



YOUR DOORS ARE OPEN!

**HOW YOUR RELATIONSHIPS IMPACT YOUR
PROFITABILITY!**

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KNOWLEDGEABLE

HONEST

Basic Building Blocks For A Strong Foundation

ACTIVE LISTENER

COMPASSION

Refractive Errors

EMMETROPIC VS. AMETROPIC

Hyperopia

Parallel rays of light behind retina. (Farsighted)

Myopia

Parallel light rays in front of retina. (Nearsighted)

Astigmatism

Take Cover! It's the result of a toric cornea or of a toric crystalline lens.

THE TWO TYPES

Regular & Irregular

Spherocylinder Correction vs Contact Lenses

SIMPLE ASTIGMATISM

Simple Hyperopic & Simple Myopic

- Parallel rays of light come to two line foci: one on the retina and one behind the retina. (PL +1.00 x 90) (+1.00 -1.00 x 180) SHA
- Parallel rays of light come to two line foci: one on the retina and one in front of the retina. (PL -1.00 x 180) (-1.00 +1.00 x 90) SMA

Compound Astigmatism

Compound Hyperopic & Compound Myopic

- Parallel rays of light come to two line foci, both fall behind the retina.
 $(+2.00 +3.00 \times 180) (+5.00 -3.00 \times 90)$ CHA
- Parallel rays of light come to two line foci, both fall in front of the retina.
 $(-2.00 -2.00 \times 90) (-4.00 +2.00 \times 180)$ CMA

Mixed Astigmatism

- Parallel rays of light come to two line foci, one falling in front of the retina and the other falling behind the retina. $(+2.00 -2.50 \times 90) (-0.50 +2.50 \times 180)$ MA

Type of Astigmatism

+2.00 -0.75 x 10

Type of Astigmatism

-1.50 +1.50 x 150

Type of Astigmatism

-0.50 +1.50 x 70

Type of Astigmatism

+2.25 -2.25 x 120

Type of Astigmatism

-1.00 -0.75 x 90

The Importance of Effective Communication

7 Effective Communication Strategies

- Convey important points clearly and concisely
- Use multiple modes of communication
- Be mindful of your tone
- Maintain awareness of your body language and nonverbal cues
- Know your customer/audience
- Focus on what others say and acknowledge it
- Request and provide feedback

Lab Rep

Lens Rep

Frame Rep

USPS

Collaborating With Partners

FedEx

UPS

Brand Rep

Various other sales reps!

Today's Consumer and What They Want Now

Generations of Clients

The Silent Generation (1928 - 1945)

Baby Boomers (1946 - 1964)

Generation X (1965 - 1980)

Millennials (1981 - 1996)

Generation Z (1996/7 - 2010)

Alpha Generation (2010/11 - 2025)

You mean all these people are on earth!

The Silent Generation (1928 - 1945)

Wants Products to Make Life Easier

- They have deep respect for authority in the workplace as well as for professionals
- Had to rely on one another during difficult times; values honesty and trustworthiness
- Accounts for 13 percent of US household wealth
- Loyal to the businesses with which they spend money and value stability
- They love PALs or they swear they don't need correction

Baby Boomers (1946-1964)

Holds on to Jobs and Generational Wealth

- Tops the list when it comes to generational wealth
- They embrace technology but are a bit more skeptical about newer technologies
- Very active with 50% engaging in regular physical activity; make up about a third of the fitness industry's clientele
- Netflix, Hulu, Paramount +
- Shops online but wants an online shopping experience that mimics in-store shopping
- Opting to age in place and receive healthcare at home

Generation X (1965-1980)

Analog Child Living in a Digital World

- Takes advantage of TV ads and retail store promotions
- Highly sociable! Facebook is their app of choice to discover new products
- Utilize influencers
- Wants to witness companies embrace social issues like climate change, racial injustice and affordable healthcare
- Responds to products that reflect their childhood and personal beliefs
- Prefers to shop in store over digital purchases

Millennials (1981 - 1996)

Oh LORD!

- Adults with serious purchasing power
- Most educated generation (40% have a bachelor's degree or higher)
- More likely to buy for themselves than impress others
- Likes to feel a connection with the companies they support and foster a more personal connection like social media influencers
- Diversity, Equity & Inclusion are important to younger generations

Generation Z (1996 - 2010)

Strong Values

- According to McKinsey 73% try to purchase from companies they consider ethical
- A Mintel study found 34% feel that brands should be boycotted if they don't act on social or environmental issues.
- 98% use social media in some form; TIKTOK is extremely important for learning
- 40% of their purchases are influenced online; influencers or brands
- 51% are choosing to prioritize their finances as a result of rising prices

Alpha Generation (2010-2025)

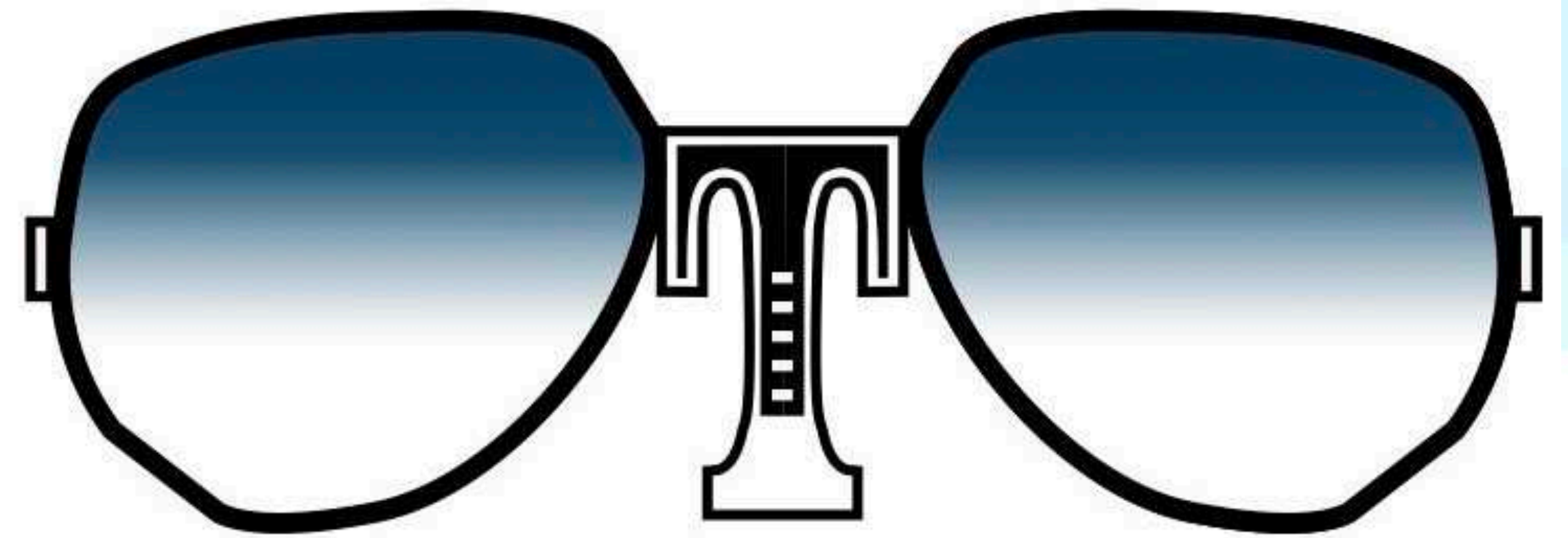
Diversify Marketing Strategies

- Ensure you understand their level of consumer savviness
- They love fame! Raised in the influencer generation, they understand they can shape buying trends
- Gaming is a form of expression and should be utilized in your marketing plans
- Prefers to shop with companies that are having a positive impact on the world
- Innovation, Innovation, Innovation! Can it be better?

Key Performance Indicators

Metrics that measures performance!

- Total Sales
- Consumer Lifetime Value
- Lens Coatings
- Inventory Turnover Rate
- Capture/Conversion Rate
- Employee Revenue



TIMELESS
EYEDENTITY

Selecting The Right KPIs

“THIS IS ESSENTIAL”

Make sure your KPIs directly relate to your goal.

Focus on a **FEW** key metrics.

Consider what stage your company is in.

Stay away from vanity metrics.

Look at your competition and take notes.



THANK YOU!

I'M HAPPY TO ANSWER ANY QUESTIONS