



Look Forward.

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 >



DON'T MISS OUT!

Retail Sales

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, this course offers practical tips for better 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

Independent Value Campaign Blog

Wanting to extend your campaign messaging from your windows to your website? Download the Independent Value Campaign blog below!

[DOWNLOAD NOW](#)

Supplier Space



SUPPLIER ANNOUCEMENT

CooperVision

To provide an easier way for practices and 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 neutral.

[Learn more about CooperVision's plastic neutrality initiative >](#)



SUPPLIER OFFERS

Optica Life Accessories

Since 1972, Optica has been a specialist supplier of optical accessories, cases, microfibre cloths, and solutions to the optical industry.

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



NEW HOYA SALES CONSULTANT

Meet Andy Young

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

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
Your membership hub with live chat



Was this week's content helpful? Let us know at feedback@provision.com.au



ProVision Eyecare Pty Ltd
92 Peters Avenue, Mulgrave VIC 3170
03 8544 3900

© 2022 Microsoft Dynamics. All rights reserved.

{{msdyncrm_contentsettings.msdyncrm_addressmain}}

[Unsubscribe](#)