

The Power Of Promotions By: Bill Gerber, Founder, Creative Director, OMG! Optical Marketing Group E: billg@omghome.net P: 760-822-8819 Copyright 2017 Run time: 2 hour

Course

Objectives:

- 1. Educate attendees on the importance of promotions**
- 2. Educate attendees on specific, proven techniques designed to create higher patient satisfaction and practice success**
- 3. Stimulate interest in looking to other professions for tangible, proven ideas to help overcome common challenges facing optometry**

Course Topics + Length:

What we can learn from non optical retailers - 10 minutes What does Target, Apple, Southwest, Amazon and the dental industry have in common?

Profit Margins; Markdowns vs. Returns - 10 minutes How to use the power of markdowns to entice shoppers to buy more

- **Add a sale section ASAP**
- **A frame marked down by 50% still yields a profit, where one returned is a cost**
- **What retailer does not have a sale section?**
- **A sale section should be attractive and in a B or C location, don't be ashamed of it, use it**
- **What is value?**

Keeping Your Space Fresh To Stimulate More Purchases Between Exams - 15 minutes

- **Change key displays every 60 days; inside + out**
- **Run a sale at least 2x/year**
- **Use email/text to let customers know of new arrivals, expert styling, promotions, etc...**
- **Call EE's (Eyewear Enthusiasts-15% min.)**
- **Host a trunk show + emphasize eyewear makeover**

- **Sell the frames they were considering while dispensing**

How Vendors Can Help With Your Promotions - *10 minutes*

- **Negotiating a win win agreement with your vendors**
- **How to plan and pull off a highly successful trunk show**

Creating An Optical Marketing Plan - *15 minutes*

- **Set Sales Objectives**
- **Establish A Promotional Schedule**
- **Create A Communication Plan**
- **Set A Staff Training Plan**
- **Establish A Visual Merchandising Plan/System**
- **Adjust Based On Results**
- **Empower Staff Through Transparency/Rewards**