

Contact lens sales

In reviewing contact lens orders we average about 5, 6 mo. orders of contacts to every 1 years supply. Selling a 1 years supply of contacts is a current focus area for stores. There are many advantages for both the patient and the staff in selling a 1 years supply.

For the patient they can get an extra 10% off if they are shipped directly to them. This direct shipping also saves the patient time and expense from having to pick them up. Also many brands have rebates for year supply purchases the patients can get BOTH the 10% and the rebate. The patient tends to have a better wearing compliance when they have all of their lenses readily available and When they are out of lenses they know that it is time for their annual eye exam.

The store does not have to work the inventory, bother with having to call the patient to pick them up and dispense the contacts. This saves a bunch of time for opticians and office staff.

Here are some tips on how to increase your year supply sales.

Get the doctor involved. Make sure the doctor mentions the year supply at the hand off to the optician. A statement like "Mr. Jones is approved for a 1 years supply and Mr. Jones we also have some specials when you order." This will make it easier for the optician to go over the 10% savings and the rebates.

Know your rebates: find out the lenses your doctor normally prescribes and if there are rebates for them. Then make sure you have the rebate information on hand ready for the patient.

Talk up the time and money savings:" Mr. Jones we can have these shipped directly to you to save time and you will also receive 10% off as well as get to use the rebate".

If the patient is concerned that their prescription might change just let them know that if that happens they can bring back any unopened and unmarked boxes (resalable condition) and we will credit them for their new boxes.

Treat every contact lens customer like a 1 years supply customer. Granted they all may not do it but you will be surprised how many will.