

# Monthly Focus

## NEWSLETTER

MARCH 2026

### Small Shifts. Big Sales!

#### Simple Tweaks That Increase Optical Profitability

Profitability doesn't require a complete overhaul, it requires intentional shifts. The most successful practices know that small tweaks in language, presentation, and patient education can dramatically increase private pay sales, multiple pairs, and in-office capture rate. This month, we're sharing three powerful strategies you can implement immediately to keep patients saying "yes" to premium solutions.

### Prescribe Eyewear - Don't Just Present It

The most profitable practices don't treat eyewear as a transaction at the end of the exam. They treat it as a prescribed solution woven throughout the entire patient experience and it starts before the patient even walks through your door.

#### Opportunities to Prescribe Eyewear



**At Scheduling:** Front desk teams can ask patients to bring all current eyewear to their appointment triggering multiple pair talks.

**Pre-Testing:** Reinforce usage habits. The more specific the need, the easier the premium recommendation later.

**In the Exam Room:** Doctor recommendations are the single most powerful driver of private pay removing uncertainty and positioning the upgrade as medically guided not optional.

**In The Optical:** The optician reinforces the prescribed eyewear to create alignment and build trust.



### UPCOMING EVENTS

MAR 06

#### WEBINAR

**Optics 103: Position of Wear Measurements, Decentration and Lens Thickness**

11:00 - 11:30 AM CST

MAR 21

#### LIVE EVENT

**Walman Education Summit - Lynnwood, WA**

7:00 A.M. - 4:00 P.M. PST

MAR 28

#### LIVE EVENT

**Walman Education Summit - Bloomington, MN**

7:00 A.M. - 4:00 P.M. CST

MAR 28

#### LIVE EVENT

**Mastering AI-Optimized Progressive Lenses: Unity V3 Elite**

11:00 - 11:30 AM CST

**ECP**   
ADVANTAGE  
Powered By Walman

Register today  
at [www.ecpadvantage.com](http://www.ecpadvantage.com).

### Package Pricing to Increase Sales

Consumers don't like making complex decisions. When presented with too many individual upgrades, patients default to the safest (often cheapest) option. That's where packages win.

#### Types of packages to offer:

An Everyday + Computer bundle

A Clear + Sunwear package

Or a Good / Better / Best presentation

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## Why Package Pricing Works:

- When patients see a premium “Best” package first, mid-tier options feel more reasonable.
- Structured options reduce decision fatigue. Patients prefer selecting between 2-3 curated solutions rather than building a lens piece by piece.
- Bundling increases perceived savings and convenience even when margins improve.

Ask your Walman Optical Account Manager for recommendations on creating lens package pricing today.

## Flip the Script! 10 Phrases That Instantly Increase Sales

Instead of: “Your insurance covers...”

**Say: “Let’s design the best vision solution for how you use your eyes every day.”**

*Why it works: This shifts the focus from allowance to outcome. Insurance becomes secondary instead of the decision driver.*

Instead of: “I recommend”

**Say: “I’m prescribing”**

*Why it works: Patients are conditioned to follow prescriptions they don’t negotiate them. When eyewear is positioned as part of the treatment plan rather than an add-on, acceptance rates increase and price sensitivity decreases.*

Instead of: “Do you want anti-reflective?”

**Say: “Most of our patients choose this because it reduces glare and makes vision more comfortable.”**

*Why it works: Social proof + benefit-based explanation removes the feeling of being “upsold.”*

Instead of: “Do you work on a computer?”

**Say: “How many hours a day are you on digital devices?”**

*Why it works: Specific questions create specific needs. Specific needs justify specialized solutions.*

Instead of: “This is our premium lens.”

**Say: “This gives you the widest field of vision and the most natural transition between distances.”**

*Why it works: Patients don’t buy “premium.” They buy performance.*

Instead of: “This upgrade costs more.”

**Say: “This option improves clarity, durability, and comfort especially for your lifestyle.”**

*Why it works: You’re reframing cost as value tied to their daily experience.*

Instead of: “Your insurance allowance is \$X.”

**Say: “Your plan contributes \$X toward your eyewear investment.”**

*Why it works: Language like “contributes” reinforces that insurance is a supplement — not the full solution.*

Instead of: “This is our best coating.”

**Say: “This protects your lenses from scratches and smudges and gives you the most comfortable vision”**

*Why it works: Durability conversations increase private pay because patients understand long-term savings.*

Instead of: “Would you like a second pair?”

**Say: “Many of our patients choose a second pair because one pair isn’t designed to perform its best in every environment.”**

*Why it works: It normalizes the behavior and frames multiple pairs as the standard for optimized vision.*

Instead of: “What would you like to spend?”

**Say: “Let’s find the solution that gives you the best vision for how you live and work.”**

*Why it works: Budget-first conversations cap revenue. Outcome-first conversations expand it.*

THE Varilux®  
**PERFECT  
PAIR** PROMOTION

February 2 - April 30, 2026

## Increase your Second Pair Sales with The Varilux® Perfect Pair Promotion!

Now through April 30th when your patients purchase a qualifying Varilux pair, they receive a free bonus pair of Varilux Immersia task lenses.

Enroll today at [www.walmanoptical.com/vx-perfect-pair](http://www.walmanoptical.com/vx-perfect-pair)