# Catch Up

## **ProVision Updates**

**GENERATIONAL MARKETING** 

### That's a Wrap!

A big thank you to everyone who attended the Generational Marketing workshops over the past two and a half weeks, and to Katrina McCarter for delivering a stellar presentation with incredibly valuable insights. It was wonderful to see multiple optometry teams come together to talk about the

importance of marketing and customer experience. If you managed to attend, we hope you left the workshop with practical strategies and ideas that will be applicable to your business now and in the future. If you attended the workshop and wanted an additional copy of the workbook, click

here >



**Retail Sales** 

**DON'T MISS OUT!** 

### Are you looking to improve the retail

sales skills of your team? With the right techniques, your team can guide patients towards the perfect eyewear solutions and drive business growth. Even experienced sales professionals can benefit from refining their skills and learning new techniques. Hosted by ProVision's own Jim Colley,

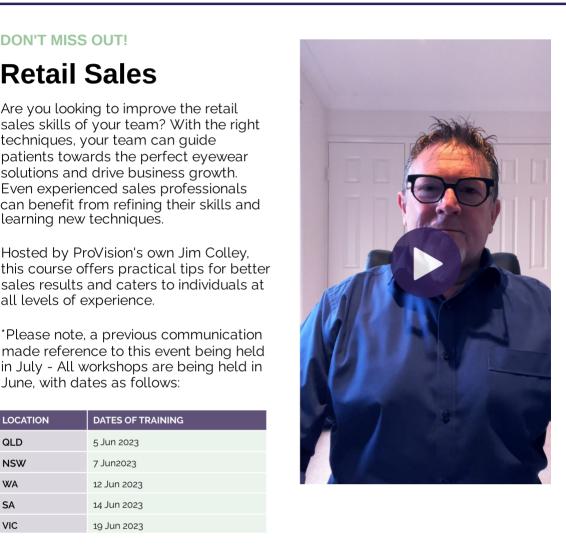
sales results and caters to individuals at all levels of experience. \*Please note, a previous communication made reference to this event being held

in July - All workshops are being held in June, with dates as follows: LOCATION DATES OF TRAINING QLD 5 Jun 2023

NSW	7 Jun2023
WA	12 Jun 2023
SA	14 Jun 2023
VIC	19 Jun 2023
Register your team today and take the first step towards achieving your sales goals!	

**REGISTER HERE** 

**Campaigns** 



### **NEW DROPBOX RESOURCE**

Download the Independent Value Campaign blog below!

**Supplier Space** 

**DOWNLOAD NOW** 

Independent Value Campaign Blog

Wanting to extend your campaign messaging from your windows to your website?

SUPPLIER ANNOUCEMENT **CooperVision** To provide an easier way for practices and



**OPTICA**® YOUR ONE-STOP DESTINATION FOR OPTICAL ACCESSORIES

Learn more about CooperVision's plastic

neutrality initiative >

**Optica Life** 

optical industry.

**Accessories** 

**SUPPLIER OFFERS** 

Since 1972, Optica has been a specialist supplier of optical accessories, cases,

As a ProVision Preferred Supplier, you can have confidence in the level of care and service you will receive, and the quality of

microfibre cloths, and solutions to the

consumers to be more environmentally friendly, CooperVision has expanded their sustainability initiative, with their full range of contact lenses distributed in Australia and New Zealand now being plastic

products. Optica's specialist printing technology brings your brand to life and ensures you have everything on hand to meet your customer's needs. Explore the range of personalised optical accessories >



Sales Consultant.

**NEW HOYA SALES CONSULTANT** 

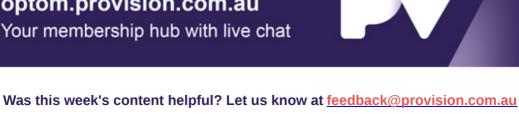
HOYA has expanded their Victorian team! Meet Andy Young, HOYA's newest VIC

**Meet Andy Young** 

Andy is a qualified Optical Dispenser with experience in retail optics, optical lens fitting and optical practice management for more than 25 years in a career spanning the UK, Australia and New Zealand.

Learn more about Andy >

We're always here to help optom.provision.com.au



**ProVision** 



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