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Outline

Value Perception Drivers

- Quality
- Service
- Level of Need (Desire)
- Convenience
- Price


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Perception of Value

$$VALUE_p = \frac{Q_p + S_p + N_p}{C_p \times P} =$$



Value is a perception not a calculation. Value is something people feel, not something we tell them they get

— Simon Sinek —

AL QUOTES

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### Perception of Value

$$VALUE_p = \frac{Q_p + S_p + N_p}{C_p \times P} =$$



Is perception of value generational? Are there significant differences in what each generation values?




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### Perception of Quality

< 46% of eye glasses are purchased from private practitioners



Product brands are also important!

24% of private care Rx's are filled at a retailer- LARGELY DUE TO A LACK OF BRANDING.

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### Perception of Quality

BRANDS are valuable to consumers!



The typical grocery store has over 35,000 items- so how can you get all your shopping done in 60 minutes?!?




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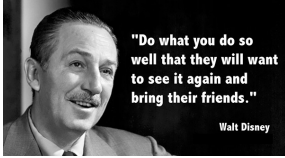
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### Perception of Service

Service is all about the **experience**...



"Do what you do so well that they will want to see it again and bring their friends."

Walt Disney

...is it **special**?

...is it **enjoyable**?

...is it **consistent**?

...does the experience **differentiate**?

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### Perception of Service



Pete K.  
Harrisburg, PA

...let patients know who YOU are!

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### Perception of Service

Differentiated service is perhaps the most **cost-effective** way to increase value perception...



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### Service vs. Convenience

What service provider will an American woman retain even if she moves 20-25 miles away?



Hair Stylist

Would she drive 25 miles to continue seeing you???



What % of your patients live in your zip code?

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### Perception of Need

The key is to gain trial!



...consumers pay for things they "cannot do without!"

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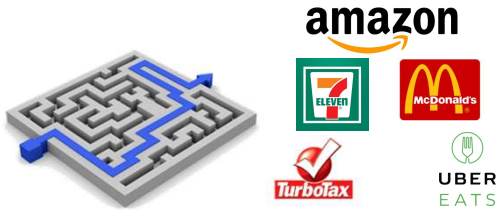
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### Perception of Convenience

Convenience can be a primary value proposition...



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### Price

Price is the **lowest common denominator**- it comes into play when there is **no other differentiation**...

Price is always part of the equation...

...*differentiate* and it becomes a smaller part!



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# THANK YOU

Pete Hanlin, ABOM  
Vice President – Professional Services  
Essilor of America



<https://www.linkedin.com/in/pete-hanlin-abom/>



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