

# Gen Z Mastery: Selling to the Next Generation

**Time:**

1 hour

**Audience:**

Front Desk, Techs, & Opticians  
Optometrists

**Category:**

General Knowledge

## Objectives

- Identify the mindset & values of Gen Z
- Reveal how their unique communication style can give you a higher level of influence on their decisions
- Learn how Gen Z shops to make your optical more appealing
- Attract Gen Z patients to purchase in your optical
- Bridge the generational gap that is holding back your success

## Speaker

- Kayla Ashlee  
COPE, ABO & NCLE Speaker  
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## Course Overview

When it comes to Gen Z patients we find ourselves at a loss for words. Gen Z seems disinterested, completely disengaged, and not at all wanting to shopping our optical. News Flash: They are not any of those things! They are assessing you, hungry for your direction and proven to be the generation happy to pay more for a product they value. We will reveal this misunderstood group and how they are easily predictable. Learn how to create a more modern optical experience with Gen Z to grow your practice.

## Course Outline

### INTRODUCTION

5 minutes

- We all know the headache that comes with managing a team. Add to that the stress of not being able to understand and connect with the youngest generation and you have begun to date your business. And don't think speaking like them works...please stop doing it.
- The way an optical was run 30 years ago should not be the way and optical is run now. There are simple ways to make your optical more attractive to the younger generation.
- Recall typical challenges and reflect upon the control that you actually have available to you as a leaders of you optical.
- Kayla will recall on her relevant expertise as the founder of Spexy, and her unique perspective while working with over 1,800 ECPs to offer the tools to and solutions to implement proven methods to bridge the generational gap.

# Course Outline (continued)

## UNDERSTANDING THE GENERATIONAL DIFFERENCES

15 minutes

- Reflect upon generational lack of understanding that has been happening from the beginning of time
- Understand who is Gen Z
  - What they value
  - How they prioritize things
  - Their “immediate” expectations
- What this means for Gen Z patients
  - Authentic interactions
  - Short wait times
  - Transparent easy pricing
  - Willing to spend if they want it (only have ever known this economy)

## MAKING THE GEN Z SALE

20 minutes

- Gen Zs are willing to pay more than Millennials
- Purchasing habits based on identity or matching their social status
- Don't drag out the process
- They want you to have learned about them and utilize their uniqueness to make your professional recommendations
- You must ALWAYS give a “why”
  - Why should they care?
  - Why did you recommend that?
  - Why should they trust you?
- Do not make them repeat themselves from what they told your techs or your intake form!
  - Tech allows for an immediate information resource

## AN OPTICAL THAT APPEALS TO GEN Z

15 minutes

- Understanding what the younger generations are drawn to will allow for you to be more aware of how you can influence their desire to shop in your optical gallery.
- The importance of
  - Digital Paperwork
  - Removing clutter
  - Flattering lighting
  - Mirrors that are flattering
  - All the packaging
  - Presentation is everything
  - Friendly opticians
  - Fashionable opticians
  - Demos of features and add-ons
- Gen Z craves personalization
  - think of your techs as personalization seekers rather than asking lifestyle questions
  - notice how I said techs not opticians, you need to start building the personalization from the beginning while you are also building the report that you are the best from start to finish with eyewear

# Course Outline (continued)

## PUTTING IT ALL TOGETHER 5 minutes

- Effectively wrapping up the insightful understanding of how optical offices are falling short when it comes to attracting Gen Z.
- 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.