

Applying Retail Sales Strategies to Your Optical Dispensary

Course Handout



COURSE OBJECTIVE



How do we form a Retail Sales Strategy

- Understand** - Understand that you need a strategy
- Determine** - Determine your retail proposition, how you can stand out
- Understand** - Understand that conversions make us successful and develop strategies to increase sales

The Khan Retailing Success Matrix

- Determine your **retail proposition**, how you can stand out
- **It is a reason for your customer to buy**, it's the promise of the value a retailer guarantees to deliver.



What does experiential retail do differently than traditional retail?

1. Creates an immersive and shareable experience
2. Prioritizes customer engagement —not sales
3. Stimulates your customers' senses
4. Defies customer expectations
5. Leverages in-store events and services
6. The store experience addresses consumer needs

