



Internet Sales and Your Office

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### Why

Why do you shop online?  
What do you shop for online?

#### Adapting Strategies

It's crucial for private practices to understand trends and adapt their business strategies to remain competitive in the evolving market.

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Practice and Business Trends  
Contact Lens Spectrum Market Research

Practitioners estimate that:

- 56% purchase their CLs from their practice
- 23% purchase online
- 14% purchase through 3<sup>rd</sup> party retailer
- 6% purchase through another practice

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**Online Eyewear**

- 12.9% of all lenses and frames were sold online in 2020 (Vision Monday)
- 10.4% of plano sunglasses were sold online in 2020 (Vision Monday)
- 6.4% of consumers reported being unsatisfied with online purchase (The Vision Council)
- 28.8% of online buyers dislike being unable to try on frames (The Vision Council)
- 46.4% of adults research online options before purchasing (The Vision Council)

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**Question**

What influences an internet eyeglass/contact lens buying decision?

- Convenience
- Price
- Style
- Multiple Pairs
- Lack of Education

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Have you asked why your customers buy on the internet or are you assuming you know why?

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### Addressing the Whys



Price



Convenience



Education



Style



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Price

Do you have options?

Special package and pricing?

Do you discuss insurance contributions and rebates?

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### Convenience



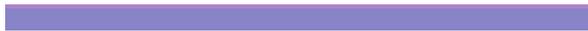
CAN THEY BUY PRODUCT FROM YOU AT 11 P.M. OR 4 A.M.?



CAN IT BE SHIPPED DIRECTLY TO PATIENT FOR MINIMAL OR NO COST?



CAN YOU HELP SIMPLIFY REBATES?



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## Education

- Do we discuss recommendations based on medical findings?
- Do we discuss short-term and long-term visual health and acuity?
- Do they know not all products are created equally?

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## Style

It's more than just seeing

Do we enhance lifestyle as well as visual acuity?

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What's right with you?

- Are you creating an experience?
- Are you developing the relationship?

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Why stay?

-  Vision therapy
-  Guarantee of accuracy
-  Insurance benefits
-  Warranties

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What if they want to leave?



- Do you charge for PDs?
- Do you have follow up care for online purchases?
- Do you have a response?

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Inventory

- How is your inventory mix?
- Does it all look the same?
- Do you have a "budget" option?
- Can they access your optical online?

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Education

Educating and creating value

- What is important to the customer?
- Not all products are created equal
- Show and tell

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Conclusion

Make it convenient

Create an experience

Develop a relationship

Educate and address

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Thank you for attending!

[eyesofjoy@yahoo.com](mailto:eyesofjoy@yahoo.com)

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