

RESULTS SERIES

ODProfit: Dramatic Sales Acceleration

You've probably been invited to sales events designed to help your Practice boost revenue through greater sales, but sales training and improvement is not an event – it's a specific set of learned behaviors that take time and practice to acquire.

ODProfit is an "industry sponsored" program for optometric Practices to acquire sales skills and knowledge and to employ these new skills over 8 weeks with the support of an ODProfit Manager. This program has been adopted by Transitions to train Practices to better sell Transitions lenses. We interviewed staff in two Practices – Dr. Dougal Morrison and Kramer Family Eyecare – to understand how ODProfit affected their sales.

Kramer Family Practice Stats

22.6% growth dispensing Transition lenses
138% sales growth over 12 weeks
Jump of 2 levels in Star Partner Program

Practices often lack confidence in the products they are selling. "When we started the program we did not have faith in Transitions," reports Dana Angler of Kramer Family Eyecare. ODProfit ensures a thorough understanding of the focus product's value and helps the Practice develop a personal story of success. To this end, her ODProfit Manager made sure Dana tried Transitions lenses. "Once I tried Transitions myself, I saw the value and could convey that to customers confidently. My ODProfit Manager helped me get the vouchers I needed to have the entire staff wearing Transitions and that got everyone on board."

Dana came to the ODProfit program reluctantly but in the end she says "ODProfit really helped our Practice recognize the value of the product and then to achieve our goals."

ODProfit focuses on learning plus accountability and measurement. The ODProfit Manager meets with the Practice by phone weekly to discuss successes and challenges and track sales results. "Checking in every week kept our focus and made us want to beat the previous week's results," recounts Shane Cuccia, Optician for Dr. Morrison's Practice. "Now the program is over and we are still counting to see if we exceeded last week's results. It has been a great, positive focus for the office."

Dr. Morrison's Practice Stats

52.51% growth over 16 weeks
28% sales growth over baseline
Jump of 1 level in Star Partner Program

ODProfit helps Practices shed old sales habits and adopt new strategies. These strategies are then practiced over and over and associated with positive results to form new habits. The universal skills acquired from ODProfit can be applied to any product. "We are now measuring all of our lens sales and applying what we learn to AR," says Shane.

In all, ODProfit has served over 75 Practices on a variety of products. Working in groups of 15 to 20 Practices, ODProfit has achieved extraordinary sales results ranging from 33% to 62% growth in just 8 weeks – and those results were sustained six months later.

ODProfit is available to manufacturers, labs and suppliers who seek to accelerate sales in the Practices they serve and has proven successful with 70% of participating Practices. ODProfit operates on a "success fee" basis, charging only for the goals achieved. In the end, both the Practice and the industry sponsor will benefit from increased sales and the impact of that growth for many months to come.