

stay shady



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 29 years
- Ophthalmology/Optomety
- Manager/Buyer
- ABO certified speaker

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**Why are analytics important?**

**Help us understand trends and behavior.**

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### Plano Sunglass Purchase Frequency



Wolfe Group Consumer Insights Report

### How many months between purchases for plano sunglasses?



Months Between Purchases

- 1-6 months
- 7-12 months
- 13-24 months
- 2 years or more

- 72% of consumers purchased another pair of plano sunglasses within 12 months of their first purchase
- Did they purchase them from you?

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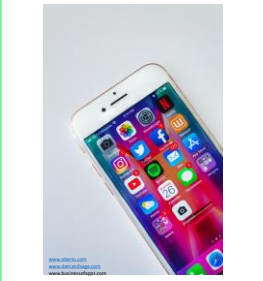
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www.optical.com  
www.optical.com  
www.optical.com

### How are you re-connecting with your customers within 12 months of their first purchase?

- Social Media: your own optical, ads, reels
  - (May 2024)
  - Facebook: 194M users in the U.S.
  - Instagram: 1.69M users
  - Pinterest: 90M users
- QR code on your business card and throughout office (waiting areas, front desk, optical desk)
- Text Message or Email
- Optician LIVE or Recorded Unboxing.

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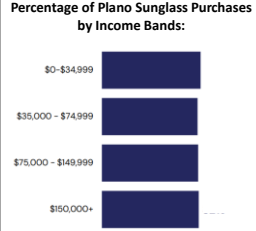
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Wolfe Group Consumer Insights Report

### Percentage of Plano Sunglass Purchases by Income Bands:



**Were you surprised?**

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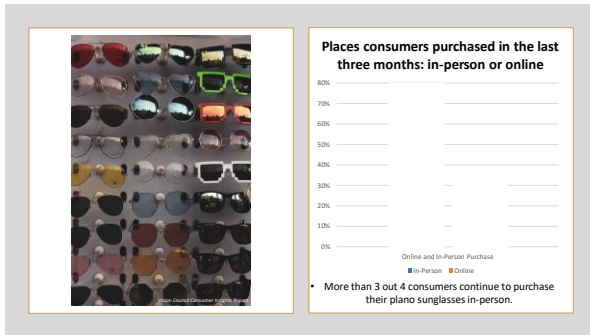
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**What are other retailers doing right, that you're not, that's getting your customer to go there?**

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**In-Person Locations:**

1. Big Box Store: 38% 1 out of 3
2. Dollar Store: 12%
3. Department Store: 10%
4. Discount Store: 9%
5. Sunglass Specialty: 9%
6. Drug Store: 7%
7. Optical Stores: 6%
8. Other: 6%
9. Warehouse Clubs: 2%
10. Supermarkets: 1%

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**When was the last time you went undercover shopping or had an exam at your competitor's location?**

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- In-Person Location Specifics:**
- 1. Wal-Mart: 22%
  - 2. Target: 9%
  - 3. Dollar Tree: 8%
  - 4. Sunglass Hut: 8%
  - 5. TJ Max/Marshalls: 7%
  - 6. Macy's: 4%
  - 7. CVS: 4%
  - 8. Dollar General: 4%
  - 9. Walgreens: 3%
  - 10. Kohi's: 2%
  - 11. Optical retail and private: 2%.

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**Do you purchase glasses online?**

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**On-Line Purchase Websites:**

1. Amazon.com: 53%
2. Ray-Ban.com: 5%
3. Oakley.com: 2%
4. SunglassHut.com: 2%
5. Ebay.com: 2%
6. ShadyRays.com: 2%
7. WarbyParker.com: 1%
8. BlendersEyewear.com: 1%
9. Walmart.com: 1%
10. Gooders.com: 1%.

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**Number of plano sunglass pairs purchased at recent purchase: 1, 2, 3, 4+**



- More than half recently purchased a single pair
  - 1/3 purchased at least two pairs.

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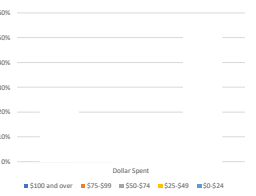
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**Amount Paid Out-of-Pocket for Plano Sunglasses: \$100+, \$75-\$99, \$50-\$74, \$25-\$49, \$1-\$24**



- 34% of plano sunglasses were \$50+
- 23% of plano suns were over \$100.

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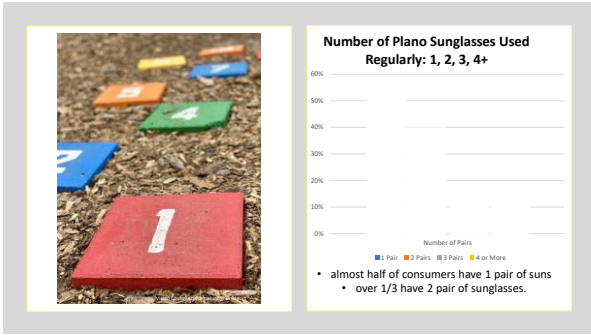
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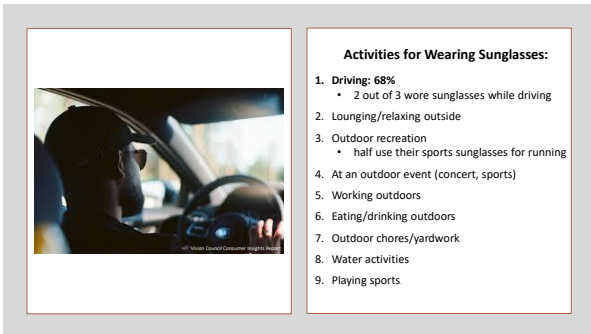
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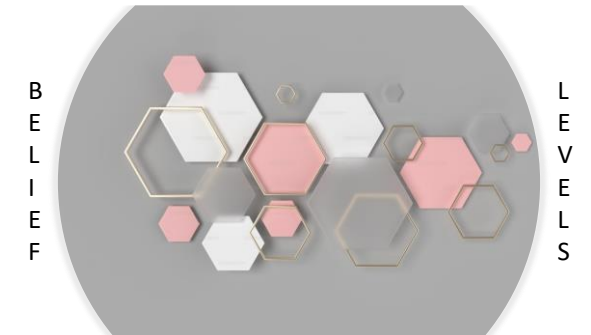
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### Belief Level of Your Optical:

"We've tried selling sunglasses and they just don't sell for us."

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### Coffins



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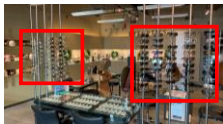
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### MERCHANDISING

- 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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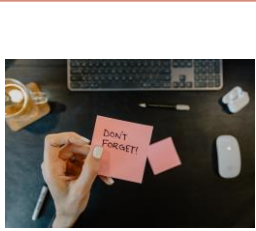
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### Belief Level of Your Optical:

"We forget to talk about sunglasses."

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- "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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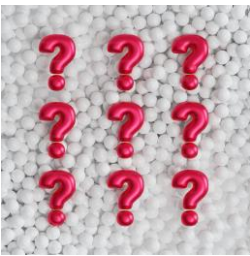
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**One thing you need to know....**

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

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**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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**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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**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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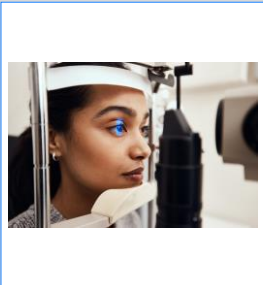
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### Staff Perception

- "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 RX’able sunglasses.”**

- \$5.04B in sunglass sales in 2023
- 116.7 million pairs sunglasses sold in 2023
- 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.1000.com](http://www.1000.com)  
[www.eyecare.com](http://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 suns UV light, so the rays hit you twice, further increasing your risk of skin cancer and premature aging.”.

www.1000.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
- MVC discount 20%
- "My child will lose them, so I buy cheap sunglasses."
  - can do more harm than good to buy cheap (FDA regulations).

www.cdnadnet.com

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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.

www.fda.gov

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### Would you buy sunglasses here?




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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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<p><b>POLARIZED</b></p>  <ul style="list-style-type: none"> <li>reduces sunglare and surface reflection on snow, water, windshields and while driving</li> </ul>	<p><b>GREEN</b></p>  <ul style="list-style-type: none"> <li>better contrast than grey lenses</li> <li>truer colors than brown lenses</li> <li>reduces glare while brightening shadowed areas</li> <li>perfect for field sports, cycling or skiing</li> </ul>
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	<p><b>Switch</b></p> <ul style="list-style-type: none"> <li>Patient loves a certain frame             <ul style="list-style-type: none"> <li>sell it to them in two colors                 <ul style="list-style-type: none"> <li>one color for clear every day</li> <li>the other for sunglasses</li> </ul> </li> </ul> </li> <li>patient comes back in six months for you to switch the lenses             <ul style="list-style-type: none"> <li>now it's like they're wearing a different every day and sunglasses!</li> </ul> </li> </ul>
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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 sunglass 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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Remember..

- Start with changing the belief level and perception of your optical.

Understand your patients and who is buying sunglasses.

Know your sunglass lenses inside and out.

Think out of the box to promote additional sunglass sales.

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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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