The Power Of Promotions  By: Bill Gerber, Founder,  
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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