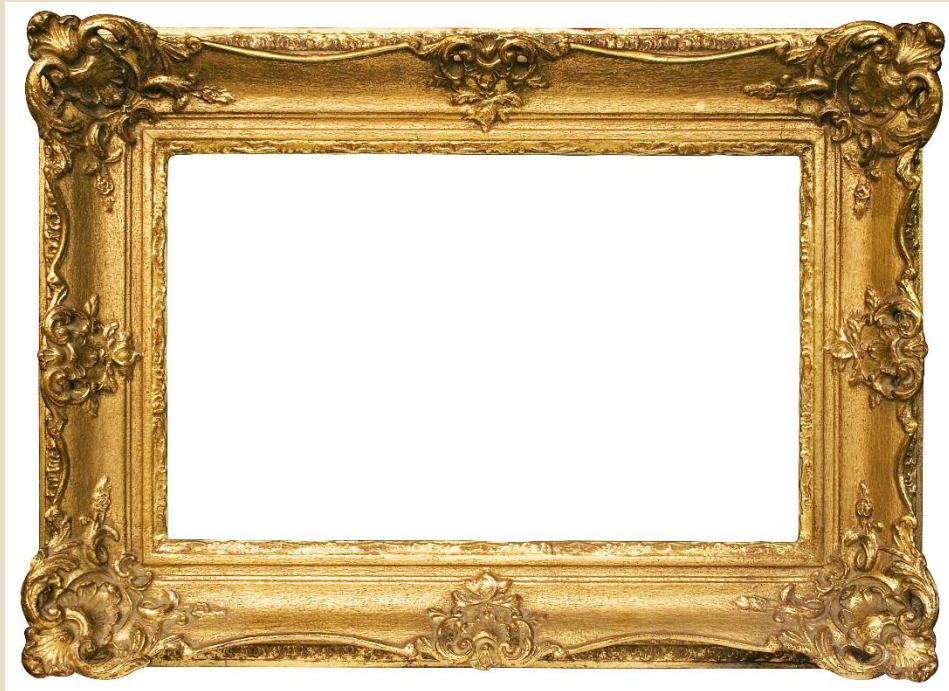


Every Frame Has A Story – How to Tell It & Sell It



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IN THE PRACTICE

- Two Profit Centers
- Departmentalize
- Valuable Space
- Paying The Rent

HOW DO YOU POSITION IT?

- Verbally
- Visually
- Personally
- Fresh Product!

WITHIN THE WALLS

- Stage The Area
- Wear It By Example – Emmotropes Too!
- Wear It Again – Lens/Frame Talk

SUBLIMINAL

FASHION

“Branding has taken the eyeglass frame out of the medical device category”.

Brands Are Built From The Bottom Up

An intimate understanding of what the brand is...

I know you.

How well regarded the brand is...

I like you

How appropriate the brand is for you...

I need you

How distinctive, unique the brand is...

I have a reason to choose you

THE DRAWING BOARD

- The Vision
- The Reality.

PROFILE OF A BRAND BUYER

- Status Conscious
- Desire The Latest
- Enjoy Accessorizing
- Justify Spending
- Enjoy Accessorizing
- Place High Value On Popular Brands
- Fashion Conscious

BOARD MIX

- Competing Brands
- Go Deeper

SUNWEAR MIX

- 25% Recommended
- Fashion
- Sports
- Kids
- Safety

PRICE POINTS MIX

- Low, Mid, High, Bell Curves

MATERIAL MIX

- Plastic/Metal/Precious
- Benefits/Unique Properties
- Handling Tips

O'Keefe Frame Materials Matter To Me material reference
2021pdf

GENDER MIX

Socioeconomic Factors

- Demographics
- Age
- Gender
- Ethnicity
- Income Levels

Who Knew?

- Successful Retailers
- census.gov

PRICING FOR THE HEART

- Avoid 3, Try Lucky 7, Absolutely 9
- The Cost To Carry
- Frame Markup Considerations.

BEGIN THE PROCESS

- *“Describe a typical day for me please.”*
- *“When you are not _____, what do you like to do?”*

MAKE IT REAL

- Verbiage

You look _____ in that frame because...

- Testimonials

You remind me of _____ because...

- Target Market & Consumer Profiling

Who is the frame designed for in the first place?

SOUND BYTES

- Verbiage


You look _____ in that frame because...

- Testimonials

You remind me of _____ because...

- Target Market & Consumer Profiling

Who is the frame designed for in the first place?



So and so wears
the exact same
Brand and style!

Brand D was just released!

Brand C Sunwear is
perfect for the beach!

Brand E is exclusive to us!

Brand A Sportswear
enhances your high
performance activities!

Brand B Eyewear trends
like a modern day Clark Kent!

SELL THE VALUE

- Differentiation
- Exclusivity
- Custom/Unique
- Materials & Manufacturing
- Premium Brands – Other Venues.
- What's In It For Them?

FINALIZE THE PROCESS

- Prepare Your Presentation
- Tell The Story
- Overcome
Potential Objections

OVERCOME OBJECTIONS

- Time Factor
- Vision Plans
- Sticker Shock.
- Close The Sale.

TRICKLE DOWN

- New Frame
 - Just For You
 - BOGO
 - What's On Sale
 - POL

- Sun Frame
 - Just For You
 - Clip-On
 - Fit-Over
 - Previous Pair

FALL BACK

- Packages
- Lay-A-Way
- Care Credit
 - Fall Back
 - Forefront.
- BOGO

KNOW WHEN TO STOP

- Reduce Buyer's Remorse
- Plant The Seed.

WHAT HAS TO GO?

- Analyze Brands 1st
- Analyze Individual Frames 2nd

FRAME TURNOVER

- Yearly Calculation
- Mid-End 3 to 4 Times Turnover
- High-End 1 to 2 Times Turnover
- Paying The Rent
- Keep It, Watch It, Say Goodbye to It.

TIME TO SAY GOODBYE

- **Move & Re-Merchandise**
- **Create Sunglasses/OTC Readers**
- Put On Sale/BOGO/Package
- Frame Rep. aka
Frame Consultant
- **Liquidate**
- **Donate**

THE PICK UP

- Resell The Value
- What is The Presentation?
- Attaboys
 - Patient
 - Team Member
- Adios Verbiage

NEVER APOLOGIZE

- Not even once...