

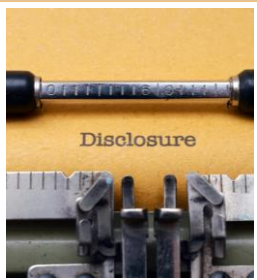
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Safilo



Robin Brush, ABOC
Training and Education Manager

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Speaker Financial Disclosure Statement:

Robin Brush has received honorarium from Safilo, USA. She is the Training and Education Manager for this company.

"All relevant relationships have been mitigated."

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- Safilo Training and Education
- Specialty: Optical
- ABO Certified Optician - over 28 years
- Ophthalmology/Optomety
- Manager/Buyer
- ABO certified speaker

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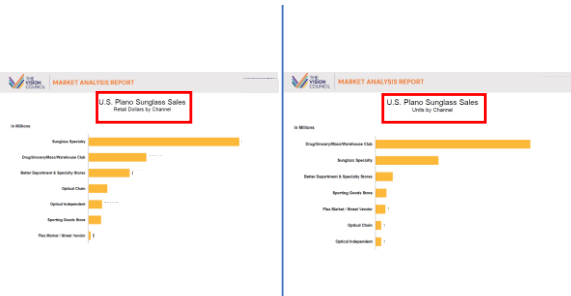


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When you purchase for your office, who are you thinking is buying sunglasses?
Vision Council Market Analysis Report- US Plano Sungl. Trend by Age

- **Male:**
- **Female:**
- **Ages:**
 - 18-34: \$1.61B
 - 35-44: \$906M
 - 45-54: \$607M
 - 55+: \$583M

Surprised?
Are you buying by the numbers?


7



U.S. Plano Sunglass Sales-Channel Profile
Vision Council Market Analysis Report- Retail Dollars by Age and Gender

- **Men:**
 - Why?
 - Best selection
 - Tailored to their needs
 - Get in, buy it and get out
- **Women:**
 - Why?
 - Online shopping
 - Name brands with the best selection
 - BTW department stores know nothing about fitting sunglasses.

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U.S. Plano Sunglass Sales-Channel Profile
Vision Council Market Analysis Report- Retail Dollars by Age and Gender

- 18-34
- 35-44
- 45-54
- 55+:


Surprised?

What are others doing right that you're not, that's getting them to go there and purchase?



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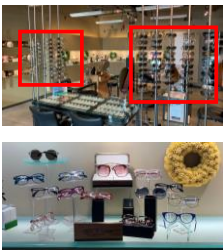
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	<p>Belief Level of Your Optical:</p> <p>"We've tried selling sunglasses and they just don't sell for us."</p>
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MERCHANDISING

- 3 Rules of Merchandising:
 1. Attract the customer to your display
 2. Engage the customer
 3. Motivate the customer to purchase
- Where are sunglasses located in your optical?
 - matching ophthalmic and sun together
- Show-stopping piece (non-RX'able)




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Belief Level of Your Optical:

“We can’t sell sunglasses.”

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You have not, because you ask not.

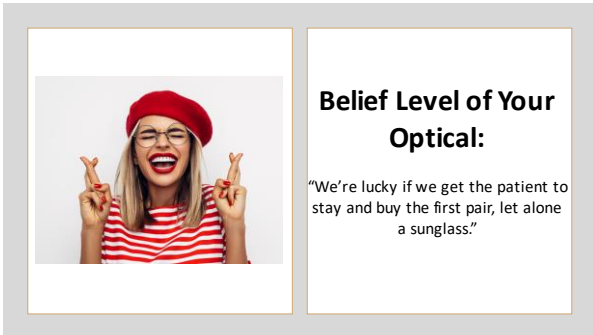
- “Oh wait. Did you want to look at sunglasses?”
- “Your total is \$596.” (no mention of sunglasses to the patient)
- “We’re too busy and short staffed.”
 - since COVID, patients want to one-stop shop.

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What activities are you a spectator or participate on weeknights or weekends?

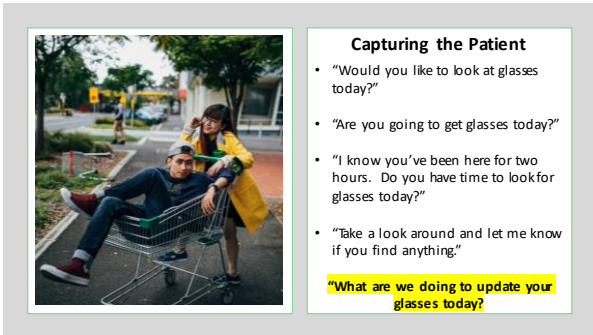
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Belief Level of Your Optical:

"We're lucky if we get the patient to stay and buy the first pair, let alone a sunglass."

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Capturing the Patient

- "Would you like to look at glasses today?"
- "Are you going to get glasses today?"
- "I know you've been here for two hours. Do you have time to look for glasses today?"
- "Take a look around and let me know if you find anything."

"What are we doing to update your glasses today?"

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One thing you need to know....

WHY the dr. recommends and **HOW** it's going to benefit me.

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It takes the whole team!

- **Reception**- remind the patient to bring in their sunglasses for their appointment
- **Technicians**- ask to see the sunglasses to read out the RX
- **Doctors**- remind the patient of about their sunglasses
 - need updated
 - use your insurance
 - they don't wear any at all
 - what you prescribe, they buy.


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Belief Level of Your Optical:

"We can't compete with online optical retailers."

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Multiple Pair Discount

- NEVER sell second pairs
- "Ask me about our second pair special."
- what is it? unlimited? Why not!
- it takes the whole team:
 - **reception:** patient calls in asking if you have any specials going on?
 - **technicians:** you spend the most time with the patient
 - how old are their sunglasses?
 - make recommendations
 - **doctors:** what you say, they buy
 - "I'm buying my glasses online."
 - update your sunglasses here with your insurance.

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E	1	20/200
F P	2	20/100
T O Z	3	20/70
L P E D	4	20/50
P E C I D	5	20/40
E D F O Z P	6	20/30
F E L O P E D	7	20/25
S E F F O T E C	8	20/20
S E F F O T E C	9	
S E F F O T E C	10	
S E F F O T E C	11	

Picture your doctor(s)

- Do you believe your doctors are the best at what they do?
- Would you recommend your family and friends to them for exam or eye surgery?
- Why don't you feel the same about your optical?

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Staff Perception.. - Ask your staff.

- "Do you think our optical is expensive?"
- "Would you buy your sunglasses here if you were a customer?"

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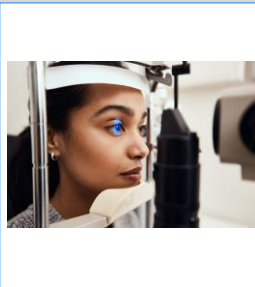


Staff Perception

- ANSWER: 1. YES 2. NO

- They switch places and become the customer (past experiences)
- They will non-verbally discourage your customers from buying sunglasses at your optical
- **FIX:**
 - Managers, the staff must understand and believe in the value of sunglasses
 - Promote EVERY day!

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Staff Perception


"We're a MD office so it's harder to capture the sunglass sale!"

- Cataract Surgery
- LASIK
- Baby Boomers

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Staff Perception

"We don't sell plano sunglasses. We only sell RXable sunglasses."

- \$156B Sun specialty stores
- 18-34 \$1.61B Better department stores
 - PLANO SUN SALES!
- 50% of contact lens wearers purchase plano sunglasses within two weeks of their contact lens dispense
 - Sunglass display in your contact lens room?
 - One year supply of contact (sunglass discount).

www.eyecare.com

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Staff Perception

"People only buy sunglasses in the summertime."

- "In the right winter conditions, you can sustain sun damage just as easily as during the summer."
- "UVB rays, the main cause of sunburn, are the strongest in the summer. However, UVB can burn and damage your skin year-round, especially at high altitudes and on reflective surfaces such as snow and ice."
- "Snow reflects up to 80% of the sun's UV light, so therapists hit you twice, further increasing your risk of skin cancer and premature aging."

www.eyecare.com

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Staff Perception

"We don't sell kid's sunglasses."

- According to researchers:
 - it's estimated that we receive 80% of our lifetime exposure to UV rays before the age of 18
 - children have larger pupils (constrict less than adults) allowing more light into their eyes
 - children are outside more often and for longer periods of time than adults
- "My child will lose them, so I buy cheap sunglasses."
 - can do more harm than good to buy cheap (FDA regulations).

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Importance?

Objection: "I buy cheap sunglasses because I lose them all the time."

- Long term exposure to ultra-violet light can result in cataracts, macular degeneration, skin cancer in and around the eyelids
- "Sunglasses are exempt from the Pre-Market Notification 510(K) submissions to the Food and Drug Administration (FDA)."
 - 510(K) is a pre-market submission made to the FDA to demonstrate that the device to be marketed is safe & effective.

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Would you buy sunglasses here?



Drug store/grocery/mass/wholesale club \$604M.

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One a day ...

- Can your opticians sell a \$99 pair of sunglasses?
- What if, you sold one pair of \$99 sunglasses every workday in a month? (avg. 22 days)
 - Sunglass: \$99 retail (\$35 wholesale before discount)
 - \$2178 sales and \$1408 profit
- All year?
 - \$26,136 sales and \$16,896 profit.

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Know your sunglass lenses

- So many choices!
- Sell the sunglass lens first
 - Match outdoor activities with the features and benefits of each sunglass lens and color
- Lens fast, fun, facts (post in lab).

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Polarized

- reduces sun glare and surface reflection
 - snow, water, windshield glare, driving.

Mirror

- reduces glare and eye fatigue
 - fashion colors.

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Grey Lenses

- great for all-purpose wear
- cloudy or sunny days
- pilots, outdoor workers.

Brown/Amber

- great for depth perception
- color contrast
- driving, fishing, golfing.

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Green Lenses

- better contrast than grey lenses
- truer colors than brown
- reduces glare while brightening shadowed areas
- field sports, cycling, skiing.

Yellow Lenses

- ideal for fog, haze or low-light conditions
- great for sports with a moving target
 - tennis, sport shooting, mountain biking.

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Rose/Burgundy Lenses


- improve driving visibility while reducing eyestrain
- block blue light
- increase depth of field and enhance details
- great for skiing and cycling.

Blue Lenses

- enhanced color perception
- allows you to see contours around objects
- excellent protection against reflective surfaces, especially snow.

www.dial.com

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Put yourself on the customer's side

- Do you wear sunglasses every day?
- Do you own more than one pair?
- Do you own more than one pair with different colored lenses?
- Why wouldn't your patient want all the best that you're wearing?

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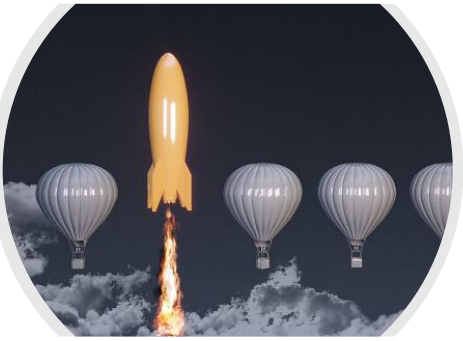
You can't sell what you don't have

- Proper Assortment
 - "I'll display three (insert brand) sunglasses."
 - brand name bag or tote example
 - "Sure, I'll display two (insert brand) sunglasses."
 - Car dealership
- On average, 10% or more of your inventory should be sunglasses (Rx-able and non-Rx-able)
- Make it fun!
 - up your inventory of suns
 - sunglasses contest for your opticians.

www.gps.com


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Switch

- Patient loves a certain frame
 - sell it to them in two colors
 - one color for clear every day
 - the other for sunglasses
- patient comes back in six months for you to switch the lenses
 - now it's like they're wearing a different every day and sunglass.


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Sun to Ophthalmic

- Patient is wanting an extreme cat-eye pair of glasses
 - you can't find one
- look at your sunglasses
 - make into ophthalmic
- give back the sunglasses lenses don't throw away
 - patient can come back have them inserted to wear with their contacts.

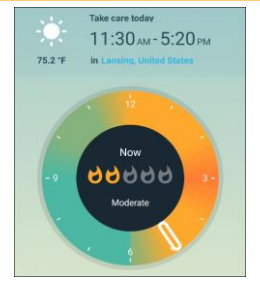
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You sell what you wear

- wear the show stopping piece
- patients don't expect to see a sunglass around your neck.

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UV Light Display

- display on your closed-circuit TV system
 - waiting area
 - exam rooms
 - front desk
- talking point for how sunglasses are needed.

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Remember..



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On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings, to provide you with the best education possible.



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Thank you!
Robin Brush, ABOC
Training and Education Manager



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