

Course Overview

Engage, Amaze & Convert; How New Technologies Elevate The Optical Experience

By: Bill Gerber, Founder + CEO OMG! Optical Marketing Group/Contentling

E: billg@omghome.net

P: 760-822-8819

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Run time: 60 – 120 minutes; customizable based on audience needs

Introduction:

Finally, a seminar that gives an in depth glimpse into the new frontier of technologies being used to engage the consumer pre, during and post visit. Learn how to apply best in class technologies that make people feel connected and engaged in your optical environment and watch how quickly patients become enthusiastic customers.

As a follow up to Bill Gerber's breakthrough program, What's your Retail V.I.B.E.?, Engage, Amaze + Convert is a compelling and entertaining workshop designed to help attendees identify where they are falling short and how to catch up. Attendees will learn technology essentials that will help them thrive in today's highly competitive environment and leave with an action plan designed to create positive change.

Course Objectives:

1. Educate attendees on specific, proven sales and merchandising techniques that incorporate technology designed to improve the customer experience
2. Demonstrate how the application of technology can increase capture rates and multiple pair purchases
3. Teach attendees the E.A.C. methodology to determine their current position + how to evaluate new technologies
4. Learn how to overcome investing in technologies that are big on hype, but short on substance
5. Stimulate interest in looking to other industries for tangible, proven ideas to help overcome common challenges facing optometry

I.) E.A.C. Methodology

A.) Introduction

- 1.) What does E.A.C. really mean?
- 2.) How we become engaged today versus 10 + 20 years ago
- 3.) Why non optical competitors are so far ahead; they're taking your money!
- 2.) Explanation / benefits of the E.A.C. system
- 3.) Industry inspiration

B.) E = Engage

- 1.) What makes an environment / experience engaging?
- 2.) Common objections to implementing engaging technologies
- 3.) What specific elements create an un engaging environment?
- 4.) The majority of optical spaces-show examples, point out where we're missing engagement opportunities
- 5.) Examples of industry ompetitors with engaging environments
- 6.) Requirements for creating engagement in optical
- 7.) Ways to make the customer journey more engaging
- 8.) Why is a modern, engaging customer journey/environment so important to your business?
- 9.) Examples of engagement tools and techniques

Attendees complete the "Engaging" section of their assessment worksheet

C.) A = Amaze

- 1.) What do we mean by "Amaze"?
- 2.) The bar has been set higher; what was amazing before has been replaced
- 3.) What methods/tools for digital engagement are available now? Review of tech favorites
- 4.) Why optics is so amazing and ways to convey it using technology
- 5.) How to make the wonder of optics/fashion amazing in *your* practice

Attendees complete the "Amazing" section of their assessment worksheet

D.) C + Convert

- 1.) Examples of the path to conversion in other industries
- 2.) Where technology can assist in a smooth conversion
- 3.) Examples of highly accomplished converters in the optical industry
- 4.) Looking past capture to degrees of conversion; multiple pairs/ultimate satisfaction
- 5.) The effect of conversion on the bottom line
- 6.) Why most interactions in our field fail to convert to the degree they should
- 7.) How the right technologies can assist in self conversion
- 8.) How to keep the momentum going post visit/queing up a shortened sales cycle

Attendees complete the "Convert" section of their assessment worksheet/tally up their overall results

II.) Closing

A.) Summary, Q&A / Results of E.A.C. Assessment Worksheets

- 1.) Speaker addresses questions as requested
- 2.) Attendees calculate results on self-assessment E.A.C. forms

B.) Call to Action/Planning Session

- 1.) Challenge attendees to stay competitive and profitable by committing to implementing appropriate technologies in the areas where they have identified deficiencies
- 2.) Attendees work together in groups of 4-6 to fill out their E.A.C Action Plan
- 3.) Representatives from each group present one Action Plan
- 4.) Copies of E.A.C. Action Plans Collected
- 5.) Directions for downloading class materials
- 6.) Presenter thanks all for their participation

The End