



The New Buyer's Mindset

Current reports are all pointing towards previous overspending as the number one culprit in the economic downturn. Consumer purchasing habits are changing to a more needs based spending as opposed to the “have to have” mentality and it looks like these changes in spending habits may be permanent.

To adapt your practice to the new consumer mindset, it is important to understand how your patients' attitudes have changed. Resolving yourself to the idea that patients want the bare minimum or only what insurance will cover will not be effective for anyone. Your sales will undoubtedly decline and patients will leave without products that would truly benefit their vision. Consumers still have money to spend but they just want to make sure they are spending logically and getting the best deals for their purchases.

Taking time to educate patients on the value of their purchase helps them make an educated decision and allows them to give themselves permission to buy. If they also perceive their need for a product, they will find a way to buy it. Packaging (or bundling) of more than one product has been a strategy used by retailers and manufacturers for decades in both consumer and industrial markets. The hardware and software packages offered by computer manufacturers, vacation packages offered by the various travel agencies, shaving foam sold along with razors are a few commercial examples of bundling.

Consumers are comfortable with the concept of packaging and the convenience it offers. There is also a perception of getting more for their money. Packaging within your business can be beneficial on many levels. There are so many choices available, it can often be overwhelming for your patient. By offering a “good, better, best” scenario, it streamlines the selection process making their decision less stressful and time consuming.

Keep it simple. One of the main benefits of packag-

ing is making the decision process easier for the patient. Have a few simple packages that include the features and benefits that will fit most patients needs. If it takes more than one page, it is probably too complicated. Don't be discouraged if you find it necessary to “tweak” your program. Work on it until you have a program in place that is simple to use, easy for your patients to understand and results in a majority of patients purchasing lenses that give them the best visual performance.

Trivex, polycarbonate and higher index lenses inherently include UV protection, lightweight and thinness properties, which makes it easy to present them as “all-inclusive” material options. Progressive lenses offer visual clarity in virtually all zones with a natural appearance. By combining these materials and lens options with an anti-reflective coating you will have packages to accommodate virtually every patient. Additional vision advantages, such as photochromics or polarization, can be offered at a flat price over the package amount.

Upsell your patients by educating them on the value of their purchase and utilizing point-of-sale displays, brochures and wearing the products yourself. Do not be afraid to present the products that will benefit your patient's vision as you are the expert and they rely on you to present the best solution to their vision demands.

To help incorporate packaging into your office, Midwest Labs now has frame and lens packages available for virtually all of your patients needs. Simple Choice for economy and second pair sales, Ono for your fashion forward clientele, Pure Titanium rimless for the minimalist look, Marco sunglasses and two children's packages. Pricing includes frame, edging fees and lenses, making it almost effortless to offer these packages to your patients. We also offer customized dispensing mats for your dispensary and assistance in setting up your package options. To receive a complete frame package catalog or schedule a time to review the frame lines, please contact your Midwest Labs location.

Promotions

POLAR PROMOTION ECPs

Now - February 28th, 2010

Earn Cash Rewards this winter with **Coppertone** and **SunRx**

HOW IT WORKS:

- * Your lab will send you Polar Promotion job coupons with each Coppertone or SunRx polarized lens purchase you make.
- * Collect the Polar Promotion job coupons, fill them out and send them to Vision-Ease Lens for a redemption of up to \$5.00 per coupon.
- * VEL will confirm purchases against job coupon redemptions based on Sales Out Data or invoices from lab.
- * Checks will be sent monthly on or about the 15th of the following month.

Note: Please send minimum of 10 job coupons at a time, if possible. Polar Promotion participation misrepresentation will result in disqualification; rewards potentially earned by ECP will be forfeited.

Qualifying Poly Lenses:	ECP Reimbursement:
Coppertone SFSV	\$5.00
Coppertone D28	\$5.00
Coppertone 7x28	\$5.00
Illumina Coppertone	\$5.00
SunRx SFSV	\$3.00
SunRx SFSV Mirrors	\$3.00
SunRx D28	\$3.00
SunRx 7x28	\$3.00
Illumina SunRx	\$3.00
Outlook SunRx	\$3.00

Midwest LABS "The Experts in Lens Technology"

Presents: **Zeiss Individual™**



Earn \$10.00 per pair for every new Zeiss Individual purchase from October 1 to December 31, 2009

-Additional points can be earned by signing up on the Zeiss Rewards Program (up to 16 points per pair worth approximately \$1.00 per point)

-For more details or to sign up go to <http://rewards.vision.zeiss.com>

Zeiss Individual™

Precisely Personalized for You.

\$10 for every pair!

What's New?

Naturalite

For the value conscious customer

In today's economic climate, patients are searching for the best investment for their dollars. Midwest Labs own Naturalite lens products are your answer for your value conscious customers.

	Uncut	Complete
Naturalite Junior (SV Poly with AR)	\$25.00	\$35.00
CR-39 Naturalite & Naturalite Short Progressive	\$35.00	\$45.00
CR-39 Polarized Naturalite Progressive	\$70.00	\$80.00
Poly Naturalite & Naturalite Short Progressive	\$40.00	\$50.00
CR-39 Naturalite HD & HD Short w/ Naturalite AR	\$60.00	\$75.00
CR-39 Transitions Naturalite HD & HD Short w/ Naturalite AR	\$100.00	\$115.00
CR-39 Polarized Naturalite HD & HD Short w/ Naturalite AR	\$80.00	\$95.00
1.60 Naturalite HD & HD Short w/ Naturalite AR	\$80.00	\$95.00
1.67 Naturalite HD & HD Short w/ Naturalite AR	\$100.00	\$115.00