

COURSE OUTLINE AND LEARNING OBJECTIVES

Title: How To Achieve 50%+ Multiple Pair Sales

Instructor: Presenter: Bill Gerber, Founder + CEO OMG! Optical Marketing Group + Contentling;
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Course Description: How To Achieve 50%+ Multiple Pair Sales! 1 Hour

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 in our industry.

Learn how to implement a proven system that will make buying a variety of visual solutions including eyewear, contact lenses and accessories the norm instead of the exception.

Course Length: 1hr

Course Level: basic

Course Classification: general optical

Intended Audience: Opticians, practice managers, business owners, Optometrists

Teaching methods: lecture

Learning outcomes: 3 per credit hour needed

1. Learn the state of the art in optical retail merchandising + sales techniques that are proven to increase engagement, satisfaction and sales
2. Leave feeling inspired, empowered and ready to implement the ideas learned
3. To provide attendees with the 2-3 key actionable items that will deliver the biggest improvements in their practices

Instructional Objectives:

Upon completion of this course the student should:

1. **Be able to Identify** the difference between good and bad optical retail merchandising + sales practices
2. **Explain** how enhanced merchandising and sales practices can have a positive impact on customer satisfaction and sales
3. Describe to their colleagues why merchandising + sales practices are key to customer engagement + practice growth
4. Classify best merchandising + sales practices from other industries that have proven effective and apply them to the optical industry

TIMED COURSE OUTLINE-

Introduction & Overview of Learning outcomes (5 min)

Background of speaker, where the information comes from; first hand observations from a variety of industries as well as key practice success stories

1. The Merchandising + Sales Advantage; The Difference Between Average + Excellent Performance (10 min)

- Beliefs of top performing practices; examples
- Capture, multiple pair + patient satisfaction rates are double; examples
- Keeping it clean; examples of good versus bad merchandising practices
- Branding the practice first, with the brands being sold second; examples
- Making the switch from a single to a multi pair solution practice

2. Real Life Examples from Around The World (15 min)

- The unique trust position US + Canadian optical retailers hold; examples
- Chains; systematic approach towards merchandising delivering mixed results; examples
- Independents; more random approaches, how to borrow from chains
- Deep dive into 3 highly successful US independents; videos + examples of exactly what they do to be successful
- Introduce the Optical Treatment Plan system; consisting of a detailed lifestyle questionnaire + written OTP; detail how to implement
- Overcoming complacency and habit in order to create a multi solution practice
- How to feature brands in a way that turns shoppers into buyers; examples
- Self ranking exercise

3. Physical Enhancements All Locations Need To Support Multiple Pair Purchases (10 min)

- Wayfinding signage; examples + video
- Brand signage; examples
- Signage + graphics that communicate the UVP of the business; examples
- Eyewear displays that show modern eyewear properly; examples + video
- Retail multi pair success story storytelling best practices
- Establishing and maintaining a merchandising policy; examples

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- Getting key vendors on board to help improve merchandising
- The reasons for going digital; customer attraction, engagement + satisfaction
- Digital vs. physical merchandising; examples
- Omni channel; examples + video
- The store of the future today; examples of what an average practice can do and what resources are available in order to compete
- How to plan and execute a digital merchandising strategy; examples
- Self ranking exercise

4. Q & A Session (5 min)

5. (Exercise) 3 things to do immediately when you return to your practice (5 min)

1. Write out what key areas of opportunity were identified as a result of the course
2. Plan the implementation schedule + revenue targets for the 3 most critical improvements needed over a 90 day period
3. Plan the implementation schedule and revenue targets of the next 3 most critical improvements over the subsequent 90 days

END