

# PRACTICE ASSESSMENT

## Determining Your Patient Demographic

**It's critical that your frame ranges reflect your patient demographic, so how do you make sure you know who your patient is? And does your product offer reflect your demographic, or are there gaps and opportunities?**

Start with checking your local patient demographic by visiting the Australian Bureau of Statistics at [www.censusdata.abs.gov.au](http://www.censusdata.abs.gov.au) This will provide some data analysis for the local area including factors such as gender split/age bands/average income etc. Even if your practice has been in the same location for many years this is a worthwhile exercise - over time populations age, industry changes impact local workforces, and gentrification/development alters the social and economic fabric of an area. You need to ensure your product offer remains relevant to your local patients.

*(include census quickstats data with folder?)*

## Reviewing Your Product Offer

**Analysing your frames *sold* in relation to your frames *displayed* is critical to future decision-making around brands.**

For example, if half your display space is dedicated to men's frame ranging, but only 20% of your sales come from this demographic then do you need to reduce the display space allocated, or are there only 1 or 2 ranges selling with the potential to introduce different ranges?

## Stock Control & Buying

**Your buying procedures have a direct effect on sales and profitability of the practice. By reviewing your current procedures and finding out what is working well as well as looking at areas of opportunity will help you come up with a plan on how to increase sales and profitability.**

**Inventory Management -Practice Assessment**

**Practice Demographics** - *If you would like to better understand the demographic mix in your region visit [www.abs.gov.au/census](http://www.abs.gov.au/census) and download a quickstats report.*

	NOTES
What is the average age of the patient in practice?	
What is the gender mix?	
Describe the patient base you currently have in your practice	
Does my product offer reflect my practice demographic?	
Describe the patient base of who you would like to attract more of in your practice	
What else do you need to think about?	

Visual Merchandising		
Opportunities:	Y/N	Key Actions
Do I need to visually merchandise my practice differently for easier selling?		
Are my stock levels too high in relation to display capacity and sales (do I have to display more than I can sell?)?		
When comparing sales by gender, have I allocated the right amount of display space to each gender?		

Product Mix		
Opportunities:	Y/N	Key Actions
Does my product mix offer logical price progression?		
Are you confident that you have no styling gaps (ladies petites for progressives, men's metals, diverse colour options, rimless etc)		
Does your brand mix give you good cross selling opportunities(Eg: Are you able to offer alternative styles to a patient across price points?)		
Are there any gaps in my range (eg ladies petites, colour, Rx sunglasses etc)?		
Do I have brands that represent the same offer at a similar price?		
Can I range less brands without compromising my sales?		
What are the slowest moving brands and why do you think they still have relevance to your product mix?		

Stock Control		
Opportunities:	Y/N	Key Actions
Do I need to create a buying budget to help manage my spend?		
How do you manage the replenishment of best sellers?		
Do I have aged stock?		
Do I have a clearance strategy to move Aged Stock?		

Buying Procedure		
Opportunities:	Y/N	Key Actions
Are there Preferred Supplier brands that I know little about and should review?		
Am I using Prosupply? What brands can I start using resupply with?		
Do I have brands that I can allocate to Supply and Fit?		
Is there an opportunity to reduce non-preferred spend for similar product & increase GP?		
Am I aware of which Preferred Suppliers offer me local marketing support?		

Key Recommendations

## MERCHANDISING

frame merchandising should showcase product to maximize sales by: Visual Merchandising is about presenting your retail space in a way that **showcases your product** and **maximises your sales**. Strategically presenting your products in your retail space helps you to create a **unique identity** or ‘brand’ for your business.

Fill out the self-assessment tool supplied to evaluate your potential growth areas and discuss with your business coach.

**Effective frame merchandising should showcase product to maximise sales by:**

- presenting product in a logical and easily understood way
- aiding the patient decision-making or selection process
- including patient messaging through branding, signage, and/or graphics
- Segment product to aid the patient selection process
- Group product to encourage multiple purchases
- Feature new product or promote product offers to patients
- Convey messages to help patients connect or identify with your product

### **Product Layout Considerations:**

Consider how you currently display frames to how you could potentially display your frames. Would changing your display method increase sales or second pairs?

<b>Product Layout Ideas</b>
<b>By Brand</b> - Each Pole is dedicated to 1 brand
<b>Colour Blocking</b> - Displaying product by colour from dark to light
<b>Price Pointing</b> - Displaying by price lowest to highest, left to right
<b>Cross Category Displays</b> - Merchandising sunglasses with frames
<b>Feature Bays or Promotional Areas</b>
<b>Cross Product Displays</b> - Feature Bays for premium product and colour blocking generic



**For a more detailed look at merchandising, login to ProLearn and complete the “Making Your Frames Work for Your” education.**

# MERCHANDISING

<b>SELF-ASSESSMENT TIME!</b>		Yes	No	Points Scored	Rating
<b>Answer Yes/No to the following questions based on your current practice status:</b>					
1	Does your practice have an EX Factor, or something that truly engages patients and sets you apart from competitors?	1	0	45 > 50	*****
2	Do you actively involve your supplier partners in helping to create or fund display windows?	1	0	35 to 45	****
3	Do you commit to a regular window display cycle designed to capture patient's interest and attention?	1	0	25 to 35	***
4	Does your product layout support the flow of the patient dispensing process?	1	0	10 to 25	**
5	Are your frames displayed in such a way that they are segmented into easy to identify groupings (eg brands, colour)?	1	0	< 10	*
6	Do you use promotional bays or areas to help clear aged stock (eg second pair offer etc)?	1	0		
7	Are there clearly designated zones in your practice that help direct the patient through the dispensing process?	1	0		
8	Are frame displays in all areas of the practice well lit to highlight product at its best?	1	0		
9	Does your primary display method (eg by brand or price point etc) reflect your target patient demographic?	1	0		
10	Are there screen saving messages or images on practice computer screens that engage patient interest?	1	0		
<b>How well would you rate your practice in the following areas:</b>					
		Poor	Satisfactory	Good	
11	Communicating offers or product information to your existing patients via messaging on display walls in practice.	0	1	2	
12	Focusing patient attention on New Arrival, Latest Release, or Designer Profile product?	0	1	2	
13	Using space, colour and/or repetition to increase the impact of frame displays in practice.	0	1	2	
14	Patients are educated about lens options via a lens centre or dedicated lens messaging on display	0	1	2	
15	Maintaining a good ambience in practice (ie clean furniture/floor/displays, up to date POS, uncluttered desks etc)	0	1	2	
<b>Choose the option that best reflects your current practice situation:</b>					
		Never	Sometimes	Often	Always
16	Does your practice move frame displays around to attract greater patient interest and to suggest newness?	0	1	2	3
17	Do you remove window displays or promotional offers promptly at the end of the designated period?	0	1	2	3
18	Are your window displays well lit and executed well (ie POS hung straight, dust free, attract passer-by interest)?	0	1	2	3
19	How often do you use displays to market to your patients around events such as Spring arrival, Movember, Daffodil Day etc?	0	1	2	3
20	All display areas in practice are kept clean and free of dust, with no distracting clutter. Product is the hero, not imagery!	0	1	2	3
21	Do you move sunglass displays to a more prominent area in practice for the summer months?	0	1	2	3
22	Contact lenses are promoted as a possible customised solution via in-practice patient messaging	0	1	2	3
23	Do you merchandise premium product differently to create impact and focus patient interest?	0	1	2	3
24	Does your practice promotional offer also reflect your external marketing (eg Facebook, website, blogs etc)	0	1	2	3
25	Are electronic devices such as ipads or virtual reality devices used to entertain and educate patients?	0	1	2	3
<b>Tally the total number of points in each column:</b>					
<b>GRAND TOTAL POINTS:</b>					

## PRODUCT LAYOUT

Insert Practice Planograms

# MERCHANDISING BASICS

We all know the art of displaying merchandise is to enhance its sales appeal, and the more thought and effort put into the display can be very rewarding. The easiest way to have exciting displays that really help to sell frames is to hire a professional visual merchandiser to come in and change your window and showcase displays once every month or two. Practices which depend on window displays to bring in new patients cannot afford to have anything but the best visual merchandiser they can find. A great window display can be a real traffic-stopper and create sales for you that you would have missed without it.

If you follow these five basic principles of visual merchandising, you or a staff member can put together effective optical displays whether you have innate talent or not.



## 1 Less Is More

Keep your displays simple. Keep them uncluttered. Leave some space around them. The most common mistake is trying to show too much at the same time. Props should be simple in shape, preferably something that provides a large mass of colour or texture, such as blocks, covered boxes or risers. Stay away from things with busy details, such as printed scarves



## 2 The Pyramid Principle

If you place one frame at the top of the display and let all the other elements "step down" from that point, you'll have a very effective design. It's that top focal point that attracts attention and makes the display interesting to look at. This principle always works you really can't construct a bad pyramid display. This is also effective with merchandising your heavier frames at the top of your display and



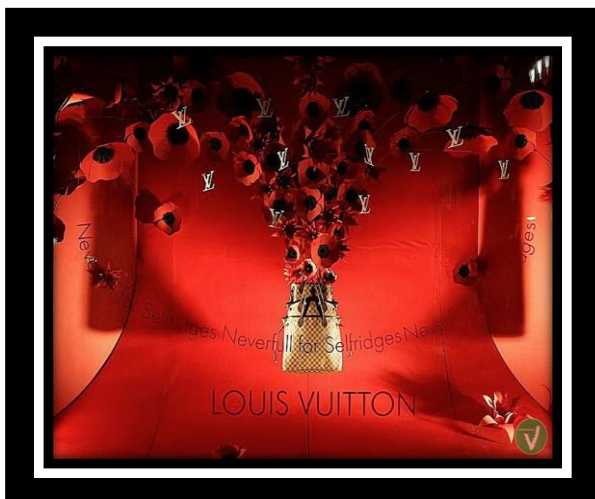
### **3 Odd Rather Than Even**

An odd number of elements is always more attractive to the eye than an even number. That's because an asymmetrical arrangement is slightly off balance and keeps the eye moving around to look at each frame. That provides a built-in visual dynamic. On the other hand, a symmetrical, perfectly balanced arrangement stops the eye in its tracks. That's dull.



### **4 Repetition**

using identical elements and repeating them repeatedly creates a very powerful display. This simple idea can have a lot of punch. For example, line up a series of frames that are all the same style, but different colours. It really doesn't matter how you support them. Just make sure they're all positioned in the same way or the display will lose impact. There's an additional benefit to this type of display: It



### **5 Texture**

Consider carefully the background material for your display. Texture can complement or contrast with the frames placed on it or around it. For example, never put metal frames on a mirror or other glossy surface. The frames simply get lost in all those reflections. Metal frames need a rich surface like velvet or suede to bring out their jewellery-like quality. However, frames made with special materials such as leather can be emphasized effectively by using a prop made of similar materials. Leather gloves or a leather briefcase can complement a pair of leather-accented frames.



# RANGE REVIEW RESULTS



## INVENTORY MANAGEMENT



# RANGE REVIEW RECOMMENDATIONS

Insert Range Review Recommendations

# RANGE PLAN

Developing a range plan can be overwhelming and confusing. Especially when you have historically purchased/ aged stock to deal with. The first thing you need to work out is what is your ideal range plan, once you know where you want to be we can work out how to get there. Use the following pages as a step by step guide on creating your ultimate range plan.

1. Only have 1 brand per pole. Please find the suggested pricing segmentation above.
2. Review your best-selling ranges/ brands and place the products in the table attached.
3. By using the frame style guide, ensure you have the right styling mix and spread between the price points. For example, ensure that you have the right mix of product in the \$299 price point that reflects both classic and fashion styles.

## Basic Demographic Price Point Split

<i>Price</i>	<i>Low socio-economic area</i>	<i>Medium socio-economic area</i>	<i>High socio-economic area</i>
< \$150	25%	15%	5%
\$151 – \$250	30%	25%	20%
\$251 – \$350	30%	30%	30%
\$351 – \$450	10%	20%	30%
\$451+	5%	10%	15%

#### 4. *Ask yourself the right questions:*

*Example:*

- Do I have brands across the prices points for a mature adult?
- Do I have brands across the price points for a young adult?
- Are there brands within the current suppliers that I use that can fill the gaps in my range?
- Do I have a range for women with a small face?
- Do I have a range for a man with a larger face?
- Do I have a rimless range?
- Do I have the right mix of plastic and metal frames?
- Do I have a range that gives me a point of difference or is fashion directive?

## RANGE PLAN

- 5. *This is now your range for the practice, do not introduce new brands just because you have seen a brand that excites you. Only introduce a new range, if you are going to exit out of one in your range plan, and only make this decision if the brand you want to exit out of is no longer performing.***
  
6. If you decide to exit out of a brand, ensure that the new brand that you are going to introduce fits both the price point you are exiting out of and reaches the same target demographic. You must also ensure that you have an exit strategy for the brand that you are exiting out of. Review your range plan every 6-12 months and determine on sales and brand performance if you need to make changes

# RANGE PLAN

## Inventory Management - Range Plan

### Practice ABC

**TOTAL DISPLAY CAPACITY:** 339 (this is based on total display, plus 16 pieces of maze, 16 pieces of other back up stock in draws.)

*(Ideal Stock Holding equals your display capacity plus 6 weeks of stock excluding pack frames)*

STOCK CONTROL UNITS	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Year
Ideal Stock Holding in Units	339	339	339	339	339	339	339	339	339	339	339	339	339
Actual Stock Holding													
Average Monthly Unit Sales	54	54	54	54	54	54	54	54	54	54	54	54	648
= Purchases Budget in Units	393	393	393	393	393	393	393	393	393	393	393	393	

### Product Display Mix - number of poles *(draw stock)*

Practice Demographic Tier	\$99	\$149	\$199	\$249	\$299	\$349	\$399	\$449	\$499	Total Display
Women - 24 brands	1	1	2	3	5	5	5	4	0	24
Men - 14 Brands	1	1	3	2	2	4	2	1		14
Kids - In Draw	1	1								0

### WOMENS CORE RANGE JUNE 2018

Brand	Supplier	\$99	\$149	\$199	\$249	\$299	\$349	\$399	\$449	\$499	\$549	\$599	\$649	VIC
Maze	Frames Etc	X												8
Gemini Essentials	Optiqueline		X											8
Gemini Collection	Optiqueline			X										10
Bill Bass	VMD			X										10
Morrissey	Sunshades				x 1/2									10
Van Staveren	Van Staveren				X									14
Bebe	General Optical					X								14
Mersey Beat	Optiqueline					x 1/2								10
Kensie	ERO					x 1/2								10
Marc Vincent	Van Staveren					x 1/2								10
Stepper	Optiqueline						X							14
Oroton	Sunshades						x 1/2							14
Ted Baker	Mondottica						x 1/2							8
Furia	DeRigo							X						14
Lightec	ERO							X						10
Convertibles	Optiqueline							X						14
Prodesign Acetate	ERO								X					14
Woow	ERO								X					14
<b>TOTAL:</b>														206

### MENS CORE RANGE JUNE 2018

MENS	Supplier	\$99	\$149	\$199	\$249	\$299	\$349	\$399	\$449	\$499	\$549	\$599	\$649	VIC
Maze	Frames Etc	X												8
Gemini Essentials	Optiqueline		x 1/2											8
Gemini Collection	Optiqueline		X											8
Paparazzi ( in draw)	Optiqueline			x 1/2										6
Bill Bass	VMD			X										10
Van Staveren	Van Staveren				x 1/2									10
Morrissey	Sunshades				x 1/2									10
Marc Vincent	Van Staveren					x 1/2								10
Mersey Beat	Optiqueline					x 1/2								10
Stepper	Optiqueline						X x 1/2							15
Flexon	General Optical						x 1/2							10
Ted Baker	Mondottica						x 1/2							8
Convertibles	Optiqueline							x 1/2						10
Prodesign	ERO								X					10
<b>Total</b>														133

**Practice Total: 339**

# BUYING PLAN

## Buying Strategy and Procedure

### Rationale

Effective purchasing will ensure a successful business. The correct stock holdings will ensure smooth and consistent cash flow and inventory. It's also important to ensure you have a clear returns policy with all your suppliers, any frame over 6-12 months old should be returned. By using this strategy your stock inventory should cover display stock plus four to five weeks cover. When you become familiar with this process you can reduce your excess stock to two weeks, reducing your Cost of Goods.

### Visits from Company Representatives

The great thing about this system is regular visits from the sales reps allow you to see new product. It's important that you run report by sku for that product before the rep visits, this way you can decided which frames need to be swapped. Anything that has not sold for 6 months should be returned or reduced for a quick sale. Regular stock turn is important to ensure the practice reduces your risk to distressed stock that will impact on your profit.

### Replenishment System

To ensure the success of this program it's crucial you have a replenishment process. Replenishment needs to be completed regularly, I would recommend allocating best-selling brands to supply & fit monthly all other frame lines. Follow the attached ProSupply brochure on how to order supply and fit and frame through ProSupply.

**Now that you have a buying plan (see attached), you simply need to run a stock holding report by supplier/ brand and you can work out how many units of each brand you need to order. Remember you will still need to do this with Supply & Fit as a supplier might have out of stocks or you may have elected to sell through the frame rather than supply and fit as the frame was starting to age.**

**Remember it is also important to ensure that you set up no backorders with all suppliers. This way you can control your stock rather than have stock filtering through at different stages of the year.**

**INSERT FOLLOWING DOCUMENTS FROM PROSUPPLY WEBSITE (YOU ARE UNABLE TO DOWNLOAD THE DOCUMENT)**

- **Basic Instructions**
- **How To Order**
- **Supplier Ordering Procedure Document**

# BUYING PLAN

## Practice XYZ Monthly Order Forms

Brand	Supplier	Gender	S&F	Max Stock Holding	SOH	Aged Stock to Rotate	Stock To Order
Furla	DeRigo	Women	Y	14	10	2	6
<b>DeRigo Total</b>				<b>14</b>	<b>10</b>	<b>2</b>	<b>6</b>
Kensie	ERO	Women	Y	10	9		1
Lightec	ERO	Women	Y	10	8	2	4
Prodesign Acetate	ERO	Women	Y	14	14		0
Woow	ERO	Women	Y	14	12	1	3
Prodesign	ERO	Men	Y	10	10		0
<b>Eyes Right Optical Total:</b>				<b>58</b>	<b>53</b>	<b>3</b>	<b>8</b>
Maze	Frames Etc	Women	Y	8	4		4
Maze	Frames Etc	Men	Y	8	6		2
<b>Frames Etc Total:</b>				<b>16</b>	<b>10</b>	<b>0</b>	<b>6</b>
Bebe	General Optical	Women	Y	14	13	3	4
Flexon	General Optical	Men	Y	10	7	1	4
<b>General Optical Total:</b>				<b>24</b>	<b>20</b>	<b>4</b>	<b>8</b>
Ted Baker	Mondottica	Women	Y	8	6	2	4
Ted Baker	Mondottica	Men	Y	8	6		2
<b>Mondottica Total:</b>				<b>16</b>	<b>12</b>	<b>2</b>	<b>6</b>
Gemini Essentials	Optiqueline	Women	Y	8	6		2
Gemini Collection	Optiqueline	Women	Y	10	10	2	2
Mersey Beat	Optiqueline	Women	Y	10	8		2
Stepper	Optiqueline	Women	Y	14	12	5	7
Convertibles	Optiqueline	Women	Y	14	14		0
Gemini Essentials	Optiqueline	Men	Y	8	8		0
Gemini Collection	Optiqueline	Men	Y	8	8	3	3
Paparazzi ( in draw)	Optiqueline	Men	Y	6	4		2
Mersey Beat	Optiqueline	Men	Y	10	10		0
Stepper	Optiqueline	Men	Y	15	13		2
Convertibles	Optiqueline	Men	Y	10	10		0
<b>Optiqueline Total:</b>				<b>113</b>	<b>103</b>	<b>10</b>	<b>20</b>
Morrissey	Sunshades	Women	Y	10	8		2
Oroton	Sunshades	Women	Y	14	12	2	4
Morrissey	Sunshades	Men	Y	10	8		2
<b>Sunshades Total:</b>				<b>34</b>	<b>28</b>	<b>2</b>	<b>8</b>
Van Staveren	Van Staveren	Women	Y	14	12	4	6
Marc Vincent	Van Staveren	Women	Y	10	8		2
Van Staveren	Van Staveren	Men	Y	10	7	3	6
Marc Vincent	Van Staveren	Men	Y	10	10		0
<b>Van Staveren Total:</b>				<b>44</b>	<b>37</b>	<b>7</b>	<b>14</b>
Bill Bass	VMD	Women	Y	10	10	1	1
Bill Bass	VMD	Men	Y	10	10		0
<b>VMD Total:</b>				<b>20</b>	<b>20</b>	<b>1</b>	<b>1</b>

## PRICING GUIDE & TOOLS

### Current Pricing Strategy:

Most practices are currently using a “bottoms-up” approach to RRP’s by firstly entering a cost price into the system and applying a blanket formula (based on margin expectation) to determine a retail price. The other approach to retail pricing is “tops down” where an appropriate RRP is determined in line with competitor pricing and cost is subtracted from RRP to determine margin. The recommendation outlined here supports using a bottoms-up strategy but then altering the RRP to reflect several consolidated price points.

A bottoms-up approach produces many individual retail price points (eg \$324, \$297, \$418), and does not always reflect the market value of each frame – sometimes the formula-driven RRP needs to be adjusted to reflect a more realistic price in line with other optical retailers. Whilst there is a manual price over-ride needed to change the RRP, the **benefits** include:

- easier for patients to compare frame prices and assess comparative value
- higher margin on some frames by moving to the nearest higher retail price point
- ability to display stock by price point (where appropriate eg package deals “From \$279”)
- capacity to advertise price pointed offers (where appropriate eg “Spend \$349 and receive ...”)

### Key Recommendation:

The idea is to simplify the patient offer by consolidating retail price points, using progressive incremental lifts (\$30, \$40, \$50) between each RRP. Consider changing current individual RRP’s into consolidated price points, so that every frame in your practice reflects some (or all) of the following retail prices:

For example:

59	89	119	149	179	219	249	279	319	349	389	429	469	519	569	619	669
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## PRICING GUIDE & TOOLS

### Key Actions:

1. Conduct a sense check around current formula in the system to ensure *realistic* RRP's are being generated. As a general guide, 'Net Price (not List price) x 2.5 plus GST + a fitting fee' should produce an RRP that reflects a gross margin between 60 -70% (formula works best on frames with a cost price between \$80 and \$150).
2. Remember a GP% does not reflect GP \$ that you bank, and 1 formula does not work for all price bands. Here is a rough guide to help you calculate margins on your frames:

Price	GP% Guide
< \$150	75-85%
\$151 – \$250	70%
\$251 – \$350	65%
\$351 – \$450	60-65%
\$451- \$550	55-60%
\$551>	50%

3. Review each formula-driven RRP and decide whether the frame price should be adjusted higher or lower to the nearest suggested price point (this will depend on what a competitive market price is for that frame). Produce a price tag accordingly.

**Important Note:** The expectation of making the same margin on every frame is an outdated one – the starting point is determining what a competitive retail price should be in relation to the current market (i.e. against other retailers and against other like brands).

**For a more detailed look at how to price effectively, login to ProLearn and complete the “A Simple Pricing Model” education.**

# AGED STOCK & CLEARANCE STRATEGIES

Most practices will at some point in time find themselves in a position where aged stock levels are a concern. Slow-moving stock represents cash tied up in inventory that could otherwise be used in different ways to help the business grow. It's important that every practice has a strategy to optimize the sell-through of all stock as it ages to ensure available cash flow and to ensure an appealing up to date product offer.

There are many and varied reasons why a practice may have an excess of aged stock (including poor buying decisions, unrealistic RRP's, and/or slowing conversion rates etc), but regardless of the reason(s) it's important to act and focus more on moving older stock continually through the business. By clearing through and ensuring you have no aged stock in the practice it will have several key benefits to the practice:

- recovers cash for the business (increases cash flow)
- reduces stock on hand value and freshens product displays
- minimises the risk of product write-off (and recovers cost value)
- improves patient perception of the practice by offering a value-add
- provides additional incremental sales between patient visits

## **To begin clearing old product or ranges you are no longer going to keep:**

1. Using the aged stock report supplied, rotate and frames that are over 12 months old.
2. If you are unable to rotate the frames, use the aged stock strategy below. Write off stock that you know you are not going to sell, if you have had the frame in the practice for 2 years and have not sold it, it is tying up your cash flow and stock holdings.
3. By reviewing your range plan, do you have ranges within these suppliers that you can swap for best-selling lines. For example, you have ranged 10 brands with General Optical, 3 of the brands have performed well. Talk to the General Optical representative to see how they can assist you in exiting out of brands that are not working for you. Make sure that it is a win/ win situation. Talk through your commitment of how many poles that you are going to commit to them. They may be able to help you with stock to reduce and clear through the excess stock, or they might run a staff incentive to increase sales in the practice.
4. Only replace best-selling lines, you can also use these orders to rotate old stock out of the practice.

# AGED STOCK & CLEARANCE STRATEGIES

## Which product would I include?

- Target product should be all frame stock that is over 12 months old and not ongoing good sellers.

## How do I identify this product?

- By running an aged report in your system, you will be able to identify both the age and cost value of stock items. This will determine stock eligibility for campaign inclusion by identifying slower moving models and will also give you a big picture snapshot of your overall inventory health. The goal is to have the greatest percentage of your stock holding at a younger age which supports higher sell-through opportunities and reduces the risk of tying cash up in aged stock.
- If the bulk of your stock holding is older than 18 months, we recommend this promotion as a key strategy to start addressing this concern in your practice.
- 
- Promo stock should exclude consignment stock and supply and fit display stock (as both should be current stock anyway).

## Example of Practice Aged Stock Clearance Plan:

Timing	Activity	Description	Tools	Completed
Month 1- 2	Rotation or Return	Return consignment stock that has not sold and rotate out any aged stock that the suppliers will take back	Internal	
Month 1-3	Reactivation Offer	Run a report through your system on any patient that has not been back to the practice for 3 years or more who have spent more than \$300 in the practice. Using the cash recovery campaign through ProMarket, send through a \$119 or \$149 single vision complete pair offer.	ProMarket	
Months 1-3	Second Pair	Set up a temporary bay in the practice and offer \$119 - \$149 second pair offer to patients	ProMarket	
Months 1-3	Target Campaign	Multifocal Offer - Run a report through your system and anyone who purchased multifocal in the last year. Send out a targeted offer for a single vision pair of specs for \$119- \$149	ProMarket	
Month 3	No Gap/ Pension Draw	Product that is left over and saleable reduce and include into your package offers	Internal	
Month 3	Write Off	Any Product that is not saleable eg green nose pads, 10 years old etc write off and donate the frames.	Internal	
Month 12	Packages/ No Gap	Review aged product that has been placed in the draw and write off	Internal	

# AGED STOCK & CLEARANCE STRATEGIES

Insert Aged Stock Clearance Plan from Range Review

# Supplier Information

## Practice Supplier Agreement

List Any Changes from The ProVision Supplier Terms & Conditions

1	
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- A. The PRACTICE acknowledges that should the Agreement contain exclusions (such as limited services on stock rotations), The SUPPLIER is not expected or obliged to re-introduce these services *retrospectively* upon Agreement Termination.
- B. Both the PRACTICE and The SUPPLIER also agree to provide 30 days' written notice to the other party should they wish to terminate the Agreement.

### Parties to Agreement

Practice Name / Location: .....

Designated Signatory (including date): .....

Frame Supplier Name: .....

Designated Signatory (including date): .....

## Supplier Information

Insert any Supplier Information that is important to keep in the practice like brand stories etc

## TOOLS & RESOURCES

### INCLUDES:

- Frame Style Guide
- Supplier Brand List
- Health Funds/ No Gap Strategy
  - Selling Sunglasses
  - Selling Contact Lenses
  - Selling Accessories
  - Selling Magnification
    - Prosupply
    - Proshop
  - Stocktake Procedures?
- How to use consignment effectively?
  - Other?