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CLEARVISION
optical company

Beyond the Brand

Jan. 2016

OPTICAL INSIGHTS & INSPIRATION



SUNS!

OH MY...
THESE
SHADES...

IMPROVING
YOUR SUNWEAR
BUSINESS

WOW
THESE
SUNGLASSES

SUNS!

Sunsational Style

GOOD DAY SUNSHINE

One of our calling cards is our annual Sun Program, scheduled at a time of year (November to January) that's unique to many other sunwear providers! This allows you to order your collections in advance, plan your in store merchandising or "Sun Zone," and schedule payment for a time that works best for your practice. Our customers love this flexibility and efficiency, and are pleased when they are ready to sell when sun season kicks in!

For this issue, we've collaborated with some of our partners to provide you with sunwear business best practices, plus some tips on boosting your suns appeal.

Enjoy *Beyond the Brand.*



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President



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FROM OUR PEERS . . .



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Social media is a great tool to use to engage your customer base! Communicating top sunglass trends, health benefits, face-fitting tips and multiple pair messaging can be done seamlessly, and in a fun, interactive way – consider utilizing current events, pop culture, contests and polls. Social platforms like Twitter, Facebook, Instagram, Pinterest, etc. allow you to connect on a more personal level to gauge patients' needs and demands, and also create a sense of customer loyalty to your practice.

A commitment to the category is the first step to amping up your sunglass success. Still, ECPs carry an average of only 11 plano sunglasses and 20 prescription sunwear frames in their optical areas, according to our *Eyecare Business Market Trends* study. Our market boasts a wealth of incredibly stylish and truly salable sunwear options. Stocking a strong, well-curated selection is the key to selling more. A full 23% of ECPs pinpoint sunwear as a key area of growth opportunity; they also report that Rx sunwear is their #1 fastest-growing specialty category today. Now, that's something to believe in.

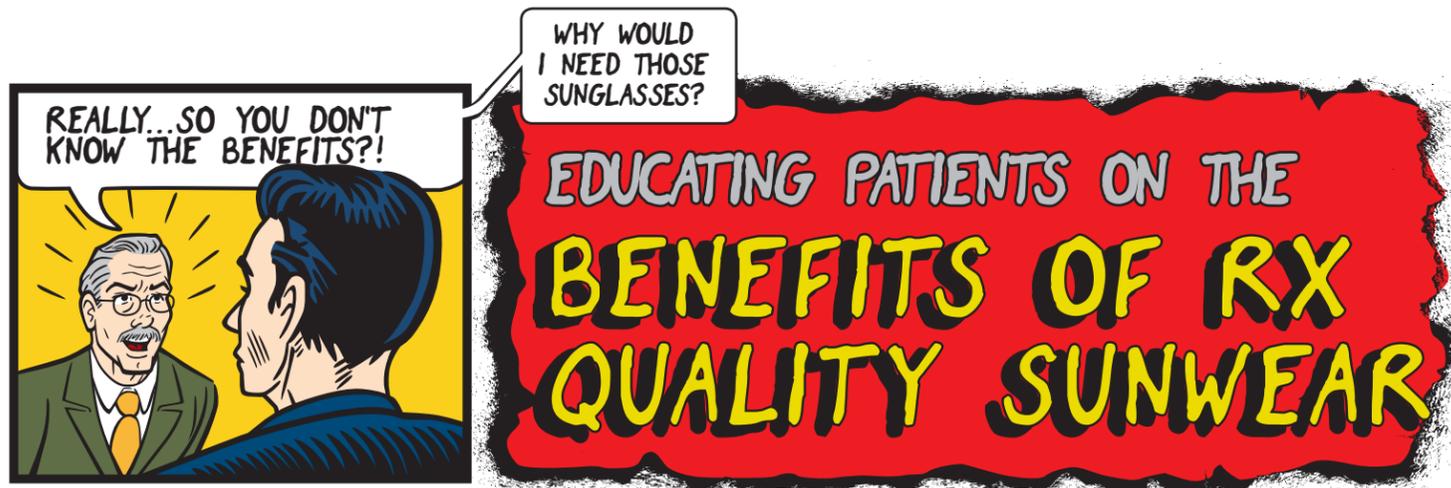


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CLIFF ROBINSON
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Sunwear is all about offering variety, making a statement, and setting yourself apart from the competition. With sunglasses and sun lenses, the store just looks better and can set you apart from your competitor who is still focused on optical frames only. Sunglasses also drive traffic. They are more exciting and inviting... and if you offer product with mirror lenses, the display pops that much more. From the business perspective, sunglasses should turn faster so you are more profitable and making money faster. According to industry data, suns should turn at least twice as fast as optical frames...this makes your real estate that much more valuable and profitable. And, sunglasses are FUN! People love to try them on. They create engagement and excitement for your customers!



EDUCATING PATIENTS ON THE BENEFITS OF RX QUALITY SUNWEAR

You've heard it before: several of your patients may only buy inexpensive sunglasses because they often end up lost or broken. But if they only knew just how important sun protection is to their eyes, perhaps they'd reconsider. Did you know that about 10% of consumers are unaware of the dangers associated with long term exposure to UV rays? It can increase the risk for ocular conditions including cataracts, macular degeneration, retinal damage, and eye or eyelid cancer.

It's important to educate patients about the damage UV radiation can cause to people of all ages, and the differences between good quality prescription sunwear and lenses as compared to inexpensive, over the counter suns.

LENSES
Specialty lenses and tints not only protect the eyes, they can help patients customize their sunwear. Popular lens options include:

PHOTOCHROMIC
For patients who want one pair of frames to wear both indoors and out, photochromic lenses are variable tinted lenses that are

activated by UV wavelengths. When activated, the dye molecules change shape and molecular structure, causing the lenses to change to a darkened color. Photochromics won't darken as much inside a vehicle as they do outdoors, since most windshields and side windows include UV filters. Address this

APPROXIMATELY 23% OF PEOPLE IN THE U.S. NEVER WEAR PROTECTIVE SUNWEAR. ONLY SIX PERCENT ARE AWARE THAT IT'S IMPORTANT TO PROTECT THEIR VISION WITH PRESCRIPTION SUNWEAR, OR, FOR CONTACT LENS WEARERS, QUALITY NON-PRESCRIPTION SUNWEAR.



concern by offering patients a sunglass clip to wear over prescription lenses while driving.

POLARIZED
Polarized lenses reduce eyestrain, squinting and eye fatigue associated with glare, while improving the view beyond the glare. Certain polarized colors also reduce high-energy visible (HEV) light, which can cause damage to the retina.

SPECIAL TINTS
Lens color can profoundly enhance the visual experience! Educate your patients by providing vision benefits associated with each hue:

Gray: An all-purpose color that reduces glare and improves contrast

Brown: Improves contrast; great for general glare reduction

Green: Outstanding at reducing eyestrain in bright light

Rose: Improves low-light color separation; great for driving and snow/water sports

Blue: Great daily use color; soothes the eyes

Yellow: Can boost depth perception in low light situations; perfect for evening drives



THE PUSH FOR POLARIZED
Polarized sunglasses aren't just for fisherman. While these lenses have been used for years by boaters and the like to protect and improve vision, they're very popular today with athletes, outdoor lovers and everyday sunglass wearers.

The benefits of polarized lenses can be broken down into three areas:

Performance: Polarized lenses reduce glare causing objects to become more distinct and colors more vibrant.

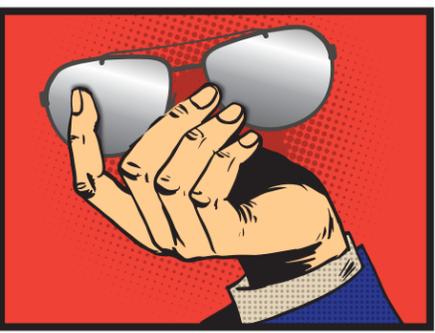
Protection: Polarized lenses provide superior protection against glare and UV rays. Certain polarized colors also reduce high energy visible (HEV) light, which can cause damage to the retina.

Comfort: While ordinary tinted lenses reduce brightness, polarized lenses can also reduce eyestrain, squinting and eye fatigue associated with glare.

Regardless of age, demographics, or specific needs of your patients, there is a variety of lenses and quality sunglasses to meet the needs of everyone. Make sunwear as important to your patients as their ophthalmics, and let them know that they can't afford NOT to protect their eyes from the sun with a prescription quality sun and lense.



KEEP A PAIR OF INEXPENSIVE SUNGLASSES ON HAND TO SHOW PATIENTS THE DIFFERENCE IN QUALITY OF LENSES, AS WELL AS FRAME MATERIALS, HINGE CONSTRUCTION, AND DESIGN DETAILS.



Focus on: The Optical Practice
We recently spoke to Esperanza Ruiz, an optician with Eagle Vision in Carson City, NV, regarding the importance of educating patients on the benefits of quality sunwear.

"Education always starts in the exam room," says Esperanza. "When we introduce sunwear as a necessity as opposed to a luxury – as something that is going to benefit ocular health, it's a no brainer for the patient. They don't always decide to purchase immediately, but will often come back once they've had time to truly think about the health benefits. If more doctors **prescribed** sunwear for ocular health, more patients would likely purchase them as an essential item to protect their vision."

Esperanza suggests asking questions to find out patients' sunwear needs; for example, if they experience sun or glare discomfort, how much they drive, or any other issues they may have.

"A main reason patients shy away from Rx sunwear is the cost," says Esperanza. "And the most important thing we can do as eyecare professionals is educate patients not only on the health benefits of Rx suns, but for the comfort they provide. Once patients experience the visual clarity associated with Rx sunwear, they almost always choose to buy them as a second pair."



Sources: Sun Business, ClearVision Optical; Eyecare Business 2014; Sunwear Success, David Rips, Younger Optics.

SUNS SELLING STRATEGIES

BUILDING A SUNWEAR BUSINESS



If you purchase 40 suns at an average price of \$60, your net cost will be \$2,400. By pricing your suns at \$120 (\$60 x 2 markup), and selling 5 suns per week, you will see an ROI after only 4 weeks. If you continue selling at this rate, your initial order of 40 suns will generate \$2,400 in profits after just 8 weeks. When you factor in additional profit from special lens coatings and tints, your profits will only increase.



Since virtually every consumer should wear some sort of sun protection for their eyes, sunwear can provide a stream of additional revenue for your practice.

THE FRAMEWORK

One of the most important factors in building a suns business is carrying the right mix. Review the demographics of your practice and choose those brands and styles that will most appeal to your patient base. You can't simply carry a handful of suns and consider yourself in the suns business. By increasing the ratio of suns you display, you'll reach what is known as "critical mass." As a result, your patients will see that you are serious about suns.

MERCHANDISING TIPS

- Sunwear should be highly visible within your practice
- Consider creating a "Suns Center" as a focal point of your office
- Use sunwear window signage to draw consumers into your practice
- Incorporate highly visible merchandising materials, like rotators and banners, into your merchandising mix, so patients are aware you're in the suns business!

SELLING FROM THE CHAIR

One of the most effective ways to sell sunwear to an Rx or contact lens patient is to sell right from the exam chair. Patients are more likely to trust the word of a doctor in an exam room. Remember, patient compliance is the key to selling from the chair.

- When confirming an appointment, ask patients to bring suns with them to verify their prescription
- Find out what sports or activities they participate in, and ask if they do a lot of driving
- Warn patients of the damage that UV rays can cause, such as macular degeneration or cataracts
- Position suns as a health need first, fashion accessory second
- Remind patients that suns are like sunscreen products; they only work if you use them
- Use double Rx pads so both regular and suns lenses can be prescribed

SELLING TO MANAGED CARE PATIENTS

When selling suns to patients using a managed care plan, it's important to position yourself as an expert on eyecare. Sell what looks good on the patient as well as the best optics; not the least expensive frame.

- Suggest patients use managed care funds as a "discount" toward better quality sunwear
- Stress the benefits of quality optical products and the importance of a well-warranted frame

SELLING FROM THE SHOWROOM

Your associates can use several tactics to help drive sunwear sales from your showroom. When training your staff on selling suns, the following simple guidelines can help:

1. **Know your products.** Make sure your staff understands the current trends in both the retail fashion and eyewear markets and how the two work together.

2. **Know your patients.** Ask about their hobbies and interests. Are they athletes? Beach enthusiasts? Each answer should help your staff zero in on what sunwear they should be selling to the patient. As an independent ECP, your ability to provide personal service to your patients is an advantage over larger or online retailers.

3. **Educate your patients.** Just as you should be selling from the exam chair, your staff should reinforce your message regarding the health benefits of sunwear.

4. **Sell multiple pairs.** Most of your sunwear sales will come from patients who are already making an Rx or contact lens purchase. Give your staff the authority to offer a discount if the patient adds suns to their purchase.

PRICING STRATEGIES

For every sunglass style, there's a price point to match. The important thing is deciding what works best for your dispensary.

- Field work! Investigate the pricing strategies of other dispensaries in your area (look for comparable brands and styles)
- Study your sunwear sales over the course of a year to determine how much your patients are willing to spend
- Review sunwear websites to determine popular price points
- Offer contact lens patients discounts or coupons on second pair sales to help promote sunwear sales
- Offer deeper discounts on slower selling suns rather than returning them. Returned suns cannot generate revenue!

Sources: Protecting Your Eyes from Solar Radiation, American Optometric Association; Vision Council of America; Jobson Optical Research.

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BUY VISION
GIVE SIGHT

WHEN YOU BUY REVO TEN DOLLARS
GOES TO SUPPORT THOSE FIGHTING
FOR THEIR SIGHT.