

Proven Frame Merchandising: Techniques to Influence Patients to Buy

Time: 1 hour

Category: General Knowledge

Audience:

Optometrists, Opticians & Support Staff

Objectives

- Identify environmental and merchandising factors that unintentionally discourage patients from purchasing eyewear
- Explain how optical layout, lighting, and frame presentation influence patient comfort and buying behavior
- Apply proven frame merchandising techniques to create an inviting, retail-forward optical gallery
- Evaluate frame board organization and inventory presentation to improve patient engagement and capture rate
- Implement actionable merchandising and team-alignment strategies based on real-world optical practice transformations

Speaker

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Course Overview

The disappointment of patients leaving with their prescription is all too common. Would you believe that many of us are actually influencing them to NOT buy from us? Once you can identify how your team and your display merchandising is contributing to the patient walking, you can change it. This course will give you the techniques to genuinely influence your patients' decisions that you can begin implementing right away. Bring the whole team in for this one!

Course Outline

INTRODUCTION

5 minutes

- Why Patients Walk with their Rx
- The most common (and costly) optical mistake: assuming patients “just didn’t want glasses”
- The uncomfortable truth: many opticals unintentionally push patients away
- Patients don’t walk because they don’t need glasses – they walk because the environment didn’t invite them to stay.
- Highlight the success of opticals that have increased their capture rate by making simple changes to effectively influence patients to want to buy.
- Introduce myself and relevant expertise as the founder of Spexy and the creator of FrameTurn®. Review how this resource has allowed me to capture successful trends in hundreds of independent opticals and provide the coaching to implement proven methods for improving the retail sales of eyewear.

Course Outline (continued)

A WELCOMING OPTICAL GALLERY

10 minutes

- Teach how first impressions trigger curiosity or shutdown.
- The psychology of retail comfort: what patients subconsciously assess in the first 30 seconds
- Common “optical turn-offs” that reduce willingness to shop:
 - Overcrowded boards
 - Poor lighting
 - Visual noise and clutter
 - Staff positioning and body language
- How to create a space that feels:
 - Inviting, not intimidating
 - Curated, not overwhelming
 - Retail-forward, not clinical
 - Using space to slow patients down (on purpose)
- If patients don't feel comfortable exploring, no amount of sales skill will save the transaction.

MERCHANDISING INVENTORY TO ATTRACT THE PATIENT

15 minutes

Show how frame boards either attract or repel buyers.

- Why “more frames” often equals fewer sales

- The difference between display inventory and backstock
 - How patients actually shop frame boards (and why we misjudge it)
 - The role of:
 - Frame density
 - Brand grouping
 - Color flow
 - Vertical vs. horizontal merchandising
 - Core Merchandising Principles:
 - Curated collections vs. random assortments
 - Creating visual stories patients can understand without explanation
 - Using hero pieces to elevate surrounding frames
 - Designing frame boards that sell before staff speak
 - Your frame displays should do 50% of the selling before the optician ever opens their mouth.
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Course Outline (continued)

INFLUENCE THROUGH INTENTIONAL DESIGN & TEAM ALIGNMENT 20 minutes

- Connect merchandising to staff behavior and patient flow.
- How merchandising and staff language must work together
- Avoiding phrases and behaviors that subconsciously give patients an “out”
- Directing patient movement through the gallery with intention
- Subtle cues that increase:
 - Try-ons
 - Engagement
 - Emotional attachment to frames
- Implementation Tips:
 - Where staff should stand (and where they shouldn't)
 - How to introduce the optical without overwhelming
 - Transitioning from exam to optical without breaking momentum
- Influence happens when the environment and the team deliver the same message.
- Peg boards vs. shelves...what's even better???
- We have chosen to sell a product that is hard to see to people that can't see!

- Review proven placement of sunglasses to make your optical more welcoming
- Expose the special placement of best sellers to sell more
- Review tactics that have worked in successful practices.
- The importance of removing distractions
- Proven methods to draw in the consumer with flooring and lighting
- Face the face strategy when displaying on shelves

PUTTING IT ALL TOGETHER 5 minutes

- Review the insightful understanding of how optical offices are falling short when it comes to effectively communicating the necessity of eyewear and making our opticals welcoming.
- Review the items we learned along with critical points that everyone can take home and start implementing the very next day.
- Recall the real-life applications and the details of proper implementation of everything learned in today's course.