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The 5+ Secrets to being a “STAR” Professional

The First Secret - Look at your workplace through the “business mirror”

How many times a day do you look at yourself in the mirror? Probably quite a few times because you want to look nice and presentable. But do you give your business the same consideration? Have you imagined your business from your customers prospective? Would you like to buy from yourself? Are the frames clean, is your store well organized, does your POP look good, is the music pleasant, is the carpet clean, does the office smell nice?

Does your business look like a place you would trust with your eyes?

The Second Secret - Prepare your Presentation and Sales Tools

Is your dispensary prepared? Do you have samples of Hi-index lenses, polarized lenses, AR coated lenses, safety, sport, clip-on's, cases, cords, etc to show your patients? Do you have your professional tools, like PD Ruler and proper pliers in place? Preparation begins the evening before and use the small breaks between patients to re-organize and prepare yourself for the next customer.

The Third Secret - Understand your customers feelings!

Any trip to the doctor is scary and unpleasant for the patient. They fear the unknown. They have certain expectations, fears and prejudices. Are you able to address all of their concerns? Try to create a bond between yourself and the customer. Your customers want to feel that you are evaluating their own particular needs and desires. The customer feels that his problem is unique and therefore you as the optician must see every patient as unique. Are you really listening to what they are saying so you can better address their issue? Be sincere when you speak. Put yourself in your patients shoes. Make him feel safe and confident. Your body language shows a lot, so make sure the customer sees that you care.

Would you be satisfied with your service if you were the customer?

The Fourth Secret - Build your Network

Do you have a strong network of clients and colleagues? -Every single day you deal with people. People are the reason your business exists. The more you build up your network, the bigger and more prosperous your business will become.

If you want 1 year of happiness- grow tomatoes. If you want 10 years of happiness- grow an apple tree. If you want 100 years of happiness- grow PEOPLE!

What are you doing to build your network?

The Fifth Secret - Create your "Brand Name"

Are you a memorable "Brand Name?" -Your patients should see your name and picture at least 6-10 times every year to build up your brand name. You can do this through business cards, letters, and greeting cards. Image is everything in sales, so build up your reputation for knowledge, value and great patient care. People want to buy from people they know. Let your patients get to know you!

Do your patients automatically think of you when they think "Eye Doctor?"

The + Secret - Make the buying experience fun!

Is it fun and exciting to get new glasses from your store? It should be. People like to buy new stuff. Talk to them about fashion, colors, and new shapes. Everyone wants to look better and sexier in their new glasses. Don't just sell the glasses, fulfill their needs.

Do your customers feel excited about their new purchase when they leave your store?

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