

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 Conference Advisory Board considers content and speakers for future meetings to provide you with the best education possible.



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Financial Disclosure

Scott Keating has no financial interests to disclose.

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Course Description

- Successful sales strategies are the key to healthy vibrant small business. Running an optical is risky business, but the biggest risk is not taking a risk. Build a sales culture that dares to be different.

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Sight Gags by Scott Lee, O.D.

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*"All you do is eat and drink
in front of that TV all day long.
You are such a lazy eye!"*

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**UPON COMPLETION OF THIS COURSE,
THE ATTENDEE SHOULD BE ABLE TO:**

1. Learn how to assess their local demographics and determine what their competition carries.
2. Develop an optical formula for success by offering a unique optical with the proper mixture of frame lines to set themselves apart.
3. Explain in medical terms to the customer why they need specific tints, coatings, and lens materials to protect the health of the eye to be able to offer a complete package of fashion and premium optics.

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Introduction

- I opened a new optical in a semi-rural town of only 15,000 people with average annual household income of \$42,000.
- In the optical 60% of my board space is unique eyewear from all over the world. I dared to be different. I had a simple message –
- "Eyewear should enhance your personality, and not hide it."

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Introduction

- In only three years, working two and a half doctor days a week, I've grossed over one million in sales.
- I will share my simple but effective optical formula for success that works in any size town or economic area.

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Demographics and Competition

- Accessing Demographics
 - Rural, City, Suburban?
 - Type of Employment – “Blue Collar”, “White Collar”, Farming, Industrial Factory?
 - Average Household Income?
- Evaluating the Competition
 - What do they sell?
 - Basic Frames? Designer Frames? Unique Frames?

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Demographics and Competition

- Evaluating the Competition (cont.)
 - What price points do they offer?
 - What hours of operation?
 - Do they do anything above and beyond in customer service?
 - Offer gift bags, present eyewear on a velvet jewelry tray upon dispensing, offer drinks
 - Once you factor demographics and competition, this then sets the basis for your unique optical.

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Demographics and Competition

- ❑ Break the mold with specific frame lines that set you apart
- ❑ How many pieces in a line should you display?
 - ❑ Depends on how unique and the price level
- ❑ What percentage of unique frames should you carry?
 - ❑ 30%, 50%, 80%, I'll show you how to determine this percentage.
- ❑ Why it's crucial to have the right mixture of unique frames versus more ordinary ones?

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Demographics and Competition

- ❑ You can't be everything to everybody, but at the same time, you have to be careful not to "Pidgeon hole" yourself into too narrow of a selection of frames.
- ❑ The right mix keeps the customer from walking out without a sale.
- ❑ I feel your optical should be known as a place that offers high level customer service and unique eyewear at different price levels.

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How to Drive Optical Sales Using a Medical Model

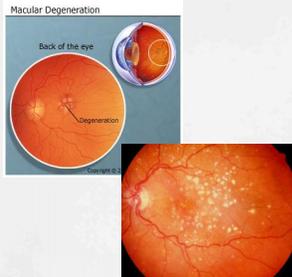
- ❑ The optician/doctor can explain why in medical terms the customer needs specific tints, lens materials, and coatings, so that the patient will perceive these extras as a benefit to their eye health, and not a sale to “pad the pocket”.

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How to Drive Optical Sales Using a Medical Model

- ❑ Macular Degeneration (AMD)
 - ❑ AMD is a medical condition which results in loss of vision in the center of the visual field (the Macula) because of retinal cell damage.
 - ❑ AMD can make it difficult or impossible to read or recognize faces, although some peripheral vision remains intact.
 - ❑ AMD is a chronic degenerative disease that cannot be reversed. Ultraviolet and Blue light are two of the major factors causing damage to the retina.



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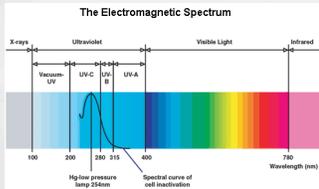
How to Drive Optical Sales Using a Medical Model

- ❑ UVC
 - ❑ Ozone absorbed and therefore does not reach the eye
- ❑ UVB
 - ❑ Absorbed by cornea and lens and not the Retina
- ❑ UVA
 - ❑ Damages Retina

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How to Drive Optical Sales Using a Medical Model



- ❑ Especially high energy visible (HEV) Blue Lights damages the Retina

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How to Drive Optical Sales Using a Medical Model

- ❑ We are exposed to more Blue Light today than ever before
- ❑ Besides natural sources of Blue Light (Sun), there are many indoor Blue Light hazards.
- ❑ We light our homes and offices with energy efficient CFL and Fluorescent bulbs.
- ❑ Computers, televisions, electronic tablets and smart phones all emit high levels of Blue Light.

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How to Drive Optical Sales Using a Medical Model

- ❑ Sleep Cycle
 - ❑ Blue light is responsible for controlling the Sleep Cycle and is also part of the visible light spectrum responsible for your color vision.
 - ❑ It is important for our bodies to be exposed to some Blue Light, in particular at the longer end of the blue spectrum.
 - ❑ Exposure to Blue Light suppresses the secretion of Melatonin, a hormone that influences circadian sleep rhythms.

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How to Drive Optical Sales Using a Medical Model

- ❑ Advise:
 - ❑ Blue Blocking Coatings – These coatings block the shorter Blue wavelengths in the visible spectrum and reduce chances of macular degeneration. In addition, wearing blue blocking coatings in the evening can improve your sleep! During the day certain blue wavelengths need to reach the eye for proper sleep cycles.

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How to Drive Optical Sales Using a Medical Model

- ❑ Orange, Amber, and Brown Tints
 - ❑ For better contrast enhancement and depth perception
 - ❑ However, these tints can make it hard to distinguish traffic lights – so maybe use these lenses as a second pair option when not driving.

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How to Drive Optical Sales Using a Medical Model

- ❑ AR Coatings with UV Protection
- ❑ Lens Materials
 - ❑ Polycarbonate, Trivex, and high index all block 100% UV
- ❑ Since UV damage is cumulative, all ages should be protected to prevent Macular Degeneration

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How to Drive Optical Sales Using a Medical Model

- Cataracts – Clouding of lens causes decrease in amount of light reaching the retina.
- The number one cause of cataracts is from UV exposure.
 - Increase in glare
 - Decrease in color perception
 - Decrease in vision

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How to Drive Optical Sales Using a Medical Model

- Advise:
 - AR Coatings to increase visible light to eye
 - Up to 6% more visible light
 - Lens material
 - Trivex has better Abbe value, and therefore less Chromatic Aberrations
 - Be careful in what tint coloring
 - #3 Grey tints can be too dark, try green or browns
 - UV Blocking Coatings

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How to Drive Optical Sales Using a Medical Model

- Again, UV Damage is cumulative
 - Protect at all ages to prevent
 - (UV Exposure is number one case of cataract formation.)

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How to Drive Optical Sales Using a Medical Model

- ❑ By using the medical perspective, one can easily drive sales upward without really “selling.”
- ❑ You are selling “healthy eyes” and the consumer will feel you are looking out for the well-being of their eyes and thank you!

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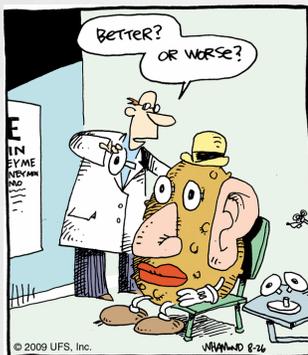
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Action Items

1. Start “shopping” your competitors. See what they carry. Think about what type of people are in your surrounding area and the kind you’d like to attract.
2. Memorize basic medical conditions that affect the health of your eyes and what type of help and products you can offer to prevent or help the condition.
3. Change your Dispensary selection. Call (or visit) at least three unique frame companies and add them as soon as possible.

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Thank you for your attention & time

Question & Answer Session

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