Although false, a large percentage of the population believe it is more expensive to buy eyeglasses from their doctor’s office.
### Patient Perception

#### Cost Perceptions
- Optical chain stores are less expensive.
- Half-price frame sales provide significant savings.

#### Reality
- Advertised prices typically include only minor prescriptions.
- Product mark-up is **dramatically** increased to create higher margin for advertised sales.

#### Technology Perceptions
- All progressive designs are the same.
- All anti-reflective lenses are the same.

#### Reality
- Retail chains use older progressive technology to offer a significantly lower price.
- Patients requiring anything other than standard / house products pay a premium.

#### Delivery and Service Perceptions
- Quality and expertise are the same in both retail and private opticals.

#### Reality
- Retail sales staff typically have minimal experience.
- Retail sales staff make the majority of their income from commission.
- Ophthalmic optical dispensaries commonly employ experienced opticians.
Researchers found that nearly half of prescription glasses they bought online either contained the wrong lenses or didn't meet the standards for impact testing, meaning the lens can crack or shatter. In some cases, they received single vision lenses instead of multifocal—an unheard of mix-up, said Karl Citek, a professor of optometry at the Pacific University College of Optometry and lead author of the study. Lens treatments such as anti-reflection coatings were either incorrectly added or omitted. In nearly a quarter of the spectacles, at least one lens failed impact testing, which is required because prescription eyeglasses are classified as medical devices by the Food and Drug Administration. "A lens might be slightly off in the optics; if you don't have someone verify (the prescription) you might not know it's wrong," said Citek who does not recommend buying eyeglasses online. Vendors generally don't call your doctor to verify prescriptions, but even that "can't ensure that the lenses are safe since a doctor has no way of assessing impact resistance for finished eyewear," said Citek.

Still, online purchases are growing, mainly because glasses are so darn expensive. According to the Vision Council, 1.9 million pairs were bought online in 2010, about 2.8 percent of the total 66.8 million pairs bought in the U.S. The bespectacled say it's liberating to be able to buy a $50 pair of eyeglasses, or buy five pairs for the price of one. Some sites offer virtual fittings; simply upload a photo of yourself and superimpose the frames you like. Or, try them on the old fashioned way. The Warby Parker Home Try-On Program allows you to pick five pairs of glasses to keep for five days. Shipping is free both ways.

If you decide to try your luck online, Citek recommends asking your doctor to verify the prescription and to adjust the frame once you've received the glasses. Doctors may charge for this. It's also important to check the company's warranty and return policy. Finally, "never order children's eyewear online," he said. The study finding that one in four pairs of children's eyewear failed impact resistance testing is "unconscionable," said Citek.

1 in 4 pairs of children's eyewear failed impact resistance testing, according to a small study published last year in the journal Optometry. The study also showed that almost half of the glasses surveyed didn't provide the stated prescription or had issues with impact resistance testing.
Sales Techniques

**Traditional Techniques: Top-down Selling**

- Always promote higher priced products first, showing less expensive product when necessary.
- Do not initially quote price – when asked the cost of eyeglasses respond with: “The price will depend on what you need.”
- Bundle multiple lens options together for one add-on price as opposed to selling individually.

**Sales Techniques**

**Traditional Techniques: Outcome**

- Patients have “sticker shock” and ask for their Rx, negating any opportunity to offer lower cost options.
- Patients that sacrifice options to reach desired price point do not feel as good about their purchase.
- The perception that private practice’s optical shops are more expensive continues …

**New Sales Technique**

**NEW CONCEPT: Industry Leaders Strategy**

Build Your Own...

- Dell
- Apple
- Auto Dealers
Build by recommending appropriate options per patient lifestyle and professional assessment.

Discuss options that address the patient’s top priorities and are consistent with their needs.

Start at base price.

New Sales Technique

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Package Pricing

RESULT:
Optical goods cost can be reduced.
Display the frame selection prominently in the optical.
Market the package offering internally.
Develop a package option that is price competitive.

RESULT: Practice ensures quality of care.

Benefits of Package Pricing
Base Package Prices

Recommended Pricing **:

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Vision</td>
<td>$99</td>
</tr>
<tr>
<td>Bifocal</td>
<td>$139 - $149</td>
</tr>
<tr>
<td>Trifocal</td>
<td>$159 - $169</td>
</tr>
<tr>
<td>Progressive</td>
<td>$199</td>
</tr>
</tbody>
</table>

* The practice should set prices based on their own market considerations. These are provided as samples only.

** Includes select group of frames and CR-39 plastic lenses.

Package Pricing Protocols

- Display as part of frame population using single section for all genders:
  - Provide the standard warranty.
  - Allow patients to add lens options at regular price.
  - Recommend to all contact lens patients to ensure they have back-up eyeglasses.

Package Pricing Results

**Affordable Package Offering:**

- Outcome
  - Patients are happier as most prefer to purchase their glasses from their doctor’s office.
  - Allows patients to purchase premium options and additional pairs and stay within their budget.
  - Reality: *Most patients up-sell themselves.*
Discounts vs. Package Pricing

Why a package program and not a percentage discount?

<table>
<thead>
<tr>
<th>Discount Demonstration:</th>
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<tr>
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<td></td>
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<tr>
<td>Total Sale</td>
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<tr>
<td>Cost of Goods</td>
<td>-$160.00 (40%)</td>
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<tr>
<td>Operating Expense</td>
<td>-$152.00 (38%)</td>
</tr>
<tr>
<td>Discount</td>
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</tr>
<tr>
<td>Profit (Loss)</td>
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Revenue Opportunities

One additional capture per doctor / per day:

1. $260 x 245 = $63,700 (Revenue)
2. $63,700 - $26,754 (Cost of Goods) = $36,946 Net Income
3. $63,700 x 245 = $15,662,000

Internal Marketing

Internally marketing your optical, both visually and verbally, demonstrates your pride in this added service.
Do you experience problems with glare while driving at night? Anti-reflective lenses can reduce glare by 99%. There are various types of anti-reflective lenses available. Ask our optician which lens is best for you.

Do you experience headaches while working long hours on a computer? Computer lenses are measured precisely for you and will reduce or eliminate neck and eye strain which are common causes of headaches.

Our optical can offer solutions to many more eyewear problems or concerns. Please ask our professional opticians about the solutions for your specific needs.
Our staff members are Nationally Certified by the American Board of Opticianry.

Manager:
Carolyn has 30 yrs in the optical field as an ABO Certified Optician. She has been with ABC Optical for 15 yrs.

Optician:
Allan brings 15 yrs experience as an ABO Certified Optician. He has been with ABC Optical for 8 yrs.

The goal of ABC Optical is to provide superior service and quality eyewear. Our team of opticians are certified through the American Board of Opticianry. With this kind of experience and commitment, ABC Optical Shop can meet all of your vision needs.

Conclusion

In today’s world, it is NOT “business as usual.”

- Competing against the vast array of retailers requires new referral and sale techniques.
- Expanding price options can increase patient capture and elevate the sale of premium upgrades.
- One additional capture per day per doctor will substantially increase Net Income.

Everyone’s priorities are vastly different.

Expanding your offering and implementing fresh referral and sales strategies will enable you to better compete in today’s economy.

Thank You

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