

Anatomy of a Successful Optical Business



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· *“In the long run, the race*
· *belongs not merely to the swift,*
· *but to the farseeing, to those who*
anticipate change.”



-Lykes Lines

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How do we maintain our market share?

- Make great first impressions
- Give impeccable service
- Build a strong following

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**What if we could trade
places with our
customers?**

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How do we know EXACTLY
what our clients want?

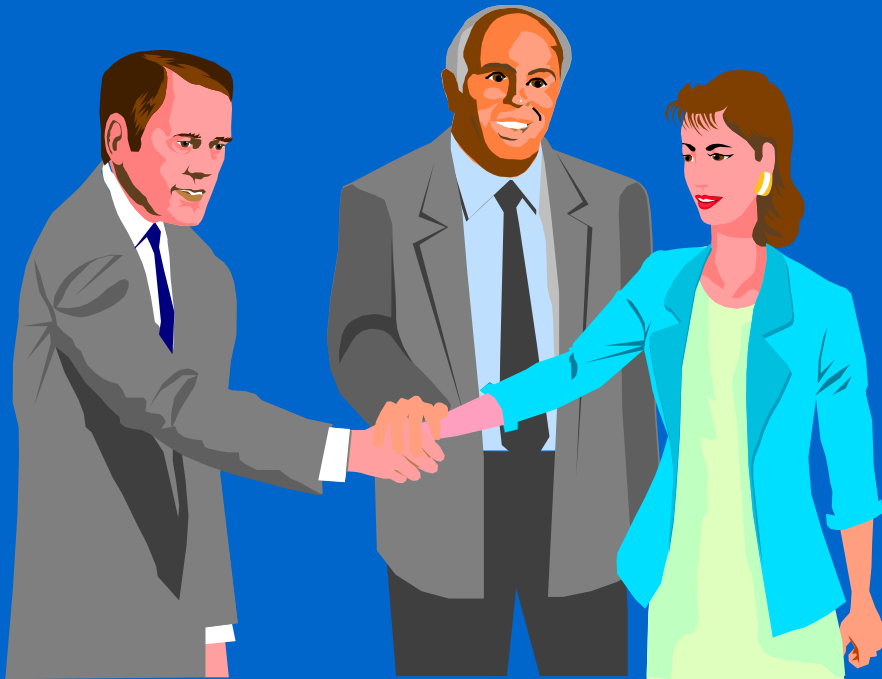
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Simply ask them!



**HOLD FOCUS
GROUPS**

FIRST IMPRESSIONS ARE IMPORTANT!



- In the first 2 to 4 minutes with your clients:
- 93% of your total image is VISUAL
- 7% is VERBAL
- PEOPLE LOOK AT PROFESSIONALS DIFFERENTLY!

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DECISIONS MADE SOLELY ON OUR 1ST IMPRESSIONS:

- Sincerity
- Professional Rank in the Organization
- Trustworthiness
- Social Position
- Self-Assuredness
- Economic Position

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Once we achieve expectations,
how can we exceed them?

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How about CUSTOM FACE SHAPE AND COLOR ANALYSIS?



Customized facial shape analysis



Show clients the ART and SCIENCE
of excellent dispensing!

There is a method to the madness...



Use the field of cosmetology as a
model...

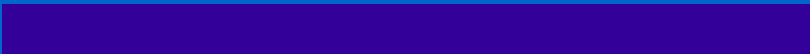


**Use facial analysis
charts!**

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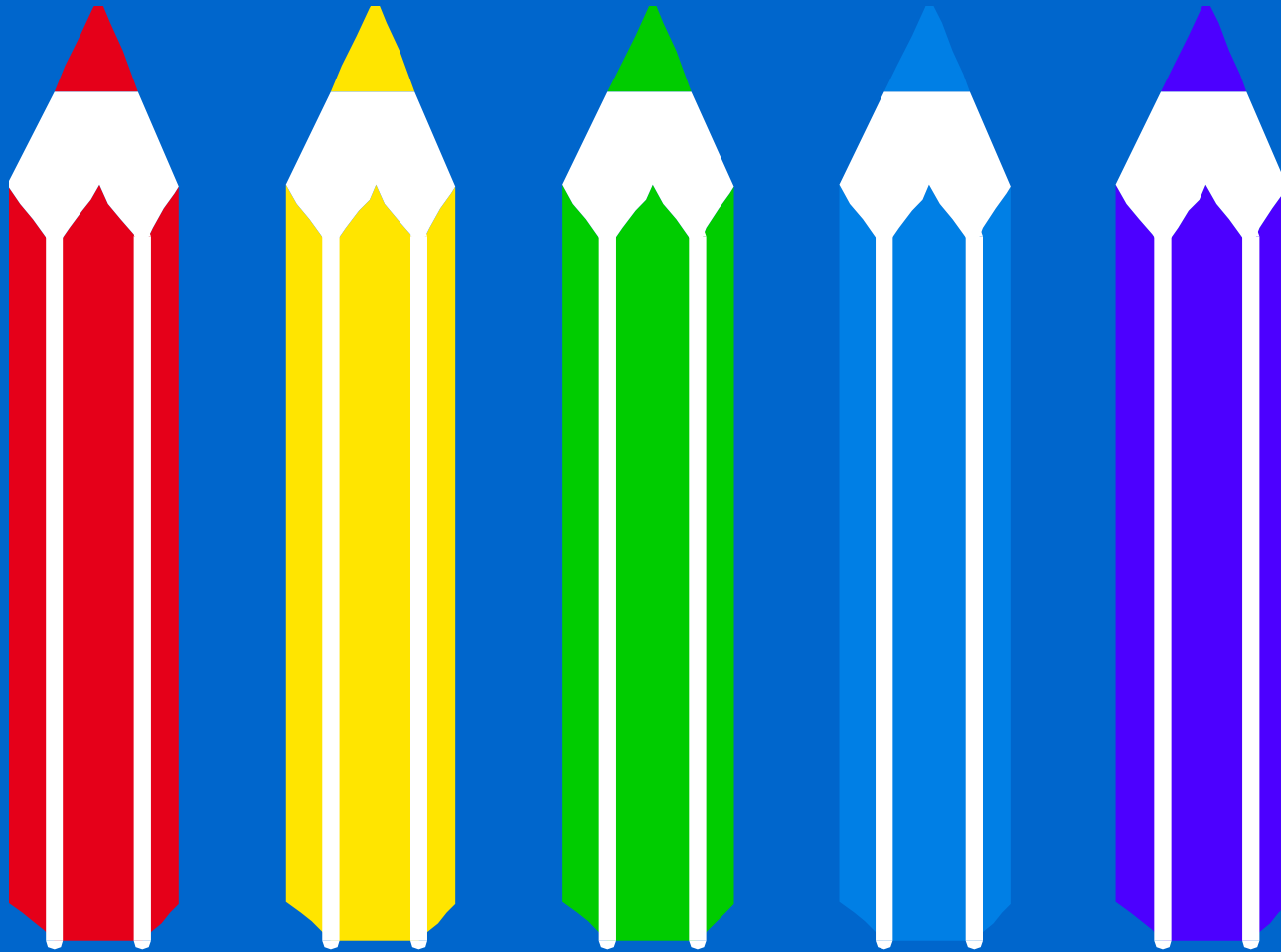
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What about color?





Color Analysis



**Differentiating
between cool and
warm tones...**





WHY CARE ABOUT COLOR?

- Identify and enhance your client's coloring
- Better color analysis brings better dispensing
- Better dispensing means better business!
- Better business means better profit margins!





Why warm and cool?



As the cosmetology profession understands color theory and human complexions, so should we!



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3 KEYS TO COLOR ANALYSIS

- All people are either warm-tone or cool-tone
- Everyone looks best in their own color base
- Eyewear color should complement personal coloring

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Compare/Contrast:

- **Cool tone**
- **(Liz Taylor)**
- **blue base**
- **primary colors**
- **shiny finish**
- **Warm tone**
- **(Lucille Ball)**
- **yellow base**
- **earth colors**
- **mat finish**

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EXCEEDING PATIENT/CLIENT EXPECTATIONS...

Troubleshooting Problems

Customer Relations

Phrases used to calm emotions:

- It is difficult to understand...
- It can be confusing...
- That's a good point
- I'm sorry that happened...
- I don't blame you for being upset...
- I can understand why you would ask...
- I hear you and understand what you are saying...

• • • CONFLICT RESOLUTION

Use the following techniques:

- **Validate the objection.**
- **Ask permission to explore.**
- **Reframe the objection.**
- **Gain an agreement.**

–Source: Selling Power

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EXCEEDING PATIENT/CLIENT EXPECTATIONS



**What gives you the
edge above the rest?**

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“What is impossible to do right now, but, if you could do it, would fundamentally change your business?”

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“You can and should shape your future; because, if you don’t, somebody else surely will!”



-J. Barker