



Attainable Luxury:
an emerging eyewear
market

P2



Shipping Matters

P3



**News from PSBG
vendors**

P3

May 2010



Preferred Select Buying Group

NEWS

Trunk Show 101 : A beginner's guide to this time-tested tactic.

Whether you have some hot new frames that you just can't wait to share with the world; or are simply looking for a new way to promote your practice, a trunk show is a fun and exciting way to drive traffic through your doors.

A trunk show is a special sale where vendors present merchandise directly to invited customers, either at a retail location or special venue. A proven marketing tactic, trunk shows have been used by retailers for years and are typically a coordinated effort between a retailer and a vendor.

In the world of eyewear, a trunk show is an outstanding way to generate some buzz about a

designer brand carried by your practice and an innovative way to lure existing customers back to your business. If a particular brand or style catches your eye at a trade show, a trunk show is an outstanding way to introduce the brand into your practice.

Planning is key.

To ensure a successful trunk show, it's essential that you plan for the event well in advance of the show date – 6 to 8 weeks lead time is ideal. Line up a select group of vendors who represent the brands you'd like to showcase. Ask them about what kind of commitment they will make to your trunk show. How many brands or frames will they be showcasing? Will they help cover the costs of

window and in-store displays, advertising, or gift with purchase items? ClearVision Optical offers qualified customers a co-op program that can be used to help defray the costs associated with a trunk show. Similar to a bank account, these co-op accounts accrue funds each year that can be used to offset advertising and marketing costs.

Once you have firm commitments from your vendors and a set date for the event, it's time to get the word out. At a minimum, you should create in-store promotions around the event; send invitations to customers in your database (either by traditional mail or e-mail) and place ads in your local newspapers.

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Use this trunk show checklist as a guide:

- Newspaper ads
- Press releases to local newspapers
- In-store promotions leading up to the show
- Telemarketing
- Window and in store displays
- Signage about the trunk show
- Coupons/discounts
- Gift with purchase
- Raffles/Prizes
- Refreshments
- Thank you notes

Two weeks prior to the show, reconfirm all pertinent details with your vendors (such as space requirements, display materials, special offers and product) and contact potential guests who have yet to RSVP.

Once the show begins, remember that the vendors are there to help you, so be sure to allow them the freedom to work directly with your customers. Play the role of host or hostess and ensure that all invited parties are comfortable and engaged. If you chose to do raffles, raffle entries are a great way to build an email database, so be sure to include a space for this information on any raffle tickets.

During and after your trunk show, it's important to get feedback from all parties involved and evaluate what worked (and what was less successful). Keep notes so that the next time you host a trunk show, you can learn from past mistakes and missteps. Lastly, send thank you notes with special offers or discounts to your guests (and even those who did not attend). Also, send follow-up press releases (preferably with photos) to the local press.

Remember, no two trunk shows are alike and there is no perfect formula for success. But through trial and error, you will discover what type of show works best for you and your practice and reap the many rewards they can offer.

ClearVision Optical; March 2010

ATTAINABLE LUXURY: an emerging eyewear market

It's no secret that the turbulent economy of the past few years has had a profound effect on the spending habits of consumers, particularly in the luxury sector. While the downturn in the economy doesn't necessarily mean that consumers who once shopped at Nordstrom or Dillard's are suddenly seeking out "Blue Light" specials at Kmart; it does mean that people are being a bit more selective in their luxury purchases.

Fortunately for our industry, eyewear is still a necessity. And while many consumers will no longer spend \$2,000 on a designer handbag; they will often justify an eyewear purchase if it falls into the "Attainable Luxury" category and delivers quality, style and above all – good value.

Dispensaries can enter the burgeoning attainable luxury market by either lowering the prices of their existing luxury frames; or by adding new brands that already fit into the attainable luxury category.

Cole Haan Eyewear, from ClearVision Optical, fits squarely into the middle of the attainable luxury category by delivering a well-known brand name, quality construction, timeless good looks and exceptional value. This new collection can be seen online at www.cvoptical.com/colehaan beginning May 1st.

In selling attainable luxury eyewear, focus on selling overall value. To the untrained customer's eye, a lower-end lifestyle frame may look the same as an attainable luxury frame, so it's important to show them that the money they are spending is going toward high-quality eyewear that will last. One way to do this is to explain the importance of signature hardware pieces, custom hinges and high-quality laminates found in the attainable luxury segment.

It's also important that you support the attainable luxury brands on your frame board with complementary merchandising displays and exceptional customer service. After all, if your image and attitude are out of harmony with your products, you'll have a hard time making the sale.

Remember, today's consumers are smart and savvy and have many options in the marketplace. Unless you explain to them why an attainable luxury brand is worth purchasing, they will find another brand to purchase from another dispensary.

ClearVision Optical; April 2010





DON'T JUST TAKE OUR WORD FOR IT:

here's what PSBG members have to say

"We love Preferred Select because it speeds up the process when ordering and receiving frames! They get most of them next day. We also benefit from the extra discounts of the buying group!"

- MCRHC; Osage, IA

"We here at Northland Optical in Hasting, Michigan love the Preferred Select Buying Group option. We have been using the PSBG, for over a year now, with little to no problems. Inventory accuracy has been right on. We have more time freed up to spend assisting our patients by not having to order/drop ship frames. Not to mention the cost savings on shipping. And by not having to send our frames to the lab, they stay on our boards for other patients to view and select."

- Northland Optical; Hastings, MI

"Our company enjoys using the Preferred Select Service Plus service through our lab when ordering complete jobs because it saves us time and money. We do not have to separately call the frame company and order the frame and then send it to the lab. It is all done for us with a click of a mouse. If there is a delay on a frame, we are notified by email the following day."

- UW Health Optical; Madison, WI

"The reason we use Preferred Select is that it is convenient and saves time and money. Allowing the lab to order our frames saves us the time that it would take us to make another phone call, and it also saves in the shipping cost."

- Steven Black, OD; Terre Haute, IN

"Preferred Select is a convenient service for several reasons: it keeps inventory down, saves time having frames supplied instead of calling frame supplier, direct shipment to lab, lower shipping costs, ordering office supplies, Hilco supplies, plus many others."

- Eau Claire Optical; Eau Claire, WI

"Our office has been extremely happy with ordering from PSBG. We love the convenience of the lab supplying the frame, and allowing us to keep our inventory on our frame board. It also saves on shipping cost, which is valuable in today's economy."

- Joseph Thallemer, OD; Warsaw, IN

"We use PSSP because our lab orders the frame, we receive a finished pair of glasses and we receive it faster than if we ordered the frame and sent it to the lab ourself. Using PSSP we have less invoices to keep track of and they don't have to worry about back orders because the lab calls automatically if there is such a situation."

- Mabee Eye Clinic; Mitchell, SD

Shipping Charges...they can be a real eye opener when you take the time to add up the charges on each individual invoice that you receive from the vendor! Direct frame shipping costs are what we call a "Profit Leak." The charges can range from as little as \$3.00 a frame to as high as \$12.00 a frame for overnight shipping.

shipping matters

Example...let's say you send the Soderberg lab four jobs a day that are for qualifying PSBG direct sell frames. The average charge to send the frame overnight from the vendor is \$6.00.

- 4 Rx's / day x \$6.00 = \$24.00
- \$24.00 x 21 working days = \$504.00

Yes...\$504.00 per month and that is using the middle of the road shipping charges. We have seen them as high as \$12.00 per frame, so double the \$504.00!

Soderberg, Seaco and Preferred Select Buying Group would like to help you eliminate some of those shipping costs. A key component of our PSBG is the Preferred Select Service Plus (PSSP) option. PSSP has been designed with our customers interest in mind...to save you money!

Here is how it works:

- Leave your best selling frames on the board for your next patient to see and purchase.
- Send your Rx order to your local Soderberg or Seaco lab.
- Indicate that you want the lab to order one of the qualifying PSBG vendor frames for you.

It is that easy to save time and money!

- No extra phone call for you to order the frame.
- No extra time spent receiving the frame, and then sending it to the lab...which costs you more shipping charges in some cases.
- It works for finished or uncut lenses, and VSP orders as well.
- It leaves your best selling frames on the board for all to see and purchase.

In these difficult economic times we all need to do everything we can to help the bottom line. There is no silver bullet to solving cost issues and "profit leaks". Having said this, PSSP is one simple solution that will stop profit leaks in shipping direct sell frames.

VENDOR NEWS



The latest news from our PSBG vendors.

Reminder... BBH has merged with Tura. You will find the BBH product now listed under Tura on the Frame List enclosed with this newsletter. Tura is now known as Tura, Inc. Note that the BFlex frame line has been discontinued and that the discounts have changed for BBH products.

Amalfi Coast Sets the Mood for GANT Eyewear's Merchandising Materials



Viva International Group introduces a new selection of merchandising materials available for the GANT Eyewear collection. The new materials include an ID plaque, 1-piece highlighter, counter card, three-piece counter display and a large double-sided bi-fold counter card.

GANT Eyewear's current campaign images are vividly featured on the counter cards, highlighter and counter display. All pieces incorporate the color palette and scenic beauty of Italy's Amalfi Coast, the lifestyle brand's theme this season. The design of the new bi-fold counter card, which measures 36"H x 52"W, is an impactful way of showcasing the new Spring/Summer styles available from GANT Eyewear. The items are complimentary with a minimum purchase of GANT Eyewear.

Contact your Viva rep for more information.

Catherine Deneuve Lunettes Spring 2010 Eyewear Collection

Catherine Deneuve Lunettes from Viva International Group introduces four new models to its modern and stylish eyewear collection. The Spring 2010 collection brings together timeless beauty and pure elegance for today's woman seeking the ultimate in fashion.

The sophisticated detailing of styles CD-276 and CD-277 feature an exquisite blend of innovation and design. Sleek handmade acetate temples are laser-etched in a subtle floral motif accentuated by miniature stones. In addition, style CD-277 delivers a distinctive floral print pattern that is revealed on the inside of each temple. The metal fronts of style CD-276 and CD-277, a semi-rimless, showcase a modified oval shape in a soft matte finish, completing the look of these new releases. Each style is offered in a variety of rich hues, including black, brown, champagne, plum and burgundy.

Inspired by the luxurious textural pattern of snakeskin, styles CD-281 and CD-282, a semi-rimless, feature handmade acetate temples with a unique laser-etched design. The chic styling of flat metal fronts adds a modern touch to this elegant duo. Available in a variety of rich colors, including brown, champagne, slate and burgundy, these new offerings are sure to fit the fashionable lifestyle of today's woman.

These four new styles will be presented at Vision Expo East for a dispenser's price of \$46.95. Contact your Viva Sales Consultant for additional information at 800.345.VIVA, or visit vivagroup.com.



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