

The New Rules of Optical Merchandising: Double Your Sales!

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Run Time: 1 hour

Course Objectives

- **Educate** attendees on the primary changes that have occurred in optical merchandising and retail, shifting the focus from simply selling products to creating an elevated customer experience.
 - **Equip** attendees with specific, proven techniques to create higher customer satisfaction and increase multiple-pair sales.
 - **Inspire** attendees to look beyond the optical industry for innovative, proven ideas to overcome common challenges and unlock new revenue streams.
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Course Outline

- **Introduction: Setting the Stage (5 minutes)**
 - A brief overview of the outdated optical retail model.
 - The transition from a clinical focus to a retail-oriented, customer-centric approach.
 - Highlighting the immense opportunity for growth through strategic merchandising.
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Part 1: The Foundation of an Irresistible Optical

- **Rule #1: The Power of Curation & Visual Merchandising (10 minutes)**
 - **Old Rule:** Optical clutter is in, with hundreds of frames overwhelming customers.
 - **New Rule:** Clean, simple, and curated displays are essential. Discuss how a well-organized space reduces friction and makes the buying process pleasurable.
 - **Recommendation:** Implement **cross-merchandising** by grouping frames with complementary accessories (e.g., lens cleaners, cases, cords). This creates a

complete "look" and encourages add-on sales.

- **Rule #2: The Optical Prescription: A Doctor's Endorsement (10 minutes)**
 - **Old Rule:** Opticians and doctors mention multiple-pair needs but don't provide a clear, actionable plan.
 - **New Rule:** Multiple-pair sales begin in the exam lane with a written **Optical Treatment Plan** from the doctor.
 - **Strategy:** Doctors should recommend specific eyewear "prescriptions" for different lifestyles (e.g., computer glasses, sunglasses, sports eyewear) directly on a branded form. This formalizes the recommendation and empowers the optician.
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Part 2: The Art of Selling and Storytelling

- **Rule #3: The Role of Signage & Digital Interaction (10 minutes)**
 - **Old Rule:** Lack of proper signage and reliance on outdated methods.
 - **New Rule:** Strategic, professional signage is essential. Use lifestyle, vendor, and gender-specific signage to guide customers and communicate brand stories.
 - **Digital Integration:** Introduce **Point of Sale (POS) Storytelling**. Use tablets or digital screens to showcase designer videos, brand history, or customer testimonials. This enhances the retail experience and provides a "sticky" interaction point.
 - **Rule #4: Elevating the Product: From Board to Experience (10 minutes)**
 - **Old Rule:** Frames are lined up on "frame boards," losing their individuality.
 - **New Rule: Minimalist Displays and Experiential Merchandising** are in. Use glass or wood shelving with ample space to highlight each frame's unique details.
 - **Recommendation:** Create a **"Showcase" section** for premium or limited-edition frames, drawing customers in with high-end lighting and displays. This creates a sense of exclusivity and value.
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Part 3: Maximizing Your Environment

- **Rule #5: The Psychology of Lighting and Ambience (5 minutes)**
 - **Old Rule:** Generic, flat lighting plagues most optical shops.
 - **New Rule:** Lighting is as important as the merchandise itself. Follow the jewelry industry's lead by using targeted LED lighting to make products sparkle and create a welcoming, upscale environment.
- **Rule #6: Windows as a Billboard, Not a Display Case (5 minutes)**
 - **Old Rule:** Frame-heavy window displays are ineffective and easily overlooked.

- **New Rule:** The front windows are a major communication opportunity. Use large-scale, high-impact **window graphics** and clings that are visible from a distance. Feature a few key, compelling products rather than dozens of frames.
 - **Rule #7: From Waiting Room to Welcome Space (5 minutes)**
 - **Old Rule:** The waiting room is a barrier between the customer and the optical space.
 - **New Rule:** Eliminate the traditional waiting room. Create a comfortable, lounge-like **reception area** that flows directly into the optical. This encourages pre-appointment browsing and familiarizes customers with the staff and products, making them more comfortable and receptive to purchasing.
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Part 4: Conclusion & Q&A

- **Summary & Call to Action (5 minutes)**
 - A recap of the key "new rules."
 - Encourage attendees to perform objective analysis of their own practice.
 - The financial benefits of adopting these modern merchandising strategies.
 - A brief Q&A session.
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