



GETTING READY FOR **2021**



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2020 has been by far one of the most interesting years to date.

A lot of businesses have had to adapt in multiple ways as a result of being greatly impacted by covid-19.

This article gives a quick guideline on how Optometric Practices can grow throughout 2021.

REDEFINING THE BUSINESS APPROACH:

When people think of getting their eyes tested, what makes you think your practice comes to their mind?

When people think of your business, what do you think comes to their mind?

How do you think people identify with your business?

What thoughts, feelings, emotions, etc. does your business evoke in consumers?

How or what does your business make them feel about themselves?

When consumers speak of your business, what is it that they are saying?

Do they speak of your products, services, culture, environment, deals, and specials? What do you want them to actually be saying about your business, its offerings, the people in it and most importantly, their overall experience they get from it?

How do you think your business measures up with consumer needs, trends, lifestyles, etc.?

What makes your business different, unique, similar or better than any other business within your territory?

What sets your business apart from other non-optometry businesses in your area?



MAINTAINING PEAK PERFORMANCE LEVELS

Now, with what we know about the consumer, the changes that keep taking place in Eyecare and the many opportunities digital media presents with, the question becomes:

a. What areas of our business, services and solutions offering do you need to raise or do more off?

- Retrain your team on sales, service delivery excellence, communication pearls and product knowledge.
- Build ecommerce platforms and sell online.
- Increase social media activity.
- Customize your recall system per generation type.
- Introduce better follow-up measures.
- Offer more niche services.

b. What areas of our business, services and solutions offering do you need to reduce or do less off?

- Waiting for things to happen instead of being proactive about sales leads.
- Work on the business instead of in the business.
- Stop hiring cheap labour and expecting them to deliver beyond expectations.
- Doing what you have always done and being reluctant to adapt and change things.

c. What new areas of our business, services and solutions offering do you need to create?

- Introduce telemedicine.
- Acquire new skills.
- Offer direct delivery of products without compromising on the quality of dispensing work required.
- Collaborate with other businesses and service providers.
- Appoint a marketing agency to manage your entire communication strategy.
- Work with influencers to grow your brand.
- Look for new products to offer your clients.
- Revamp the practice.
- Start a YouTube or podcast channel for the practice.

d. What areas of our business, services and solutions offering do you need to eliminate completely as they add absolutely no value to your business?

- Change distribution companies.
- Work with alternate spectacle lens, contact lenses and frame companies.
- Get rid of the old equipment in the practice and purchase the latest equipment.
- Let go of employees whom you have repeatedly trained but that unfortunately don't pull their weight or don't fit into the culture of the practice.

Perhaps, what got you this far will not necessarily be what gets your business to the next level of excellence, revenue growth and transformation?



There are 5 key areas you need to thoroughly examine in your business:

Leadership Enhancement

Marketing Communication Strategy

Consumer Centricity

Financial Growth

Practice Analytics

1. LEADERSHIP ENHANCEMENT

How can you enhance leadership in your practice?

- Cultivate and develop the most appreciable asset in your business, your team.
- Increase leadership capacity.
- Create a winning company culture.
- Integrate performance development and management.
- Identify and monitor behavioural skills and the value it adds to the practice
- Build the necessary skills required by the organizations.
- Develop a framework of excellence for employees

2. MARKETING COMMUNICATION STRATEGY

Considerations for your marketing communication strategy?

- Enhance and elevate your brand on broader platforms.
- Position your business as a thought leader and practice of choice within its territory.
- Increase your practice's share of voice on various media and digital platforms.
 - The best way to do this is through Storytelling.
- Your brand should be answering the questions consumers have or else they will move to a brand that does.
- It is important to identify with what our consumers want, what problem we are helping them solve and what life will look like after they have engaged our products and services.

Below are some of the strategies you will have to start taking more seriously:

- Customized marketing program for the practice.
- Brand activation strategy.
- Corporate identity materials.
- Sales enablement collateral.
- Digital and social media marketing strategy.
- PR services.
- Website revamp.
- Marketing and sales training workshops.
- Direct marketing



3. CONSUMER CENTRICITY

What can you do within the practice to become more consumer centric?

- Consumer profiling analytics to efficiently categorize the consumer.
- Effective sales management to clinch the deal with all consumers:
- Increase service delivery excellence within the business.
- Develop a consumer advantage assessment platform that includes the following:
 - Customized loyalty program.
 - Consumer satisfaction experience reporting tools.
 - 2x mystery shopper reports.
 - Voice of the consumer portal.
 - Referral program.
 - Excellence (E) Factor program.
 - Consumer tracker.

4. FINANCIAL GROWTH

What are some of the considerations you have to take into account when it comes to financial growth?

- Effectively manage your cash flow.
- Increase profitability and revenue.
 - *There is a thin line between cost saving measures versus profit making opportunities*
- Build a more secure and valuable practice.
- Identify new growth opportunities for the business.
- Financial health management.
- Immediately introduce various payment gateways for the consumer
- If you not selling online, what are you waiting for?
- What ecommerce services and solutions can you provide with immediate effect?
- What current services and products can also be conducted online?
- What new business opportunities can you identify that should be online?
- Your entire team needs to be retrained on sales, product knowledge, consumer communication, pricing.

5. PRACTICE ANALYTICS

The following assessments need to be done in your business:

- Leadership and team synergy
- Business performance versus set targets
- Employee wellness
- Marketing programs currently being run
- Financial health of the business

Considerations to take into account when it comes to practice analytics:

- Define and instil the vision, business philosophy, values and mission.
- Unlock and activate the most valuable resources in the company.
- Establish innovative ways of doing things that are cheaper, faster and better than current systems.
- Brand and product activation.
- Purpose is to ensure maximum turnover and sales are achieved by the business.
- Once you have completed your assessments and received the necessary feedback and reviews from the reports, the following strategies are important to implement:
 - Customized practice framework development action plan.
 - Optimizing standard operating procedures.
 - Professional skills development and training.
 - Practice positioning.
 - Category placement of the consumer.

CONCLUSION

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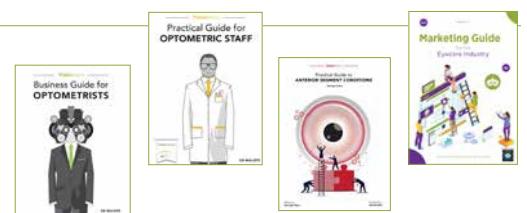
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