I TAKE IT PERSONALLY
Mark Mattison-Shupnick, ABOM

Capture rate
- ASP
- Customer satisfaction
- Professional & technical identity
- Separates you from the competition
- Buyer appropriate

Sun & Sports
“Use of sunglasses that block all ultraviolet radiation and severely attenuate high-energy visible radiation will slow the pace of ocular deterioration and delay the onset of age-related disease, thereby reducing its prevalence.

A 20-year delay would practically eliminate these diseases as significant causes of visual impairment in the United States.” RW Young PhD

¼ of population has a significant cataract by age 75
Using Dr. Young’s claim, that age would become “95”

“ Protect, Prescribe, Present
“ Start early
“ Talk to mom
“ Talk to everyone
“ CR & glass
“ Treatments
“ Plant the seed
“ If they don’t buy... why?
“
Opticianry, Optometry, Ophthalmology, Online

- Digital natives
- From 3 to 15%??
- $6.95 to $695.00
- More variety, more sellers
- Carbon, 1 for 1...
- MVC
- Click & mortar
- 60 minutes

Premium
- Selling luxury or premium
- Attitude
- Exclusivity
- Best in Technology, Latest in Design(s)
- Personal Service
- Requires the right person
- Requires the right office
- Tell everyone

Attitude
- People don’t buy what you do, they buy why you do it. (Tim Roberts, TrustPointe)
- People centered, then product centered
- Style
- Look like retail store with premium products
- No generation gap

Why You Do It
- Do best in eye health care
- Prescribe the best in eyewear
- Best at uncovering the right solutions to needs
- Best source to get what they want
- Latest in style and technology
Are There Generational Issues?

- **Buyers – target age group**
  - Born 1946-1964
  - Still looking for good, better and best
  - Parents survived the depression, value
  - Acquired wealth

- **Sellers**
  - Born 1972-1990
  - Trends, hipsters, lifestyle and disposable fashion
  - Salaried, digital natives, non-presbyope
  - More frequent job change

**People Centered**

- Go extra mile
- First names
- Change patients to clients/customers
- Charge enough to empower everyone
- Practice, practice, practice
- Role-play
- Script

**Gender shift**

- Healthcare decision makers
- Value and consideration
- Know, demand more

A Note About POW

PD and Height, Vertex, Tilt, Faceform or Wrap
- **Black** - Wardrobe staple: think “classic black suit”
- **Chocolate** - Wardrobe “must-have” in the office or on the go
- **Blues / Greens** – Breaks out of the norm /stand out contrast

**Still Have a Way to Go**