

Creating a Killer Optical

Course Description

If you are not generating 60%-70% of your income from your optical, you are missing the primary income generator for your practice. If you want to be generating these percentages and would like to take your optical to the next level, this course gives you an overview on how to accomplish those goals.

Course Objectives

1. Become proficient and knowledgeable of the various products you offer and their benefits to the patient.
2. Learn the importance of advertising and how best to spend marketing money.
3. Learn how to use social media (Facebook, etc.) as a marketing tool for your optical.
4. Learn that your reality is the patient's perception of you and the practice and the value of the T.E.A.M concept when working toward a common goal.

Course Outline

Introduction

2 min.

The optical is one of the most important areas in your office. This is where at least 60% to 70% of your money should be coming from. If you like to generate these percentages or you are generating these percentages and would like to take your optical to the next level, applying and tweaking the following items will assist in achieving those goals.

I. Appearance

3 min.

- A. Clean
- B. No Clutter
- C. Current Point of Interest from Frame Reps
- D. Updated decor
- E. All frames on a frame board or on risers

II. Know your products

10 min.

- A. Offer latest technology in products
- B. Each staff should have a good product knowledge
- C. Know how to explain product benefits to patients
- D. Know and offer all warranties on products
- E. Offer multiple pair
 - 1) Sunglasses
 - 2) Glasses for Contact Lens wearers
 - 3) Computer Glasses

- F. Partner with the contact lens techs to make sure all contact patients come through the optical

III. Advertise Consistently

10 min.

A. Direct Mail outs

- 1) Very cost effective
- 2) You can target a zip code area
- 3) You can target an income level
- 4) Usually sent with other sales and advertising mail outs

B. Newspaper

- 1) Usually more expensive than mail outs
- 2) Make sure the paper will get you maximum exposure
- 3) Choose times you get most exposure for your money such as weekend times when paper is most read and other sales advertised
- 4) If several papers to choose from pick your target area

C. Radio

- 1) Choose times that have a heavy listening audience
 - a. 7:00AM to 9:00AM
 - b. 4:00 PM to 6:00PM
 - c. During sporting events
- 2) Usually more expensive than paper or mail outs
- 3) Advertise on stations that will reach the patients you are targeting

D. Television

- 1) The most expensive form of advertisement
- 2) Use at times you are promoting special events
 - a. Back to school
 - b. Vision screenings
 - c. Trunk shows
 - d. Grand openings
 - e. Introducing new doctors

E. Internet Advertising

- 1) Having a presence on the Yellow Pages online
- 2) Be aware of your position on search engines
- 3) Goal is to be in the top three positions
- 4) Replace some or all of Yellow Page advertising from book to internet

IV. Website

10 min.

- 1) Professional website that represents your practice
- 2) Have photos with bio on doctors
- 3) Photos of staff introducing them is also helpful especially the opticians
- 4) Showcase your designer frames

- 5) Use videos available from your lab to promote and educate lenses

V. Facebook

10 min.

- A. Create a Professional Facebook page
- B. Getting likes
 - 1) Run promotions to get likes
 - a. Choose an organization or charity you would like to support and then when a patient likes your Facebook page a donation will be made to that entity
 - b. Run promotions with the people who like to share with their friends connected with a give away
 - 2) Put signage in all public areas-Reception area, optical, check-out
 - 3) Assign a staff member who is knowledgeable of Facebook and enjoys posting
 - 4) Post at least once a week
 - 5) Post educational information from your professional organizations, labs and frame vendors
 - 6) Most people check their Facebook multiple times a day

VI. Staff

5 min.

- A. Always be dressed professional
- B. I prefer business dress rather than scrubs whenever possible
- C. Pick staff with outgoing personalities that enjoy interacting with patients
- D. Educate patients rather than doing a hard sale
- E. Have enough staff so you do not dump patients at the frame board and do “frame board babysitting”
- F. Work as a team in the optical rather than competing against each other
- G. If the doctor doesn’t set goals set yourself goals to get to the level you would like to achieve