



SHEENA TAFF
OPTICIAN &
OWNER

POST-COVID FRAME & LENS MERCHANDISING

OMS 2022

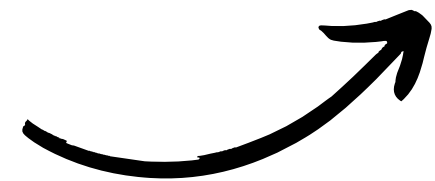
WHO IS

SHEENA TAFF ↗

Licensed Optician
Independant Optical Shop Owner
Small Business Covid Survivor




DISCLOSURE



I have no financial disclosure or conflict of interest with the presented material in this presentation.

LEARNING OBJECTIVES



**TODAY'S
AGENDA**

1

COVID LESSONS IN CLEANLINESS

2

FRAME SELECTION AND PURCHASING

3

FRAME MERCHANDISING

4

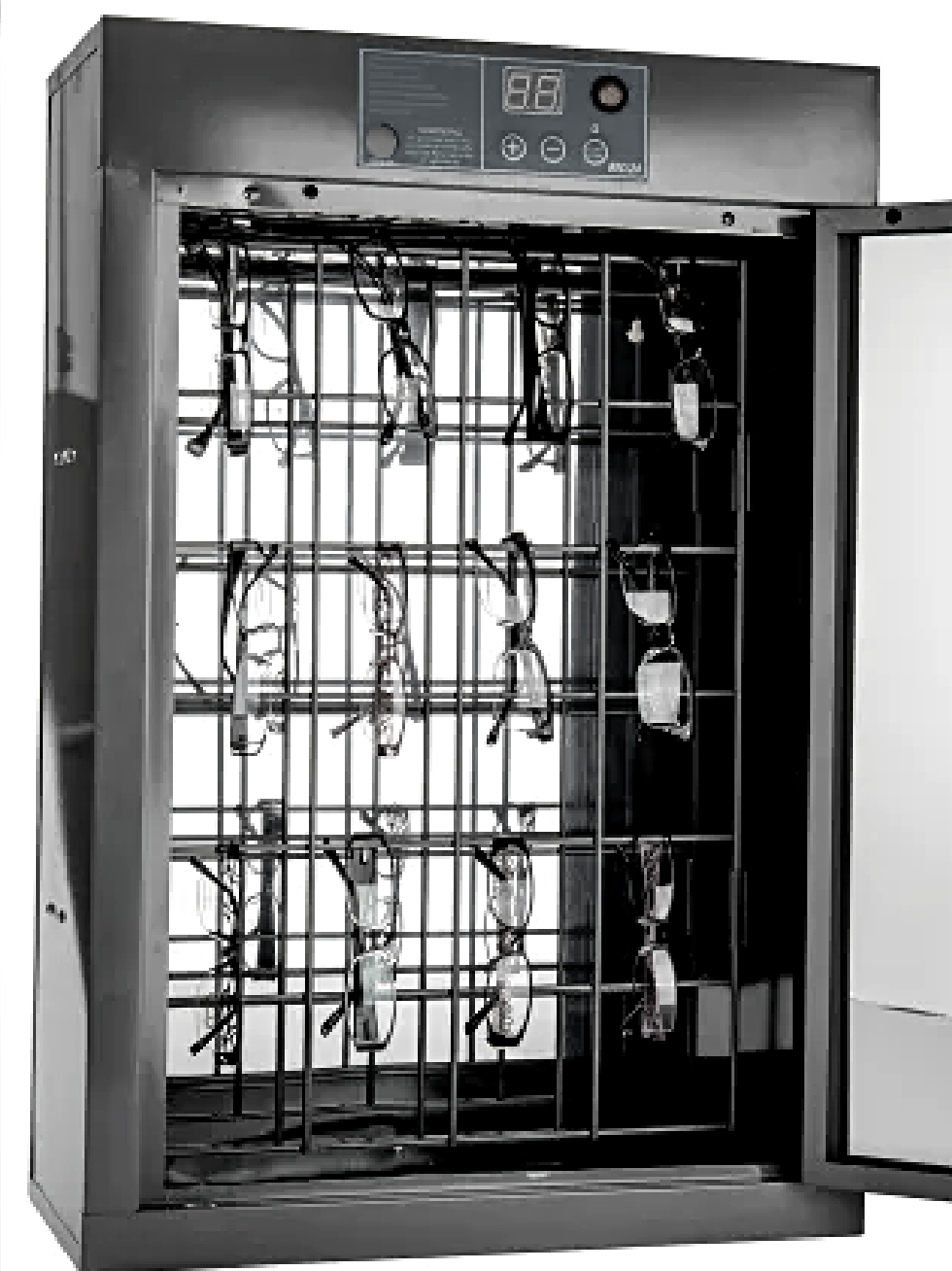
LENS MERCHANDISING AND PRESENTATIONS

5

MEASUREMENTS AND NEW TOOLS

6

PERCEPTIONS AND CLIENT EXPERIENCE



UV STERILIZERS

*Consider the expenditure of manpower and time,
larger UV sterilizers are less expensive than you might think!*

A large device that cleans frames quickly within minutes is most efficient and although the initial cost is more expensive, your employees will be putting frames in and back on the board and moving on to the next patient or task with greater productivity.

PRE- ADJUSTMENT PROTOCOLS

...



Use an ultrasonic cleaner to clean and disinfect a patient's frame prior to adjustments

BENEFITS

- A patient perception of an elevated customer service experience.
- Reduction in contamination of tools.
- Ensures staff do not have to handle dirty glasses.
- Begins a patient discussion about proper eyeglass care



BEFORE YOU BUY

ACTIVITY



The easiest way to end up with a poor inventory mix is to go into a frame buying meeting without the analytics and knowledge of what is popular with the demographics of your optical clientele. Using concrete data can also ensure your buying team isn't buying based on their biases.

INVENTORY ASSESSMENT

Using optical software
inventory reports before you buy

INVENTORY TURNOVER ANALYSIS

This report gives the classic inventory turnover analysis, which allows for a review of the ratio of sales dollars versus invested inventory.

LISTING OF OLD STOCK


Lists the original date of frame receipt, which usually coincides closely with the date of purchase and depending on vendor can be tied to the warranty period of a frame.

SLOW MOVERS

Identify frames that have been in inventory for a long period of time. Optional "period" criteria can be chosen.

INVENTORY TURNOVER

Inventory Assessment



This report gives the classic inventory turnover analysis, which allows for a review of the ratio of sales dollars versus invested inventory. Allows you to identify brands that have the best turnover. Example: If you have \$1000 worth of Brand A optical frames and have sold \$5000 that's a great sell through. On the flip side, if you have \$1000 of brand B and have only sold \$2000, that is a 1:2 ratio vs 1:4 of brand A.

USE

This helps you identify brands as a whole that are not performing well in your optical.

You can further use this report to identify if it is the location or displaying of the brand that is having a negative effect on the sales.

LISTING OF OLD STOCK

Inventory Assessment



Identifies frames that have not been received recently, meaning they are occupying valuable board/shelf space for a long time. You can typically identify a “start” date for the report and it will list all products that have not been received (repeated) since that date. This helps identify frames that should be exchanged or marked down to make room for new products.

USE

This report will make sure you are aware of stale or outdated stock that is occupying valuable board/shelf space. Should be pulled at least quarterly.

SLOW MOVERS

Inventory Assessment



Identify frames that have been in inventory for a long period of time. Optional "period" criteria can be chosen.

USE

This report helps not only with a snapshot of a brand's sell through. It can also be further analyzed to determine shapes, styles of colors that are not selling well in your optical.

RECENT SALES

Inventory Assessment



IN DETAIL

This report will allow you to see the activity in detail for products from a particular vendor.

USE

Using this report allows you to identify individual frame models that are selling through. You can see how quickly they are selling and how many times. This can be used to identify top selling styles

RELATIONSHIP STATUS



How to strengthen your rep relationship

Your vendor representatives are your partners. Communication of expectations and wants in the relationship will ensure that you receive attention and assistance in best utilizing their products in your optical.

FRAME SELECTION AND BUYING

Online Catalogues and portals



- Allow you to see frames and inventory availability.
- Give you the opportunity to add filters to find the styles or sizes you are lacking.
- Can see the final cost at checkout, better for budgeting purposes.

Virtual Appointments



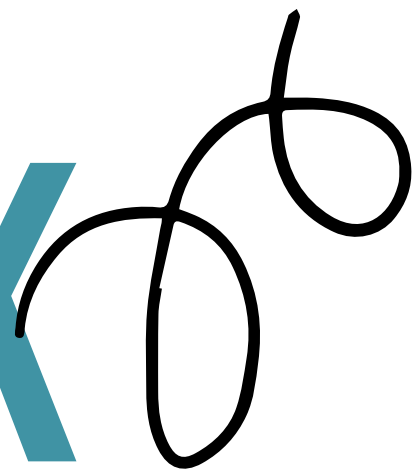
- Allow you to virtually see new products definitions.
- Can see collections without commitment of a rep visit in person.
- Frames can be modeled by the sales rep and previous sales history can be discussed.

Board management



- Let's your vendors create a mix of product based on their top sellers.
- Can be customized based on sales history with the brand.
- Instantly re-order frames sold to increase repeats.

LOOK AT ALTERNATIVE WAYS TO MERCHANDISE FRAMES



Trends

Grouping frames together based on a trend or frame characteristic

Example

Translucent frames in clear, smoke, blush and watercolors together

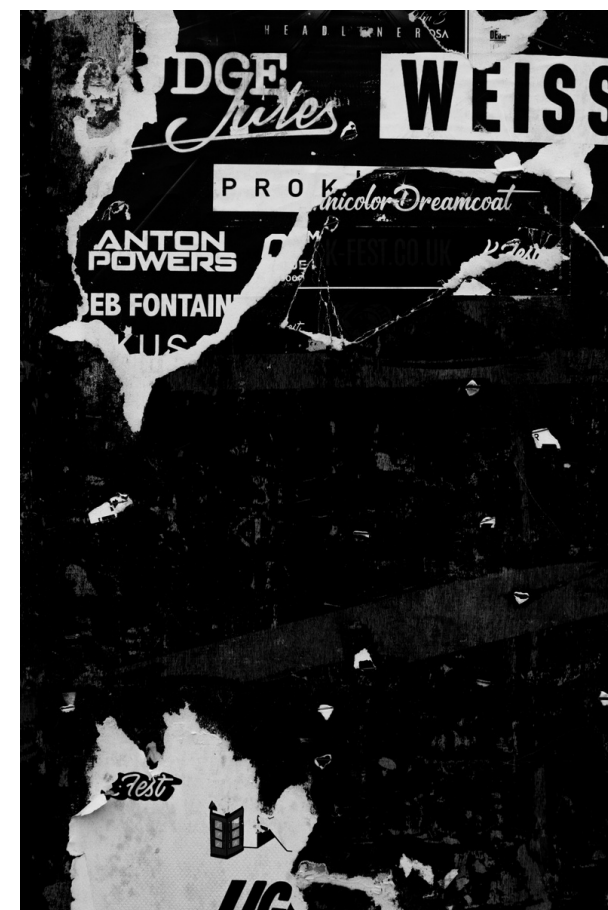
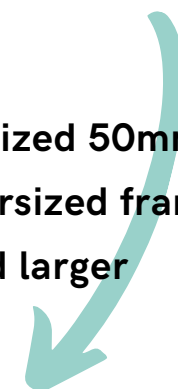


Sizes

Grouping frames together based on sizes.

Example

Petites frames sized 50mm and smaller and oversized frames sized 58mm and larger



Less Gender Definition

Grouping frames by shapes that are unisex in style.

Example

Rounds shapes, oval shapes and classics like the Clubmaster or Wayfarer shape are genderless



MERCHANDISING BY TRENDS

€.
FALL WINTER
2022



Trend #5

Eco Sensible

Earth Conscious
Recycled & Repurposed Materials
Nature Inspired Tones

Reclaimed, repurposed and recycled materials connect protection of eyes and protection of earth to environmentally conscious consumers. Sunglasses are thicker in silhouette, round, cat's eye and aviator shapes in soft tones in colors inspired by nature are high on style and substance.



Trend #6

70's Square

Oversized
Cubic
Vintage Coloring



Large, oversized square frame shapes embody a 1970's silhouette and serve in shielding from sunlight. Modernized in their materials, from minimal metals in shiny gold and rose colors to thick profiles of patterned acetate with lenses to match in monochrome tones.



Trend #1

Tinted Lenses

Sheer Lenses
Solid or Gradient
Any frame shape



Lighter tinted lenses let you wear your sunglasses inside or out, day or night.

A lighter saturation of lens color keeps eyes visible and the world looking more cheerful in mood altering tones that serve both style and health benefits.



Trend #4

90's Nostalgia

Narrower Profile
Rimless Mountings
Oval Shapes



Narrower frames that still shade from the sun are making a comeback for spring/summer 2022. Ovals shapes in metal frame styles are replacing the rounder shapes. For the genZ set it's a new shapes and styles they've never worn, for everyone else it's nostalgia and confidence in a styles once worn.



Trend #3

Bright & Colorful

Bright, Bold Tones
Neutral Colored Lenses
Diverse Frame Shapes

A rainbow of bright colored frames is catching consumers attention in their desire to break out of the repetitive nature of pandemic life. These mood boosting, playful frames in candy colors are grounded by neutral lens colors such as grey, brown or green. For men and women bright and colorful sunglasses are a trend catching attention in a diverse selection of frame shapes and sizes.

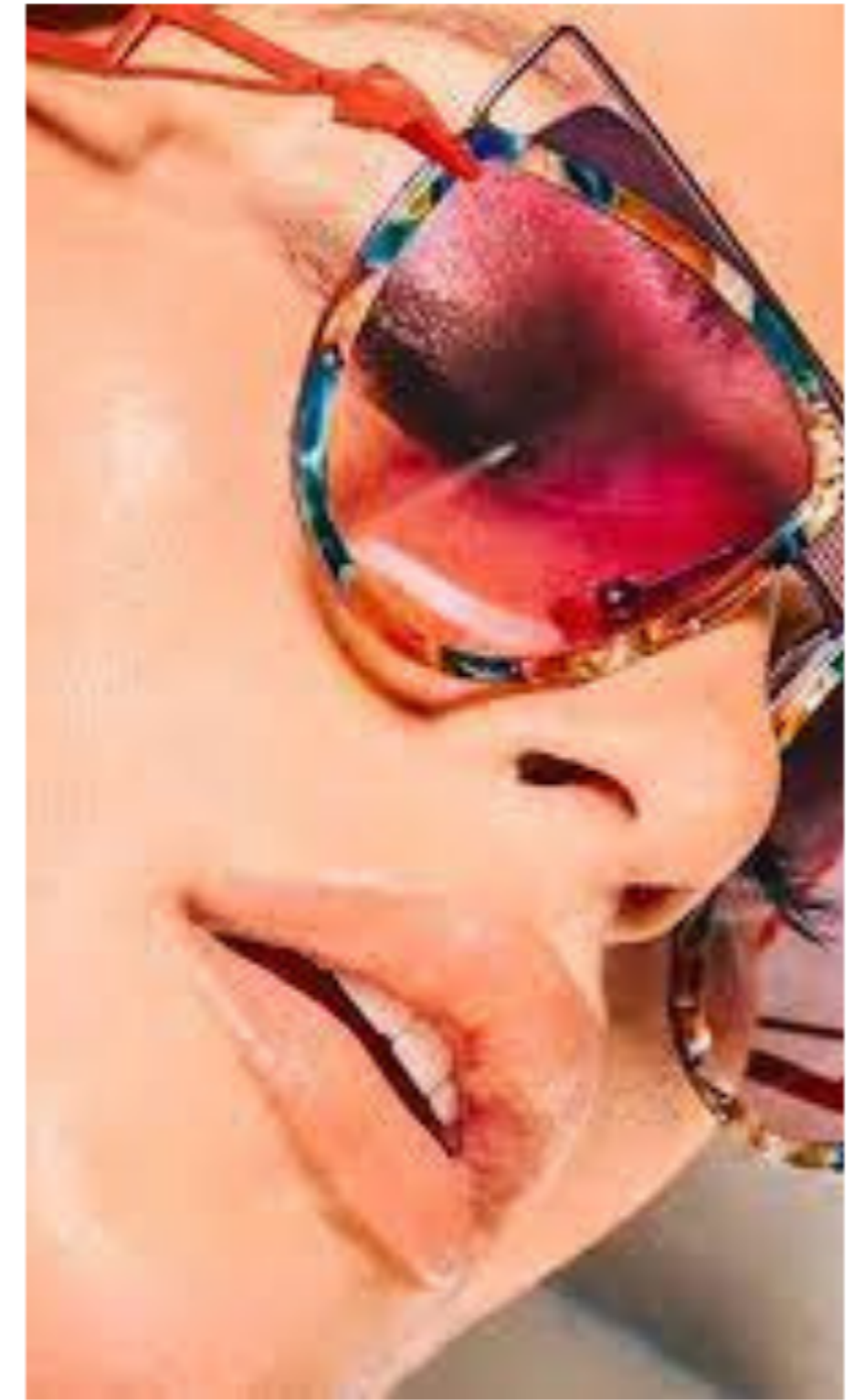
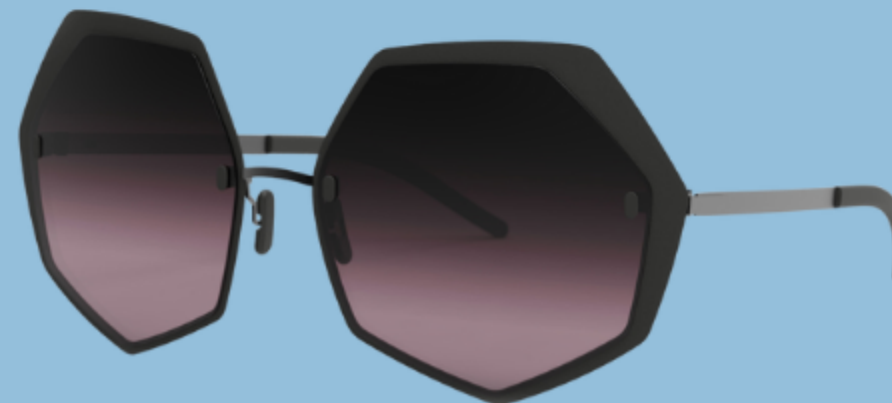


Trend #2

Architectural Marvels

Lens Dominant Silhouette
Lightweight
Futuristic Tech Style

The craftsmanship and style of this frame trend is evident in the large lenses that appear to be suspended, intercepted and flawlessly aligned within their frames. Lightweight styles appeal to those seeking substance and style without added excess.



MERCHANDISING BY FIT

€
FRESHEN UP YOUR
ASSORTMENT ↗

Merchandising by Fit, Weight or Durability



Many clients seek eyewear based on it's weight. With a lightweight frames being a desirable characteristic. Grouping frames together by this characteristic will allow for titanium, usually a more expensive frame style to be grouped together. Creating less differential in price between frames made from the same materials.

Sports specific frames, with additional flexible or ANSI certification can be grouped together and merchandised with accompanying p.o.p to spark the conversation about a clients lifestyle and activities. This can help the ECP determine if a more durable frame or multiple pairs for specific sports is necessary for the client.

Merchandising by Face Shape

There are guidelines for matching face shape when selecting eyewear, many clients have seen or heard of this before. Familiarity is comforting for clients in a retail environment.

Merchandising frames by face shape is a great way to break through the classic segregation of masculine and feminine frames.

Adding graphics as the ones below are a great way to engage patients in the selection process.

Having handheld mirrors or adding stickers to a dispensary mirror with the shapes on them is an inexpensive way to create an interactive and fun experience.



Heart



Square



Round



Oval



Heart



Square



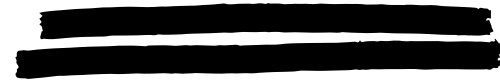
Round



Oval

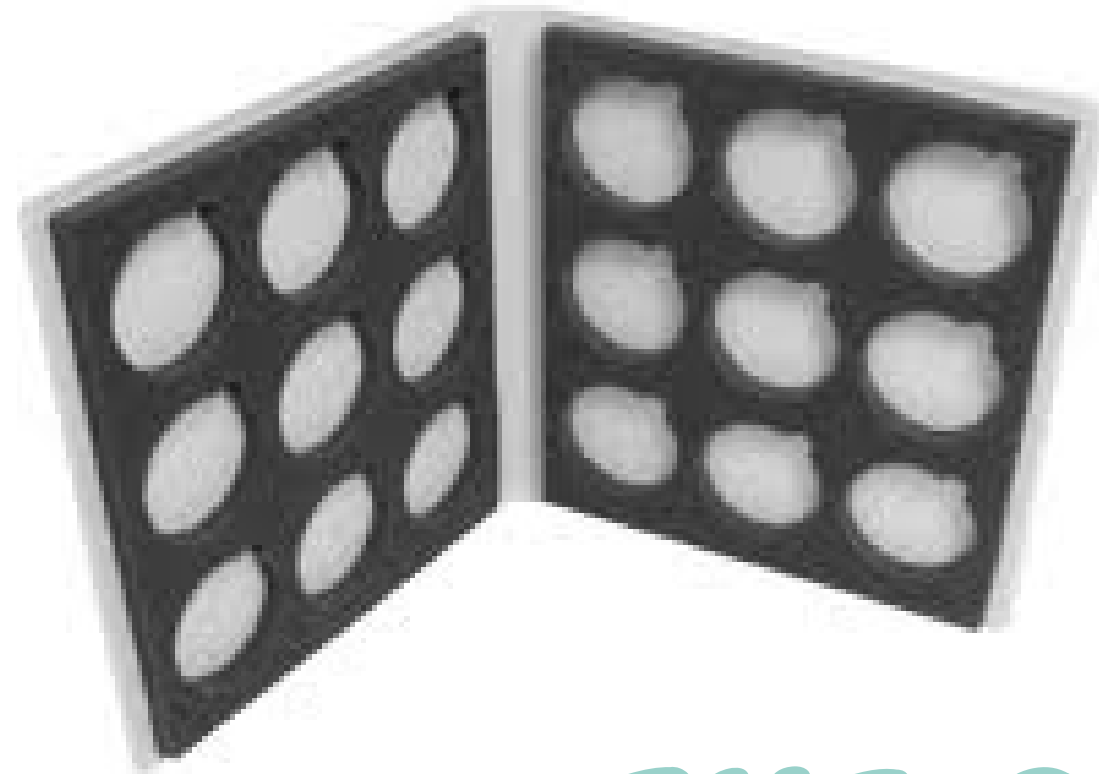
LENS MERCHANDISING

How to showcase, display and
demonstrate lens features and benefits.



SUN LENS

MERCHANDISING

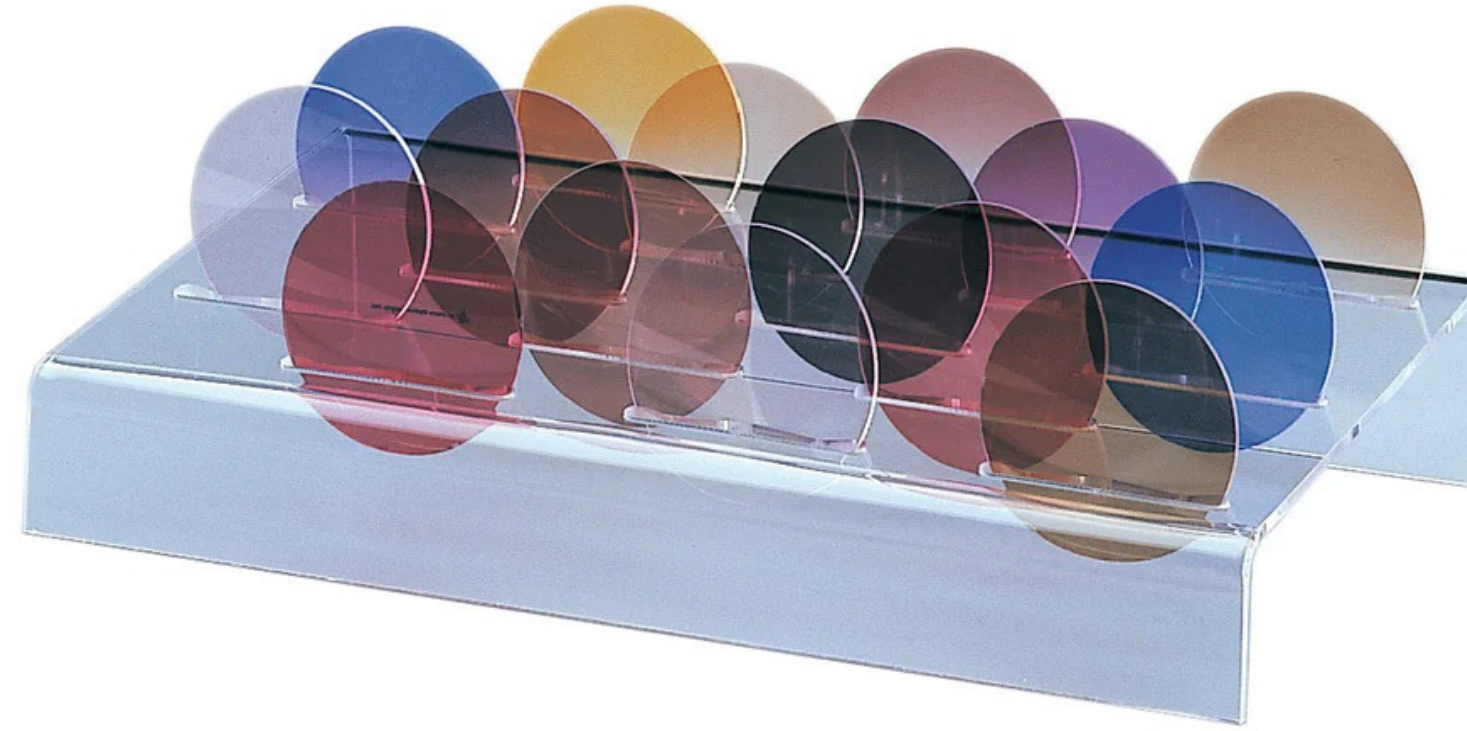


THE BOOK

COMPACT AND EASY TO STORE. NOT VISUAL, HAS TO BE
PRESENTED TO CLIENT.

SUN LENS

MERCHANDISING



THE TABLE TOP

VISUAL AND INTERACTIVE. CATCHES A CLIENTS ATTENTION
IN THE OPTICAL.

SUN LENS

MERCHANDISING



THE LIGHTBOX

EYECATCHING, AESTHETICALLY PLEASING, SLEEK DESIGN.
SHOWCASES LENSES BEAUTIFULLY.

UV
FLASHLIGHT

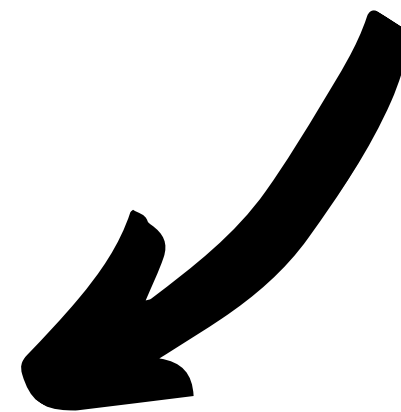


VS

TABLE TOP
UV LIGHT



UV LIGHT DEMO



TOOLS

DIGITAL FREEDOM



Digital catalogues for patients

Digital pamphlets

Demonstration videos

Virtual demo's

Virtual try on

Immediate inventory checks



TOOLS *AND* MEASUREMENTS

PUPILOMETER

Outfitted with a breath guard or plexiglass piece to offer a minimal barrier.

→ **OK**

TABLET MEASUREMENTS

Safe distance. An app and device you have or can buy inexpensively. Small footprint.

→ **GOOD**

DESKTOP DEVICE

Safe distance. Small footprint. Easy to locate and visually present.

→ **GREAT**

FREE STANDING

Safe distance. Large footprint. Impressive, visually present. Expensive.

→ **GOOD**

CLIENT INTERACTIONS

EXPECTATIONS
AND
OUTCOMES

Ensure clear communication of policies, expectations and document requirements in advance of a patient visit.

On the website at time of booking
On phone greeting
On confirmation email/text
On the door to the practice
By staff

WHAT TO EXPECT



QUESTIONS



Ask patients in advance of their visit if they have any special requirements.

REQUIREMENTS



Share office safety procedures and patient requirements for a visit in advance.

COMMUNICATE



The flow of the visit might be different. Explain things as you go. Patients like to know how the visit is going to go.

DO YOU HAVE ANY QUESTIONS?

Feel free to make this an open
discussion for questions or share
your experience.

