about our young Baby Boomers and Millennials.
Lifestyle Dispensing

Offer Multiple Options / Multiple Pair

Offer all options
Lens (style & material)
Tints / Coatings / Enhancements / Filters
Feature-Benefit format
Do not miss an upgrade opportunity
Product demonstration is proven to be more effective than just a verbal one.
Up-selling is simply recommending higher priced / higher performance product first.
The 3P Technique

Narrow down each tray to 3 choices using the 3P technique

**Performance**
Make sure your offerings serve different functions and lifestyle needs.

**Presentation**
Reference brand knowledge and the consumer connection learned

**Product**
Present products with different price levels.

\[\text{price levels: } \$ \quad \$\$ \quad $$$\]
Making Sun wear Part of the Practice

Who Should Be Discussing Sunwear?

Ophthalmologist
Optometrist
Optician
Optometric Technician
Office Staff
Who Should You Discuss Sunwear With?

- Rx eyeglass patients
- Contact lens patients
- Refractive surgery patients
- Pre/Post cataract patients
Making Sunwear Part of the Practice

Who Should You Discuss Sunwear With?

- Kids
- Teens
- Adults
- Seniors
- EVERYONE
Making Sunwear Part of the Practice

Practice MUST promote sunwear

Promote in ALL patient traffic areas
- Countertop display at front desk
- Wall mount display in pretesting
- Free standing display in reception area
- Shelf display in contact lens areas
Making Sunwear Part of the Practice

Practice MUST promote sunwear

Dispensary, combining frame board, free-standing, and shelf displays

25% to 50% of inventory (35% suggested)
Making Sunwear Part of the Practice

Discuss Quality Sunwear With Each Patient

Medical importance of sunwear
Occupational / recreational sunwear
Demonstrate sunwear
Explain that Rx sunwear is available
Making Sunwear Part of the Practice

Plano and Rx Sunwear For Children

- More vulnerable to eye damage
- Spend more time outdoors than adults
- 80% of lifetime exposure to UV by age 20
- Parents need to be educated on risks of UV
Making Sunwear Part of the Practice

Plano and Rx Sunwear For Children

Children need impact-resistant lenses
Good quality sunwear needs to FIT!
Kids love brands
The Power of Branding

Why it’s important in discussing Rx Sunwear

Recognition
Simplify
Prestigious
Fashion-oriented, quality-conscious ECP
The Power of Branding

Identify the wish list of your patient

Brands make them feel comfortable
They are “at home” with “THEIR” brand
Brand could be fashion, extreme, daring, fun
Sound Bytes

Understand the true value of sunwear

Not just a fashion accessory, but high performance vision with a fashion component

Once you try a pair of good quality sunwear, you will never be without a pair again
Closing The Sale

Ask For A Decision

Are They On The Fence?
Closing The Sale

Ask For A Decision

- Summarize the sale
- Watch for verbal and non-verbal signals
- REMIND them of the product benefits
- RE-DEMONSTRATE the value of the purchase
Closing The Sale

I Need It, I Want It, I Have No Money

Discount for add’l purchase within 30 days
Discount for “special occasions”
   Birthdays
   Holidays
Closing The Sale

*I Need It, I Want It, I Have No Money*

- Discount for referrals
- Special promotions
- Gift certificates
- Extended payment options
Closing The Sale

Summarize The Sale

Stay Engaged
Keep them focused
Cues that indicate concerns, questions or confusion
Team selling approach
Never assume that the patient may not be able to afford it
Closing The Sale

Summarize The Sale

Explanation of fees
Review proper care & handling
Invite back for repairs & adjustments
Course Summary

What Happens Monday Morning?

What will you do differently tomorrow to maintain market share and increase sales?"
Enhancing Profitability In Your Dispensary