

# The Lost Art of Sales & Merchandising

Scot Morris, OD

**COURSE DESCRIPTION**    1 hr    **COPE #**

*Transform your practice and improve your bottom line. Learn the secrets of optometric merchandising. Then take the next step and learn the sales skills necessary to succeed in today's market.*

**COURSE OUTLINE**

The Plan

What you are going to hear and why

My Objectives

1. Teach self-analysis of personal beliefs on selling
2. Teach basic Sales skills
3. Define target market
4. Perform market analysis
5. Perform competitive analysis
6. Describe Features and benefits analysis
7. List 7 SALES Don'ts

The Realities of Optometric Practice

The challenges we face

The end result of our philosophy

The Difference between Merchandising, Marketing, and Sales



***What does your business say about you?***

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# Starter Questions

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1. What do you do?

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2. Where did you learn to sell?

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3. Where did you learn to merchandise?

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4. Are you Afraid to Sell Products YES/NO

5. Describe how people move through your office?

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6. Describe your practice target market demographic

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7. What do your patients really want?

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8. Describe your Image to your consumers?

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9. Who is supposed to sell your services? \_\_\_\_\_

10. How do men shop differently than women?

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11. What do you do with guests and children in your office

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12. Who is your best salesperson? \_\_\_\_\_

NOTES:

Merchandising

Office Flow

Who is your audience

Rules of Shopping

RULES OF SHOPPING: MEN

Make it easy

Make it close

Educational Displays

Masculine presentation

RULES OF SHOPPING: WOMEN

Women LOVE to shop

Make the process enjoyable

Value

Make their area a destination

Plenty of mirrors and privacy

What are we trying to do: A Review

Increase sales

Make it the right experience for THIS consumer

How do people move

The Perfect shopping experience

Office Design

Signage

What do they say

Do they educate

Do they persuade to buy

Invest

Placement

Message

Guests

Problems

Solutions

Comfortable chairs with magazines, kids toys, games or computer to keep the "companion" busy

Positioning

Where do patients Look

Where do they feel

Where do they shop

Accessories

What are they

Where are they

The Experience

Ambiance

ATTITUDE

Music

Lighting

Plants

Seating

Entertainment

Refreshments

To Do:

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NOTES:

Sales

- Know who you are
  - Mission & Goals
  - Your Image/ Branding
- Know what you do
  - What is an optometrist
- Know Who you Do It To
  - Target Market Analysis
    - Market demographics
    - Who is your customer
    - What is their profile
    - Who is your competition
- Know Your Product
  - Features vs. Benefits
  - Who Needs to Know these things?
- Know the process
  - What is Your Flow
  - Who Says What
  - What Do you Give the consumer
- Know How to Sell
  - Create the Habit
  - Build a relationship
  - Know their needs (LISTEN)
  - Speak their language
  - Get a commitment
  - Basic Selling skills
    - Strategies
      - Attention
      - Interests
      - Desire
      - Conviction
      - Close them

The Big 3

The 7 Sales Don'ts

1. DO NOT ASSUME OR JUDGE WHAT A PERSON WANTS
2. Don't forget who your target market is
3. Don't treat People all the Same: They are not
4. Don't Make it Hard to Buy from you
5. Don't make them guess or Assume what they are supposed to do
6. Don't let your own personality and biases get in your consumers way
7. Don't recommend: Prescribe

To Do:

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