

Monthly Focus

NEWSLETTER

MAY 2026

Are You Leaving Revenue On The Table?

Here's the truth: many practices believe offering premium products is enough, but top performers turn those offerings into consistent sales and measurable growth. The opportunity to increase revenue without adding more exams already exists within your optical, you simply need the right focus and approach to presenting options to your patients.



Where Does Your Practice Stand?

To set your focus, start by assessing where your practice is today.

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

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

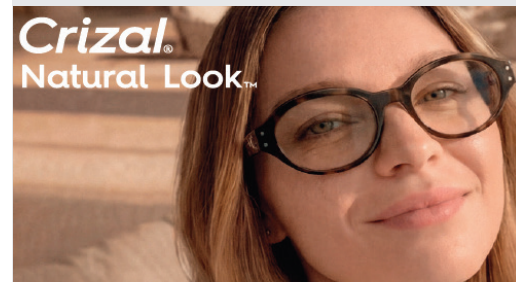
Log in To Your Account > Select My Reports in the GoTo Menu > Choose 219 Ophthalmic Benchmarking from the drop down. Need assistance accessing your reports? Contact the Optical Help Desk at 877.863.2759.

UPCOMING EVENTS

- MAY 08** **WEBINAR**
Optics 104: Visual Conditions and Prescriptions
11:00 - 11:30 AM CST
- MAY 22** **WEBINAR**
Optics 105: Base Curves
11:00 - 11:30 AM CST
- JUN 12** **WEBINAR**
The Latest Lens Technology For Digital Device Addicts
11:00 - 11:30 AM CST



Register today
at www.ecpadvantage.com.



Now Available At Walman Optical

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Steal These Moves From Top-Selling Practices!

If Your Team Can't Explain It in 10 Seconds, It Won't Sell

Confidence sells premium. Top teams don't list features, they explain benefits simply:

"This reduces glare to make vision more comfortable day and night."
"This adapts to light so you don't have to switch glasses."
"This is what I personally wear."

Simple. Relatable. Effective.



Sell premium with confidence.

Elevate your optical expertise with our ECP Advantage course bundle "Take Your Optical To The Next Level" designed to help you confidently recommend and dispense higher-value products. Use code NEXTLEVEL to access this course complimentary.



Stop Selling Lenses. Start Selling Solutions.

Patients don't compare features, they compare options. Start selling in package options to make the sale easier for the patients.

Package Ideas:

Tiered Package
Good - Better - Best
Approximately 70% will choose the better option

Multiple Pair Package
Everyday Pair + Sun or Computer Pair
Increase your second pair sales with bundling.

When patients can choose based on lifestyle instead of sorting through add-ons, decisions feel easier and upgrades happen naturally.



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



Show It. Don't Just Say It.

Patients are far more likely to choose premium when they can see the value for themselves.

With Walman Optical's SpecTech, you can demonstrate the difference in real time with the following demonstrations:

- Multi-focal lens comparisons
- Digital vs. traditional single vision lenses
- Lens thickness calculations using the patients actual Rx
- Coatings both non-glare and blue light protection
- Sun Protection both polarized and photochromic



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