



Visionstryt`s

# STRATEGIC GUIDE

FOR

# OPTOMETRISTS

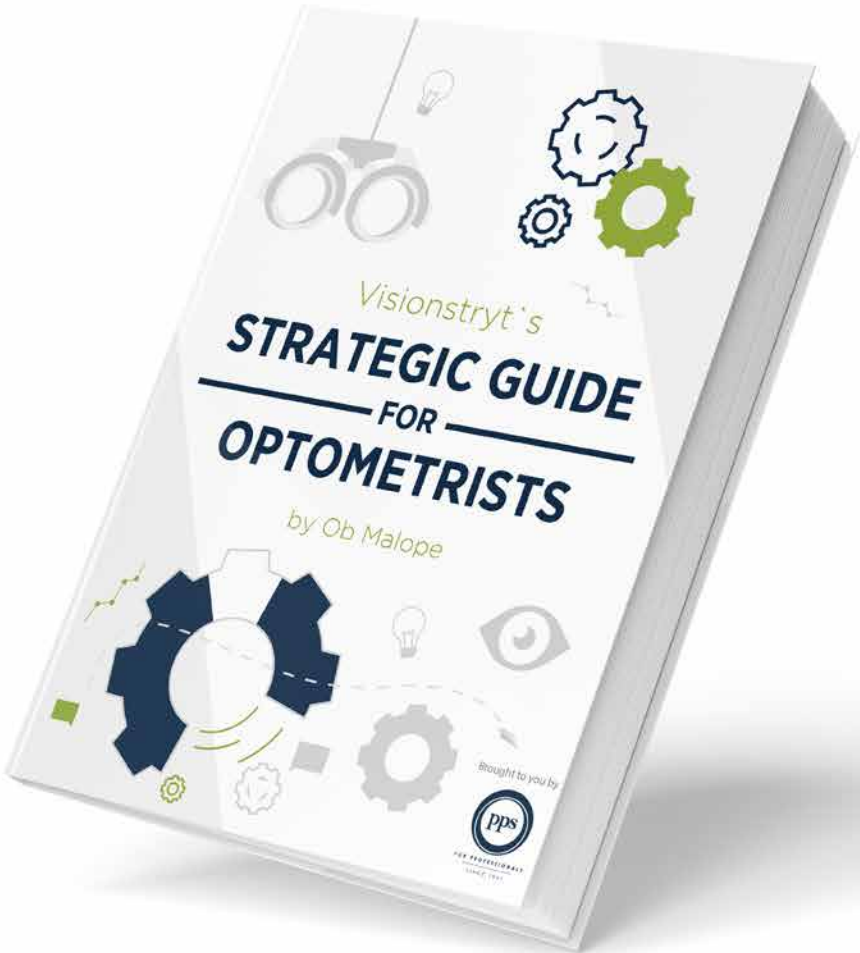
by Ob Malope



Brought to you by



FOR PROFESSIONALS  
SINCE 1941



*Visionstryt's*

# **STRATEGIC GUIDE**

FOR

# **OPTOMETRISTS**

*by Ob Malope*



brought to you by



PEER PROFESSIONALS  
SINCE 1981

**This Book Is A  
Strategic Guide  
That Should Be  
Used By  
Optometric  
Practices That Want  
To Grow Their  
Business To The  
Highest Possible  
Level Of Excellence,  
Revenue Growth &  
Transformation.**

# INTRODUCTION

---

## Redefining the **business approach**

- When people think of getting their eyes tested, what makes you think your practice comes to their mind?
- When people think of your business, what do you think comes to their mind?
- How do you think people identify with your business?
- What thoughts, feelings, emotions, etc. does your business evoke in consumers?
- How or what does your business make them feel about themselves?
- When consumers speak of your business, what is it that they are saying?
- Do they speak of your products, services, culture, environment, deals, and specials? What do you want them to actually be saying about your business, its offerings, the people in it and most importantly, their overall experience they get from it?
- How do you think your business measures up with consumer needs, trends, lifestyles, etc.?
- What makes your business different, unique, similar or better than any other business within your territory?
- What sets your business apart from other non-optometry businesses in your area?



# THIS IS WHAT YOU SHOULD EXPECT IN THIS BOOK

	ATTRACTIVE APPEAL	FINANCIAL GROWTH	SUSTAINABILITY
<b>THE CONSUMER</b>	<b>Consumer Requirements</b> <ul style="list-style-type: none"> <li>- Values</li> <li>- Goals</li> <li>- Challenges to Overcome</li> </ul>	<b>Revenue Growth</b> <ul style="list-style-type: none"> <li>- Revenue Model</li> <li>- Price</li> <li>- Volume (quantity &amp; frequency)</li> </ul>	<b>Consumer Engagement</b> <ul style="list-style-type: none"> <li>- Why You?</li> <li>- Practice Advocates</li> <li>- Loyalty</li> </ul>
<b>MARKET</b>	<b>Competition</b> <ul style="list-style-type: none"> <li>- Category Placement</li> <li>- Business Environment</li> <li>- Market Segment Breakdown</li> </ul>	<b>Competitive Advantage</b> <ul style="list-style-type: none"> <li>- Know Your Worth</li> <li>- Buyer &amp; Supplier Power</li> <li>- Rules &amp; Regulations</li> </ul>	<b>Being Disruptive</b> <ul style="list-style-type: none"> <li>- Version One</li> <li>- Cutting Edge Activities</li> <li>- Progressive Approach</li> </ul>
<b>OPTOMETRY PRACTICE</b>	<b>Business Solutions</b> <ul style="list-style-type: none"> <li>- Unique Selling Proposition</li> <li>- Brand Activation</li> <li>- Worthwhile Experience</li> </ul>	<b>Costs</b> <ul style="list-style-type: none"> <li>- Fixed Costs</li> <li>- Variable Costs</li> <li>- Capital Expenditure</li> </ul>	<b>Adaptability</b> <ul style="list-style-type: none"> <li>- Cash Position</li> <li>- Scalability or Capacity</li> <li>- Complexity &amp; Rigidity</li> </ul>



# CONTENTS

## PHASE 1 – ATTRACTIVE APPEAL

- If people don't want or need what you offer, there is a huge problem.
- You have to position your entire offering as something the consumer really wants more than anything else.
- The consumer has multiple other needs and wants, what about your offering would make the consumer have more desire for it as compared to other needs and wants they have?
  1. Their ability to see better because they are currently struggling to see the computer; driving at night has become a serious problem for them; glare or light sensitivity; etc.
  2. Eyestrain, uncomfortable vision, dry irritated eyes, etc. are all problems that can affect a consumer's needs and wants. Therefore it is important that as we communicate our business offering, it speaks directly to those needs that these problems mentioned above affect the most.
- When we go on and on about our promotions, special deals and discounts in the practice, we don't speak to consumer needs and wants.

### Factors determining your attractive appeal:

- Consumer requirements
- Competition we face in the market
- Business solutions the practice provides

If your customers wants and needs change, but your offerings stay the same, desirability will go down.

If customers` wants and needs and the rivalry you face both stay the same, but you work to improve your offerings, you can expect desirability to go up.

Beyond quality products and great service delivery, consumers today want something far more than that.



They want a worthwhile experience that is centered on the following components:

**Value:** What will they be gaining if they go with what you prescribe versus what will they be losing if they don't.

**Customization:** How does the product, service or solutions you are offering reflect who they are or what they think about themselves?

**Convenience:** To what extent is the product, service or solution being offered fit into their personal lifestyle, image, trends, etc. that they have? Accessibility to what they deem to be important to them is what they look at.

**Recognition:** Will this enhance their personal brand, how they are perceived, etc.?

## CHAPTER 1

The Consumer: Consumer Requirements

## CHAPTER 2

Market: Competition

## CHAPTER 3

Optometry Practice: Business Solutions



# PHASE 2 – FINANCIAL GROWTH

- If people love what you provide but it costs more to make than it does to sell it for, chances are the business won't be around too long.
- If your business model is driven by price, deals and discounts then you will have a serious problem as the years go by because your business will struggle to survive purely based on the fact that they will always be another practice that offers better pricing, deals and discounts. When consumers have to make a decision on where they will spend their money on, they will go with the one that offers better pricing, deals and discounting.
- People are not driven by price, deals and discounts. They are driven by value. When the value is clearly well articulated in a manner that speaks directly to what consumers' value as their needs and wants, it is easy to sell anything to them.
- When value is what you sell and consumers buy that, you are the one who gets to determine the price and not the competitor doing it for you as a result of both of you trying to compete for the consumer attention.
- The more value you add and the more valuable your business offering, the higher the price you get to set for it.
- Position your business in a manner that enables you to negotiate for better deals with suppliers. Determine what products would be best suited for your target market and then look for the supplier that best caters for that.

## CHAPTER 4

The Consumer: *Revenue Growth*

## CHAPTER 5

Market: *Competitive Advantage*

## CHAPTER 6

Optometry Practices: *Profitability*





# PHASE 3 - SUSTAINABILITY

- People are reluctant to buy from a business that might not be around to support that purchase in the future.
- This is important especially when it comes to anything that you offer that is digital, innovative, and disruptive or that requires consumers to do what they have never done before regarding what they have to purchase.
- Part of your communication to every solution you provide is to demonstrate to consumers what their options are post the transaction.
- Consumers subconsciously think about the following when they make a purchase: Can I take the product back if it breaks or doesn't function correctly as I want it to? Who do I contact if there is a problem? How long can I use it for? Can I continue using it past the recommended period of usage if it is still in good condition? If you are a new business, are you here to stay or is this temporary? Would I get enough support from the company post the purchase or is this a once off purchase and that is it?
- Requirements that best establish longevity within a business are the following: Clear well-defined vision Strong leadership Company culture that brings out the best of people Innovation across the different departments of the business Great structure, systems and support
- A growing and committed customer base should be an important goal for your business.
- Always remember that the easier something is to imitate, the more competition there is and the less profitable the business becomes in the long run.
- It is important for businesses to have adaptability in order to survive and thrive in the long run.

## CHAPTER 7

The Consumer: **Consumer Engagement**

## CHAPTER 8

Market: **Being Disruptive**

## CHAPTER 9

Optometry Practices: **Adaptability**



# CONCLUSION

As a conclusion to this book, we will detail a couple of strategies that Optometric Practices can implement in their businesses depending on what they need the most to grow.

**Strategy 1** – Business Leadership Program for the Optometric Practices

**Strategy 2** – Business Amplifier Program

**Strategy 3** – Sales Training Workshop

**Strategy 4** – Staff Training Workshop

**Strategy 5** – Business Activation Workshop

**Strategy 6** – Marketing Communication Strategies

**Strategy 7** – CPD Programme

**Strategy 8** – Online Solutions

**Strategy 9** – Distance Learning Platforms



# Visionstryt

Sight is what we improve, Vision is what we develop