



## Have A Greater Impact On Your Practice's Bottom Line This Year

Retail pricing is one of the most important components of running a business, but often the most overlooked. Price is often set once and forgotten about or not reviewed for years to come. Yet several studies actually show that a small improvement in pricing has a greater positive impact on your business versus a small improvement in sales. Now is the time to look at your retail pricing and determine how you can create more value to your patients through a better pricing model.

## Is It Time To Increase Your Retail Pricing?

How much does your practice profit from each patient? If you don't know the answer, it's time to evaluate what your retail price is really doing to your practice's overall profitability.

### What Should Be Consider When Setting Retail Price?

- ☒ The cost of goods
- ☒ All overhead costs such as wages, building lease, office supplies, etc.
- ☒ The competition's pricing
- ☒ The value your practice brings over competitors
- ☒ Managed Care plans and required discounts

### Establish Lens Retail Pricing Using Walman Optical's Price Tool

Use the Walman Optical Price Tool to easily calculate your retail pricing. Simply follow 5 steps to select the products your practice sells and then choose a desired markup. Your Walman Optical Account Manager can assist you in this exercise and help walk you through the process.

**TIP:** Export the results to an excel file so you can see the retail price against your cost. This way, if you'd like to make any adjustments, you can see the effects on your profitability.

Price Tool is available at [www.walmanoptical.com/pricetool](http://www.walmanoptical.com/pricetool).

## Coming Up

**Can't Miss Webinar**  
**Help Wanted Needed Series | Outsourced Marketing**  
February 17<sup>th</sup>  
11:00 - 11:30 AM CST

**Increasing Second Pair Sales: Why It's Important For Patient Satisfaction and Practice Profits**  
March 3<sup>rd</sup>  
11:00 - 11:30 AM CST

**Walman University - Back Live!**  
**Bloomington, MN**  
March 25<sup>th</sup>  
8:00 AM - 5:00 PM CST

**Seattle, WA**  
April 1<sup>st</sup>  
8:00 AM - 5:00 PM PST

**Perrysburg, OH**  
May 10<sup>th</sup>  
8:00 AM - 5:00 PM EST

**Virtual ABO Prep**  
**Part 1: All Knowledge Review Except Prism**  
April 12<sup>th</sup>  
12:00 - 3:00 PM CST

**Part 2: The In's and Out's of Understanding Prism**  
April 13<sup>th</sup>  
9:00 AM - 12:00 PM CST

**Register today for any course at [www.ecpadvantage.com](http://www.ecpadvantage.com).**

## 3 Ways Package Pricing Can Help Your Practice

### 1 Increase Sales

Combine your products into a two or three tier package offering and present the best option to your patients first to increase sales.

#### Why does this work?

Presenting a patient with the best option to start and working backwards by removing features to meet their budget, a patient is more likely to purchase a higher package option to not miss out on any of the benefits.

### 2 Simplify the Patient Experience

Having too many options can be overwhelming to a patient. Presenting a patient with two or three pre-bundled options allows you to explain the total package, what is included and why it's recommended.

### 3 Allow Your Staff To Become Experts Quickly

While your staff may know a few differences and benefits of all the products available, they might not sound as confident selling those features to your patients. Help your staff, especially those newer to the job exude confidence in selling with pre-bundled options in tiered packages that consist of just a few options.

#### Ready to create package pricing in your practice?

Check out [www.walmanoptical.com/package](http://www.walmanoptical.com/package) for editable templates to get started.

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## Interested in Attending Transitions Academy in 2023?

Sign up for the Road To Academy promotion through Transitions Optical and earn your way to the ultimate learning experience.

#### How it Works:

- Earn 15 points for each pair of Transitions Lenses sold
- Once you've earned enough points, you can redeem them towards the cost of registration and/or a private room upgrade to Transitions Academy.



#### Packages Available:

POINTS:  
1199

2023 Transitions Academy  
Registration with a Private  
Hotel Room

POINTS:  
650

2023 Transitions Academy  
Registration Only

POINTS:  
549

Private Room  
Upgrade Only

#### About Transitions Academy

Transitions Academy is your chance to participate in professional development and product technology seminars, hear from experts on marketing and industry trends, and learn from peers in panel discussions. Held May 21 - 24, 2023 at the JW Marriott Orlando, Grande Lakes

For full details and to register for the promotion visit [Transitions.com/RoadToAcademy](http://Transitions.com/RoadToAcademy)