

The New Rules Of Optical Retailing By: Bill Gerber,

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Course Objectives:

1. Educate attendees as to the primary changes that have occurred in optical retailing
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 Outline: New Rule #1-Optical Clutter Is Out, Clean, Simple + Curated Is In Buying eyewear is an infrequent event for most. In order to make the experience as pleasurable and beneficial as possible it's imperative that the location is not only impeccable, but all merchandise is presented in a curated, easy to understand way. 10 minutes

New Rule #2-Multiple Pair Sales Begin In The Exam Lane With A Written Optical Treatment Plan Progressive practices have learned from dentistry that a written treatment plan from the Dr. will go very far in serving the patients true visual needs. The majority of opticians and OD's surveyed indicate that 3 pairs are what's needed to satisfy the average patients' optical needs. Why is it that only 1 out of 8 are buying what they need? The lack of a written optical treatment plan combined with ineffective supporting merchandising in the optical space is largely to blame. This represents the largest opportunity for growth. 15 minutes

New Rule #3-Gender, Vendor + Lifestyle Signage; Essential Elements To A Thriving Optical According to research, less than 5% of optical retailers currently have proper signage throughout their facility, thus making the identification of specific areas and brands difficult for patients. No retailer worth their salt would open their doors without effective signage. Why does this flagrant violation of common sense persist? Habit. By introducing comprehensive signage and displays that visually support the lifestyle rx's of OD's, the sale of multiple pairs and patient satisfaction will increase. 10 minutes

New Rule #4-Retail Storytelling Leads To Discovery And Increased Multi Pair Purchases In all retail categories, storytelling is crucial to engagement. Simply putting out hundreds of frames is no longer enough. Patients want to know the back story about specific designers, collections and creations. They want to become impassioned with the wonders of optics and design and share these discoveries with friends and family. Written brand descriptions and simple digital picture frames go a long way in communicating what the frame / lens solution is all about. Is the item on display made in limited quantities, featured in a movie, inspired by the sea, proven to improve acuity, etc? If so, let them know. It's difficult to remember and transmit all the details and interesting points inherent in the product offering. 10 minutes

New Rule #5-Frame Boards Are Out, Glass + Wood Shelving Using Minimal Displays That Show Eyewear In All Their Glory Are In. Frame boards are an antiquated concept based on 1950's/60's model-It's time to lose the frame board as we know it. Are your frame boards "frame bored's?" Eyewear design has radically outpaced this display methodology. Frame details along with the individuality of each creation are diminished when lining up frames like soldiers on a wall. This approach is confusing and disorienting to patients. Glass or wood shelves with minimal to zero cabinetry are the new normal. 10 minutes

New Rule # 6-Lighting Is As Important As How Merchandise Is Displayed Bad lighting-plagues the optical space. Take a cue from jewelry retailers and light up the offering using the latest led lighting technology. A current trend is to allocate at least 30% of a build out budget to lighting. Good lighting will bring out the subtle detailing that's so prevalent in today's eyewear and create a sense of well being, thus stimulating purchasing desire. 5 minutes

New Rule # 7-Digital Interaction At Point Of Sale Is Expected Tablets have become commonplace in all retail and medical categories. Incorporating them into reception, pre test, exam and optical are not only wise moves, but are now expected by patients. They can be highly effective in optical for lens presentation, taking digital measurements and aiding in retail storytelling. 10 minutes

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New Rule #8-The Front Windows Are A Major Opportunity The majority of viewers see the front of the store from varying distances, quite often only as a drive by. Therefore, it's critical that the front window presentation is scaled accordingly. Remember that a frame is relatively small and can be easily overlooked in a window display, if it's noticed at all. Large scale graphics aka window clings, are a great way to draw attention to the store and are now very affordable. Many frame and lens vendors will supply high quality imagery that can be custom printed to fit specific window dimensions. 10 minutes

New Rule #9-Waiting Rooms Are A Thing Of The Past Progressive practices are now recognizing the value of eliminating all barriers between the optical space and the patient waiting area. Now known as the "reception area", comfortable lounge like seating is making its way into the optical space. This is a very good way to encourage pre appointment browsing and familiarize the patient with the optical staff. 10 minutes

Exam, 10 question multiple choice exam + answer key (only 4 answer options per question)

1. Optical Clutter Is: a. Out b. In c. Desirable d. None of the above
2. Multiple Pair Sales Begin In a. The Exam Lane b. Outside c. Pre-Test
- e. Optical 3. Signage is important in a practice because: a. It helps patients know where to go b. It helps communicate the brands being offered c. It helps support lifestyle rx's d. al of the above
4. Retail Storytelling leads to: a. Discovery b. Multi pair purchases c. Product details+benefits being properly communicated e. all of the above
5. Frame boards are: a. Out b. In c. Cool d. Hot
6. Lighting is: a. Important b. Unimportant c. Overrated d. Expensive
7. Digital Interaction at point of sale is: a. Expected b. Effective c. Leads to a better patient experience d. All of the above
8. A locations' front windows represent: a. A major communications

opportunity b. A cleaning nuisance c. Lots of glare d. A place to put all the posters currently in the storeroom 9. Waiting rooms are: a. Best when open with a clear view into optical

b. Comfortable c. Encourage pre appointment browsing in optical d.

All of the above 10. Objectively analyzing a practice relative to the New Rules is: a. A

good idea b. A waste of time c. Unnecessary d. Out of line

Answer key: 1. A , 2. A, 3. D, 4. E, 5. A, 6. A, 7. D, 8. A, 9. D 10.

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