

# Make the festive season work for you. Dr. Greg Chapman.

Dr Greg Chapman is a leading advisor of emerging small businesses and CEO of Empower Business Solutions. He has provided advice to thousands of small businesses. His best selling small business book "The Five Pillars of Guaranteed Business Success" was a finalist in the International Indie Small Business Book Awards.

His other books include "Price: How to Charge More without Losing Sales" and "Married to the Business: Honey I love you but our business sucks".



Christmas is a once a year opportunity for any optometry practice so it is important to plan for it. This does not just mean the possibility of increased sales beforehand. There is also the chance to plan for the New Year during the quiet time afterward.

Here are some tips to ensure you get the most out of the Christmas season for your practice.

## Communicate.

1. Communicate with all your customers prior to Christmas to ensure they know you appreciate them, and to remind them to book early during this busy time for their appointments. This could be by eCard or better still by post card.
2. For customers who are over 3 months overdue for their recall, phone each personally and ask whether they have received their reminder, and then impress on them the importance of having a check-up prior to the holiday season.

3. Use your street signage or shop front to promote your Christmas eyecare offers to passers-by. Make it clear that if their glasses have been prescribed by another optometrist, they can still take advantage of your offer. This is a great way to establish new relationships by buying customers.

## Offer incentives.

4. Provide a special offer for a spare pair of glasses for people to take with them on holidays in case a pair gets lost or damaged when they are away.
5. Contact customers whom you know have health coverage that expires on 31st December and inform them of this once a year opportunity which, when combined with your special offer, also expiring on 31st December, that they can receive an extremely affordable pair of summer spectacles.

6. Make sure all your staff are fully aware of all your promotions and are properly trained in their execution.
7. Offer staff incentives when staff are successful in upselling your special offers.

## Christmas is a time for family.

8. Encourage everyone making an appointment to schedule other family members to get their eyes checked prior to going on holidays.
9. At the end of their appointment, ask customers if they know anyone who might need an extra pair of glasses for the holidays, and then provide them a brochure to pass on.

## Arm patients with information.

10. When customers are ordering their glasses, remind them of the importance to protect their eyes in summer with lenses that protect against UV rays.

## Before the New Year take the opportunity to plan.

Start by reviewing 2012, and what went well, and what didn't.

Picture 2013 as you hope it will be. Higher turnover? Expansion to another practice? Another optometrist or technician on staff? New services? New equipment?

Prepare a budget to determine how each of these objectives can be achieved and funded. Mostly this will be through increased sales. Focus on the Five Profit Drivers for optometry practices:

- Increase new enquiries
- Increase conversion to sales
- Increase the average value per sale
- Increase the frequency of purchases and referrals
- Increase the margin of each sale

Just a 15% increase in each of the above profit drivers will double the profitability of your optometry practice.

When you identify strategies for each driver the festivities are sure to extend well into next year.

Download a free copy of *Dr. Greg Chapman's Mission Statements Made Easy Tool* from [www.empowersolutions.com.au](http://www.empowersolutions.com.au)