

BUSINESS REPORT

IT'S HIGH TIME YOU USED **SUNS**
TO **BOOST** YOUR BOTTOM LINE

PROFITS.

Every patient – whether they wear optical frames or contacts – needs suns. As a business, this gives you a very real opportunity to add to a sale that you've already made – and an outstanding opportunity to boost your bottom line.

Consider this: If you purchase 40 suns (20 styles, 2 colors each) at an average price of \$60, your net cost will be \$2,400. If you sell 5 suns per week at \$120 (60 x 2 mark up), you will receive an ROI after only 4 weeks!

Single Sun Profit:

List Price	Retail Price	Profit
\$60	\$120	\$60

LONG TERM PROFITABILITY

Sell **5 suns** per week
and your suns profits will be: **\$300/week**

Sell **20 suns** per month
(5 suns/week x 4 weeks)
and your suns profits will be: **\$1,200/month**

Sell **260 suns** per year
(5 suns/week x 52 weeks)
and your suns profits will reach: **\$15,600/year**

MATERIAL MATTERS.

LENSES: THE PUSH FOR POLARIZED

While polarized sunglasses have been used for years by boaters and fisherman in order to protect and improve vision, they've grown in popularity with outdoor athletes and general use 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 for the eye against annoying and harmful sunlight including glare and UV light. Certain polarized colors also reduce high-energy visible (HEV) light, which can cause damage to the retina.

Comfort: While ordinary tinted lenses merely reduce brightness and the quantity of light; polarized lenses can also reduce eyestrain, squinting and eye fatigue associated with glare.

QUALITY MATTERS.

You've no doubt heard from customers that they only buy cheap sunglasses because they always end up getting lost or breaking. However, if you sell them on suns as simply a variation of their normal Rx frames, it becomes clear to them that they can in fact take good care of their suns.

One fact that can certainly support your case is that Rx suns are simply made better than their drugstore or chain store counterparts. Keep a pair of cheap sunglasses on hand to show them the difference in hinge construction and the attention made to details and adornments. Most important, is to show the difference in the quality of the lenses themselves.

SOLAR POWER.

HOW TO EFFICIENTLY ADD SUNS TO YOUR FRAME BOARD.

To truly reap the rewards of carrying suns, you can't just go ankle-deep. You need to immerse yourself in suns. In others words, you can't simply carry a handful of suns and consider yourself "in the suns business."

Take a look at your current board space. To effectively sell suns, you'll need to dedicate a percentage of your board space to sunglasses. You don't have to plunge into the business; instead, you can gradually add sunwear to your frame board space.

Consider this: If you only sold 40 suns last year and you turned your inventory four times during that 12 month period; logic would say that you only displayed 10 suns on your board space. While it's a start, it's not enough "suns saturation" to give patients the impression that you are in the suns business.

By increasing the ratio of suns you display, you'll quickly reach what we call "critical mass" and your patients will see that you are serious about suns.

MERCHANDISING.

Window displays and P.O.P. are both great ways to show your consumers that you're serious about suns. ClearVision has award-winning P.O.P. items that can help you turn heads and turn shoppers into customers. You can even mix and match vendor P.O.P. pieces with props that help to sell the concept of suns.

The ClearVision display tower is also a great way to showcase your suns collection. It has room to display 64 frames, yet its footprint is a mere 16.5" x 16.5." Best of all, it's free with a qualifying frame order.

CLEARVISION OPTICAL COMPANY

425 RABRO DRIVE SUITE 2

HAUPPAUGE, NY 11788

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COLOR THEIR WORLD.

Customers can truly create a style all their own by adding touches of color to their suns purchase. Since many may assume that they are limited to the browns and grays of yesterday, you can heighten the level of customer service you deliver by offering lenses in some of the literal rainbow of colors available to them. While many may think of colored lenses in terms of style points, you can educate them by offering a summary of their vision benefits:



Gray: All-purpose color that reduces glare and improves contrast.



Amber/Brown: Improves contrast and 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: Soothes the eyes. Great daily color.



Yellow: Perfect for evening drives. Can boost depth perception in low light situations.

SUN SUCCESS.

EDUCATE YOUR OFFICE.

Knowledge is power. The more you educate your associate, the better the results you'll experience when selling suns. Some key points to focus on when teaching your staff how to sell suns are:

1. Know your patients. It may seem obvious at first, but often times we overlook this area. How are they dressed? Do they appear to be high- or low-maintenance? Ask them about their hobbies. Are they athletes (or are their kids athletes)? Each answer should help your staff zero in on what kinds of suns they should be selling to each particular patient.

2. Know your products. The more you know your suns, the better chance you'll have to sell them. Have your staff spend time with our 2010 sunwear catalog to learn about the unique benefits of each brand (and each sun) and which trends they each fall under.

3. Educate your patients. Just as you need to educate your staff, your staff needs to educate your patients. While most patients will know that the sun's rays can do damage to unprotected skin; they may not make the connection that it can also damage the eyes.

4. Sell multiple pairs. Most of your suns sales will come from patients who are already on site to make an Rx purchase. Don't miss out on this opportunity. Offer them a discount if they add suns to their purchase. If they agree, you've just doubled your sale without doubling your effort.