

you are
capable
of
anything

WE WHO THRIVE

Accelerate and Grow Your Optical

Presented by Jay Binkowitz

Founder GPN

Founder & EVP Professional Relations Keplr Vision

Industry Consultant



Jay Binkowitz

Over the last 40 years, Mr. Binkowitz has had extensive experience in retail operations, merchandising & marketing, manufacturing & distribution, technology development, national sales, and on-site interactive consulting.

With the development of GPN™ EDGEPro, he created a unique support company that provides infrastructure to strengthen independent practitioners with new business management tools and processes. He is the co-founder & EVP of Professional Relations Keplr Vision and works as an industry consultant.

Mr. Binkowitz served 2 years as the benedict professor at the Houston College of Optometry and as an adjunct professor. He has published articles in many eye care industry magazines and is a keynote speaker at many industry events, both domestically and internationally.

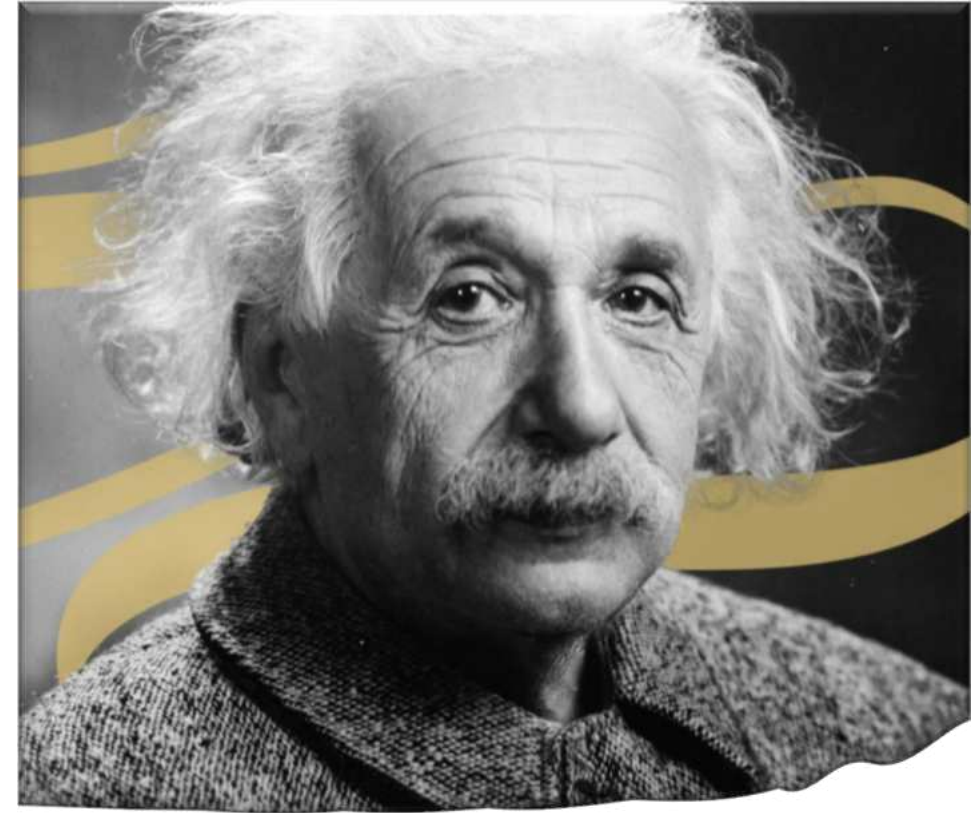
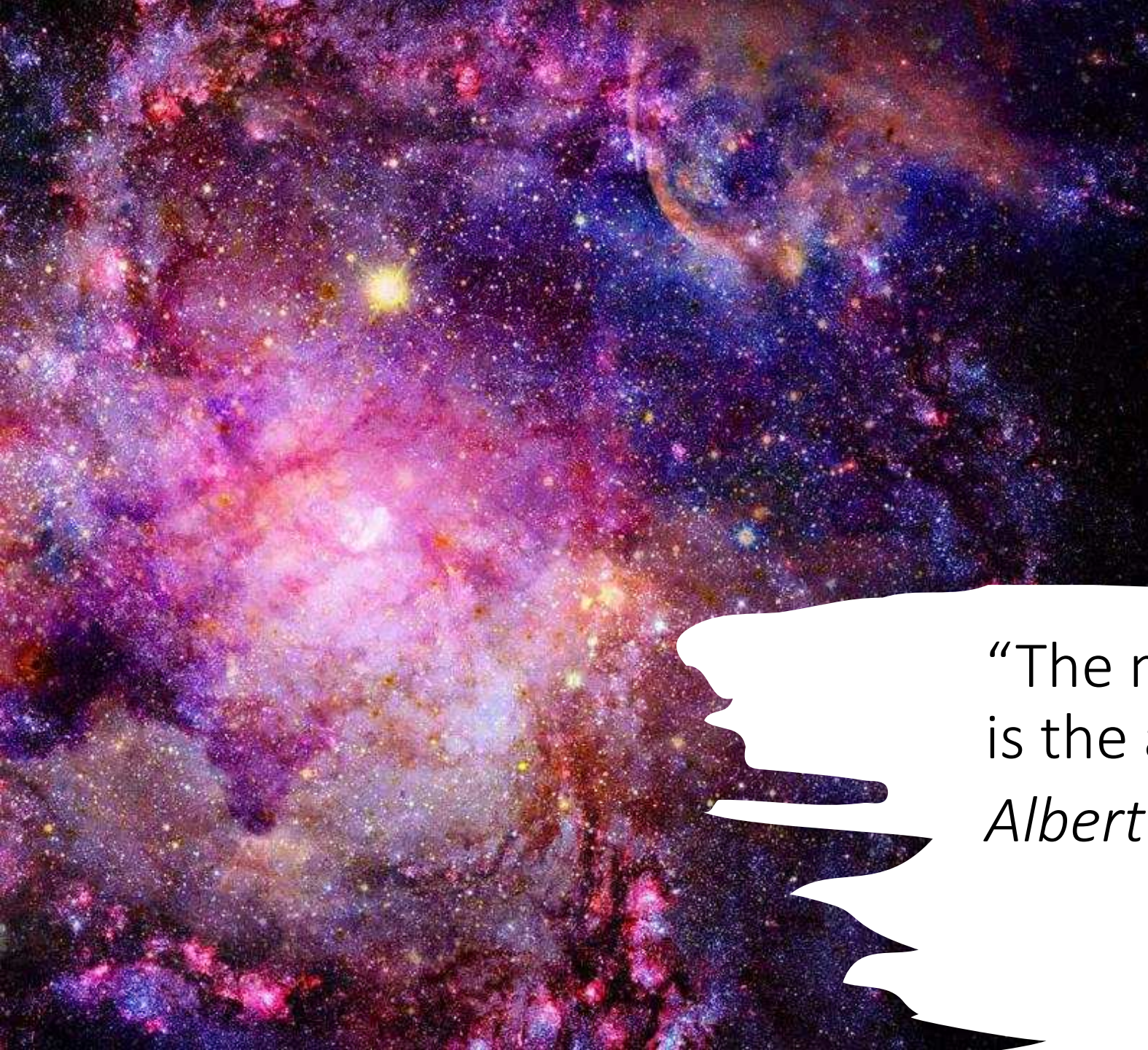
“ There is only one boss.

The customer.

And he can fire everybody in the company from the chairman on down simply by spending his money somewhere else.”

Sam Walton





“The measure of intelligence
is the ability to change”

Albert Einstein



QUALITY



RELIABILITY



SUPPORT

CUSTOMER



Max

PERFORMANCE



EXPERIENCE



SATISFACTION

Before your customer walks in the door

How do you attract new customers?

How will you toot your own horn?



Website

Is it different, exciting, motivating, informative & interesting?

How does it support you value proposition of an extraordinary customer centric culture?

What age group does it appeal to?

How does it **easily and conveniently** teach folks about you?

Social Media

Facebook, LinkedIn, Tik Tok, X, YouTube, Instagram, Snapchat, etc. etc.

Hire someone to manage this internally

*These services can only be as good as **your level of involvement / commitment***

Influencers?

Leveraging Local Relationships, Get Involved !





Socialized relationships with other professionals?
Other physicians and business owners

Who are you? Why should you be trusted?

What do you offer? Products, services, environment, culture.



Do you have a referral program?
How does it motivate your patients to participate?

What makes you different? Why are you worthy of being a destination location?



How do you interact within your community?
Charities, sports, local associations



You have to be the expert !

What do you know about your customers?

Do you provide a simple and convenient way to collect necessary information prior to their visit?

What homework can you do before they arrive?

What can you learn about them, so you are fully prepared?

Google?

LinkedIn?

How else?



Get Personal !

Special Occasions

Favorite Products

Favorite Hobbies

Favorite Restaurants

Share family stories

Other members of the family

Special time allocation



Curb Appeal ?



A customer has
opened your
door, what now?



Patient Flow

ANXIETY



FREEDOM



How to Discuss Plans-Products and Services with Patients

FIRST things **FIRST**

Be prepared and do your homework!

Hello – Introduce yourself

We Guarantee it!

Polarized Lenses – **Did you know?**

Frames – Shopping can be **fun**

Savings – Is your way to **closing the sale**





Your

Home



**See No Evil,
Hear No Evil,
SMELL
NO EVIL**







EYE BOUTIQUE
OF SEDONA

ADVANCED
EYECARE
CENTER

Let them SHOP !!!!



EXPRESS **BUNDLES**

\$89* SINGLE VISION Reg price \$258.00	\$189* PROGRESSIVE Reg price \$358.00
-----------------------------------------------------	----------------------------------------------------

* Complete pair of eyewear with plastic lenses. Cannot be combined with any other vision benefits, offers, discounts, or previous purchases. See associate for details.



Grab a tray to

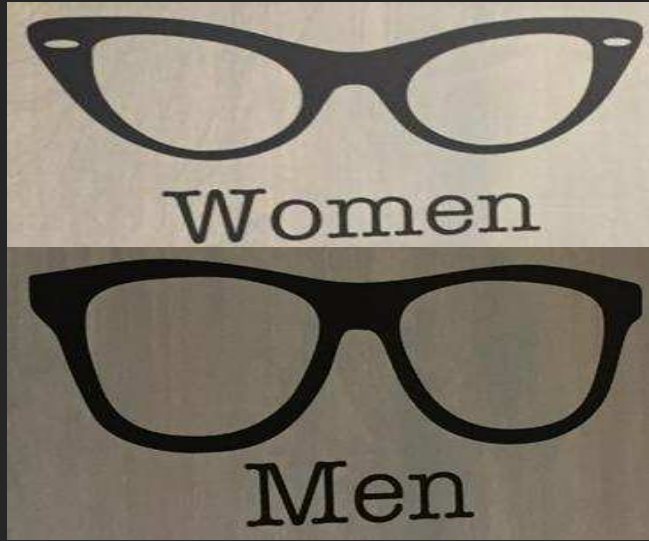
shop and play



How to Discuss Eyewear & Contact Lenses with Patients

***“Your new prescription will provide you
with clear and comfortable vision”***









97% percent of patients are frustrated by wait times.

What do you know about your competitors?

Commercial versus Independent

What products and services do they offer

Hours of operations

Pricing strategies, bundled offerings, sales

Review their websites and reviews

What MVC plans do they take?

Identify their Achilles heal

Age appeal

Be a patient and experience it, don't assume

Warby Parker, Lenscrafters, Sunglass Hut, Visionworks, National Vision, Regional Chains

Can you really distinguish why you are better, or do you just sell yourself that your better?

How can you prove it?

Top Restaurants



Are you the Michelin Rated Restaurant?

What are the factors to gain a Michelin Star Rating?

Pride

Creativity

Environment

Consistency in exceptional service

Proactive and predictive service

Attention to detail

Obsessive desire to provide a one-of-a-kind experience

Providing a special journey for their patrons



MICHELIN STAR

Coveted by many chefs but bestowed upon only to an excellent few.
Getting a star (or three) could change the fate of a restaurant.



High quality
cooking,
worth a stop



Excellent cooking,
worth a detour



Exceptional
cuisine, worth a
special journey

How to Earn Your Michelin Stars

1. Meticulousness

Treat every night as if it's the night of a Michelin inspection.

Chefs and staff are *meticulously trained*.

2. Discipline

Cooking is an endless quest for *perfection*.

3. Mastery

Be the expert, the problem solver, the go to place that is known for its skills and expertise.

4. Creativity

Being on the cutting edge of *new product trends*

5. The Finest Ingredients

Great chefs will confirm, ingredients are key.

Cutting corners is not the way to a Michelin star.

Serving Your Products

Clean frames both before and after

Serve them on felt lined trays

Handle them with care and do not scoop them up



How to Think Like a Buyer

One Size Does Not Fit All



Business Health

Anti-Reflective Lenses		
Opportunity for Future Growth		
\$55,445.00		
Current	EDGE Goal	Improvement Needed
63%	73%	10%

Patient Owned Frames		
Opportunity for Future Growth		
\$38,469.71		
Current	EDGE Goal	Improvement Needed
14%	9%	5%

\$154,847

\$0 Frames		
Opportunity for Future Growth		
\$33,178.03		
Current	EDGE Goal	Improvement Needed
32%	27%	5%

Photochromic Lenses		
Opportunity for Future Growth		
\$27,755.00		
Current	EDGE Goal	Improvement Needed
15%	20%	5%



If you're still waving your hand in a patients face **you lose**

Do not make a patient wait for you to enter the information in your PMS.

Use ***“nice” handwritten receipts*** & send them a *computer receipt by email or at dispensing*

Be prepared to discuss why your products are special, how they are made, where they come from



Free Refills for Life!

Service Offerings

Is your Menu Special?

- Personalized, unrushed, totally focused attention
- **Home personal delivery and adjustments (seniors?)**
- If some else's rx is wrong, do you replace it?
- **After hours emergency services line like an MD on call**
- Open after hours or on weekends to help someone in an emergency
- **Don't do just enough, always do more than enough**
- What type of “after sales service” can your patients expect from you



Why fit in when you were
born to **STAND OUT?**

-Dr. Seuss

I want to do more
then make you
happy!

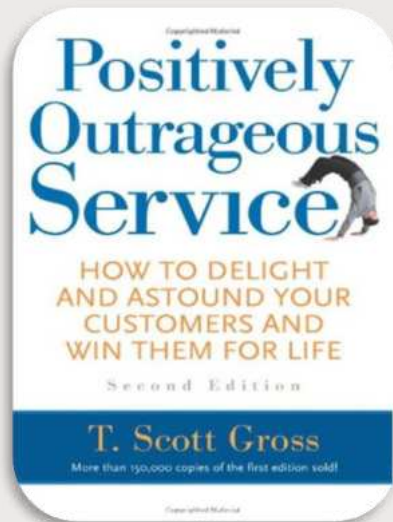
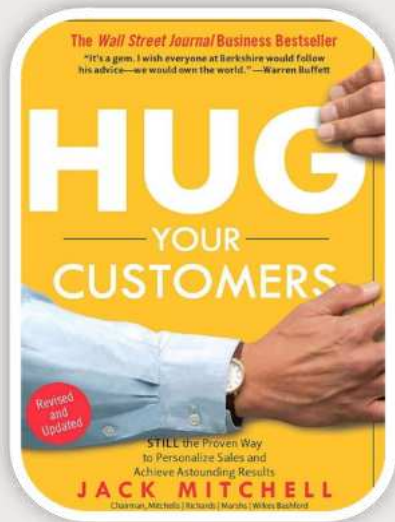
Are we taking good
care of you?

Is there anything we
can do better for you?

Culture

Its all about the YES !

Hire folks that understand their job is to do what ever is needed *to make your customers happy.*



Special Events

DI
Party

After hours wine and cheese

Health store events

Restaurant collaborations

Use both of your email lists to market the event

Invite other professional disciplines and salon managers and staff for after hour events that are just for them.

Offer special inhouse promotions.





You Need to Dress the Part

Spandex

Open toe sandals

Sneakers

Outdoor work shoes boots

Scrubs

Ripped jeans

Sweatpants

Extreme personal expressions of individuality



Dog Chewed Your Eyewear?

You're Covered with Our **GADDIE** Guarantee!

We **unconditionally** guarantee our frames and lenses, against breakage of any kind for any reason for 12 months from date of purchase. We will repair or replace the frames and/or lenses for a copayment of \$25.00. However, your guarantee does not cover loss or theft.

If you need to utilize your guarantee, you must return your old lenses and /or frames.

You will also receive complimentary adjustments, nose pad replacements, new screws, along with basic frame alignment and care at no additional charge.

Make sure to stop back in within 30 days of your purchase to take advantage of 50% off a second pair of sunglass or eyeglasses.

At  **GADDIE EYE CENTERS** we make sure you're happy!



1% WHO CARES?



Is your delivery the best ?

York Peppermint Pattie

Unique Gift

Thank you

Dispensing Tray

End the patient experience on
an upbeat and gain referrals



Have you ever said,
“that is our policy”?

Policy = \$%^&* (



How to Apologize



I'm Sorry

I am sorry you had a bad experience.

I appreciate you *giving us the opportunity* to make it up to you.

I am going to *personally take care of* everything myself

Handling Complaints



I am sorry !

Don't negotiate your
way to resolution

Amazon = get a refund
and keep the product.

Create a following from
credibility and reliability



Words of Negativity?

No, Can't, Won't & Don't =
You don't want to

I'll figure that out =
You don't know

Know your numbers !

01

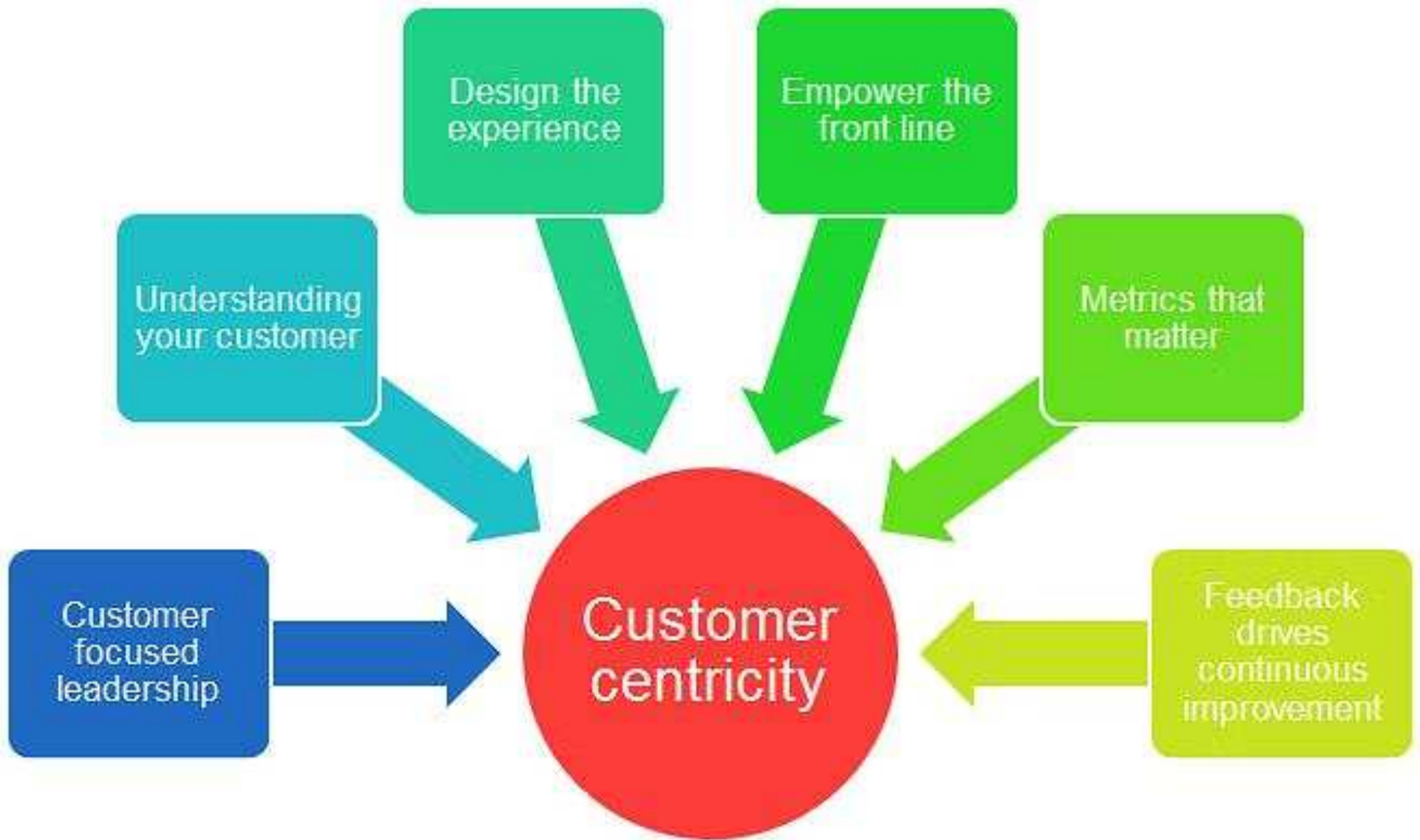
Don't wait for your accountant to tell you how you did at the end of the year

02

Understand (just like restaurants do) what it costs to cook and serve the meal!!!!!!

03

Make informed decisions



The Story of the Five Gorillas* and the Famous Words “We’ve Always Done it That Way”



What are you willing to do to be successful ?

Jay@AskJayB.com



**Sometimes,
you have to
break
something
before you can
rebuild it...**

