

Monthly Focus

NEWSLETTER

APRIL 2024

Set Your Practice Apart From Competition By Committing To Selling Your Patients The Best

Show your dedication to providing patients with the highest standard of optical solutions, ensuring optimal visual outcomes, and enhancing their quality of life. By selling more premium products you'll deliver unmatched quality, innovation, and care to those who entrust you with their vision.

Get To Know Your Practice

You can only make progress if you know your starting point. Fill in the boxes below with your practices current percentage.

<p>NON-GLARE</p> <p>National Percentage: 64%</p> <p>Your Percentage: _____</p>	<p>DIGITAL</p> <p>National Percentage: 32%</p> <p>Your Percentage: _____</p>	<p>2ND PAIR SALES</p> <p>National Percentage: 10%</p> <p>Your Percentage: _____</p>
<p>TRANSITIONS</p> <p>National Percentage: 20%</p> <p>Your Percentage: _____</p>	<p>POLARIZED</p> <p>National Percentage: 8%</p> <p>Your Percentage: _____</p>	<p>PREMIUM MATERIALS</p> <p>National Percentage: 54%</p> <p>Your Percentage: _____</p>

Two Ways To Easily Access Your Benchmark Stats

Each month, Walman Optical sends you a benchmark postcard to see how your practice is doing against regional and national statistics. Watch for your postcard in the middle of each month. Additionally, you can access your monthly report on www.walmanoptical.com.

Access Reports On Walman Optical's Website

Log in To Your Account > Select My Reports in the GoTo Menu > Choose 219 Ophthalmic Benchmarking from the drop down. Need assistance accessing your reports? Contact the Optical Help Desk at 877.863.2759.

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Mark Your CALENDARS



WEBINAR
Introducing Transitions Gen S
10:00 AM CST



LIVE EVENT
Walman University
Seattle, WA
7:30 AM - 5:00 PM PST



NEW PRODUCT AVAILABLE
Transitions® Gen S™



WEBINAR
Introducing Transitions Gen S
2:00 PM CST



WEBINAR
What Does Retail Know About What Customers Want That We Don't
11:00 AM CST



VIRTUAL TRAINING
ABO Prep: All Knowledge Review Except Prism
12:00 - 3:00 PM CST



VIRTUAL TRAINING
ABO Prep: The In's and Out's of Understanding Prism
9:00 AM - 12:00 PM CST

Register for any courses above at www.ecpadvantage.com.



4 Ways To Increase Premium Product Sales

Train Your Staff On The Benefits

In order to secure buy-in from your patients, effectively communicating the benefits of a particular product is paramount. Kick start this process by tapping into our newest course bundle on ECP Advantage, Take Your Optical To The Next Level. These courses not only equip you with technical details but also empower you to articulate the unique advantages that each product offers, ensuring your patients make informed decisions tailored to their needs and preferences. Get this course bundle complimentary this month using the code **NEXTLEVEL**.



Take the course bundle today at www.ecpadvantage.com

PROGRESSIVE LENS PACKAGE			
Practice Name			
			
BASIC PACKAGE	STANDARD PACKAGE	PREMIUM PACKAGE	DIGITAL LENSES The difference is clear
Package Includes: <ul style="list-style-type: none">• Feature 1• Feature 2• Feature 3	Package Includes: <ul style="list-style-type: none">• Feature 1• Feature 2• Feature 3	Package Includes: <ul style="list-style-type: none">• Feature 1• Feature 2• Feature 3	Digital lenses are 3 times more durable than 5 optical lenses and offer up to 30% more vision clarity.
\$XXXX.XX	\$XXXX.XX	\$XXXX.XX	Think of them like your HD TV. The more pixels the more the picture with compressed image resolution.
ADD-ONS	Add-On Option 1 \$XX.XX Add-On Option 2 \$XX.XX	Add-On Option 3 \$XX.XX Add-On Option 4 \$XX.XX	Everyone can benefit from the clarity of digital lenses. Request yours with a digital prescription. Large amounts of uncorrected astigmatism may require.

Use Package Pricing

Maximize your sales potential by strategically bundling your products into two or three-tier packages. This approach not only boosts sales but also allows you to have greater control over the product offerings. For instance, include non-glare coating in every package offering to boost sales and enhance your patients vision. Plus, by leveraging package pricing, you'll find that your patients are inclined towards selecting higher-tier packages to ensure they don't miss out on any valuable features.

Download editable package price templates at www.walmanoptical.com/package

Simplify the Sales Process With A Dispensing Tool

Did you know, Walman Optical's SpecTech measuring device does more than just take lens measurements? SpecTech goes above and beyond, offering lens demonstrations and expertly crafted benefit scripts on a range of essential features including non-glare, photochromics, polarized, digital enhancements, and premium materials.

Talk to your account manager today for more details and to request a demonstration.



Gamify Your Progress

Habits don't just form in a day, and if you are not tracking progress daily or weekly, you may lose sight of the end goal. Turn your habit-building into a game, with clear goals, milestones, and rewards, to infuse a sense of fun and challenge into the process. Gamification adds an element of excitement and competition that keeps everyone engaged and motivated.

Download a Goal Chart today at www.walmanoptical.com/goal