

## Behavioural Strategies for Securing Sales

**Obakeng Malope\***

*Chairman of Visionstryt, South Africa*

**\*Corresponding Author:** Obakeng Malope, Chairman of Visionstryt, Johannesburg, South Africa.

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### Abstract

The economic climate across the globe has been going through continuous uncertain changes for the past couple of years, which is affecting many industries at large. The Optometry industry is no different.

How can practices continue to grow and expand in the midst of all these uncertain economic times we live in? This was a question that was predominantly raised by business owners with 10+ years and more of experience during one of the workshops Visionstryt facilitated in various regions across the country. Owners were concerned that a great amount of research is put into identifying what the problems are but very little is done in proposing possible solutions that can counteract that.

Visionstryt provided practitioners with behavioural strategies on how to secure sales within their practices.

**Keywords:** *Behavioural; Visionstryt; Consumer; Customer; Client*

### Introduction

Optometric practices have for years now relied on the different promotions and marketing initiatives they run within their businesses to secure sales.

However, employees have not been thoroughly equipped to know how to secure sales on a daily basis other than depend on these "outdated initiatives".

**Golden Rule to remember:** Customers buy from you because they believe that what you are selling is better than what they currently have. As a practice, you need to demonstrate that fact to them.

Visionstryt has done extensive research on what the obstacles are in securing sales. We went further into discovering what practical strategies practices can adopt and implement within their businesses.

### Challenges Identified - Many optometry practices spend more time

- Discussing rules and regulations within the practice as opposed to having regular training sessions on products, processes and sales strategies.
- Communicating about rosters, time sheets and working schedules rather than equipping employees with knowledge on the benefits and features of products sold and services rendered.
- Prioritizing stock taking and ordering of products that are going to sit in the practice for months on end. Practice needs to look at more efficient ways of doing this task.
- Focusing on how many people they can sell spectacles to as opposed to training employees on how to sell products and services in the first place.
- Looking at cost-saving strategies as opposed to profit-making opportunities.

- Prioritizing processes instead of the people. Employees don't care what you know as a business owner until they know how much you care.
- Building the business instead of building the people. There is a quote by Sir Richard Branson that says "Clients do not come first, staff do. Take care of the staff and they will take care of the business".

**Remember this**

"Prioritize the People; Provide them with Quality Products and they will be Prepared to Purchase them at the necessary Price".

"A Worthwhile Experience leads to a Worthwhile Expenditure".

**Materials and Methods**

Below is a detailed strategic plan on how to secure sales with consumers. These strategies can be worked on together as a team within the practice during your weekly sales meeting.

**Behavioural Strategies for Securing Sales**

Consumer Type	Ideal Management	Acceptable Solution	Medical Aid	Private
<b>Patient</b>				
<b>Single Vision</b>	<b>Spectacles</b> - Coatings - Best Material - Transitions <b>Contact Lenses</b> - Dailies <b>Prescription Sunglasses</b> - Polarized lenses	<b>Spectacles</b> - Coatings - Best Material - Transitions <b>Contact Lenses</b> - Monthlies <b>Prescription Sunglasses</b> - Fixed Tint	<b>Spectacles</b> - Stick within the benefits but demonstrate the difference in the quality of lens materials <b>Contact Lenses</b> - Trials for experience and suggest opportunities for having a set of dailies	<b>Spectacles</b> - Clearly demonstrate the differences between what they need and what they can afford - Never compromise on the quality of the lenses
<b>Bifocal</b>	<b>Spectacles</b> - Coatings - Best Material - Transitions	<b>Spectacles</b> - Coatings - Best Material	Stick within the allocated portion	Give the standard offer
<b>Multifocal</b>	<b>Spectacles</b> - Coatings - Best Material - Transitions <b>Contact Lenses</b> - Daily Multifocal <b>Prescription Sunglasses</b> - Polarized lenses	<b>Spectacle</b> - Coatings - Best Material - Transitions <b>Contact Lenses</b> - Monthly Multifocal <b>Prescription Sunglasses</b> - Fixed Tint	<b>Spectacles</b> - Stick within the benefits but demonstrate the difference in the quality of lens materials/ designs <b>Contact Lenses</b> - Trials for experience and suggest opportunities for having a set of dailies	<b>Spectacles</b> - Clearly demonstrate the differences between what they need and what they can afford - Never compromise on the quality of the lenses

Consumer Type	Ideal Management	Acceptable Solution	Medical Aid	Private
<b>Customer</b>				
<b>Single Vision</b>	- Upgrade to better quality lens materials and frames - Introduce contact lenses if not wearers	- Prescribe exactly what they had before with introduction to better materials and frames	- Stay within the benefits and demonstrate the difference in materials	- The same deal as last time with the introduction of what material benefits
<b>Bifocal</b>	- Upgrade to Multifocals - Advise on prescription sunglasses	- Upgrade to Multifocals	- Upgrade to Multifocals	- Upgrade to Multifocals
<b>Multifocal</b>	- Upgrade lens design - Get them on contact lenses if they were not - Upgrade to Polarized Multifocal Sunglasses	- Upgrade Lens Design	- Prescribe what they were previously wearing	Educate on the different quality lens designs

Consumer Type	Ideal Management	Acceptable Solution	Medical Aid	Private
<b>Clients</b>	- Roll out the VIP treatment - Know what they needs and desires are - Know what their affordability is - Remember they come back regularly to the store - Structure specialized good deals for them - Exceed expectations - Advise on benefits of new technology - Discounts Discounts Discounts - Constantly build and strengthen relationship			

**Results and Discussion**

**Implementation points of discussion for the patient**

Patients are usually first time potential wearers of either spectacles or contact lenses, or they have misguided knowledge when they come to you for visual help. Your responsibility as a practice is to take them to a place you both want to go.

How can you do that?

- Clearly describe in detail what their visual problem is.
- Indicate in a manner they understand what are the implications of it are in their daily living.
- Outline what causes it.
- Thoroughly discuss the different management options available starting with what will be best for them regarding the findings and recommendations. (Remember, patients trust you first as the practitioner before they can trust what you advise them on)
- Make sure they understand what the prognosis is and how often they should return to the practice. (Manage their expectations efficiently).

### Implementation discussion points for the customer

Customers never want to spend more than they have too but when they fully understand the clinical benefits of what they need, they will adjust their own financial status to get.

Therefore, it is imperative to be able to demonstrate what the benefits are of the upgrades you are recommending for the customer.

That means everyone in the practice needs to have a thorough understanding of what clinical features and benefits of materials go hand in hand with problems complained about by the customer.

### Implementation discussion points for the client

With clients, everything is dependent on the mutual beneficial relationship that exists between them and the practice. When the relationship grows, the financial spend will also grow.

## Conclusion

Sales, is basically just leadership if you think about it carefully.

How?

**Your consumer goal is to lead them to where you ideally both want to go and this is achieved through the following:**

#### a) Ensuring that the team fully knows the products that are sold in the business

- Gives them the ability to upgrade the management options the consumer currently has.
- Enables them to adapt to the variety of consumer needs that exist.
- Provides them with tools they need to achieve set targets.

#### b) Ensuring that the practices` service delivery is the best in the business

- Excellence should be the only acceptable standard of operation in the practice, nothing else.
- Never wait for consumers to follow up with the practice in any way pertaining to the service you've rendered or the management options you have prescribed. The practice must make contact first.
- Service delivery is like water for your business, the practice cannot survive for long without it.

#### c) Ensuring that the team is well trained with pricing structures that exist in the business

- The team needs to know their prices so that they can make deals on the spot that the consumer can afford and still allow the practice good profits.
- Quotations for the different products and management options need to be readily available.
- The team needs to know how to communicate pricing with different types of consumers.

#### d) If you are a leader in the business you need to ensure that you unlock the full potential of your team

- Care for them genuinely.
- Give everything you have and are into them and they will go the extra mile for the practice.
- Lead by example and they will serve by example.

## Acknowledgements

Visionstryt has published 2 books for the Optometry industry.

Book one is called Visionstryt's Business Guide for Optometrists and the book summary can be downloaded on [www.visionstryt.co.za/visionstryt-book-summary/](http://www.visionstryt.co.za/visionstryt-book-summary/)

Book two is called Visionstryt's Practical Guide for Optometric Staff and the book summary can be downloaded on [www.visionstryt.co.za/practical-guide-book-summary/](http://www.visionstryt.co.za/practical-guide-book-summary/)

Obakeng Malope is the author of both books.

### Financial Interests

There is no financial interests in writing and publishing this articles.

### Conflict of Interest

No conflict interest exists in the publication of this article.

### Bibliography

1. Malope O., *et al.* "Consumer profiling in an Optometric Practice". Visionstryt's Business Guide for Optometrists (2016) and Visionstryt's Practical Guide for Optometric Staff (2017).

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