



## TIPS OF THE TRADE

### Making Sport Sunwear Work for You.

We've heard it before... *Optical needs to take its fair share of the sunglass business... Sports eyewear is a growing and profitable niche...*

But how do you make it happen? How do you make sport sunwear work for you? Here's some suggestions.

- **Have a well-merchandised assortment.** Carrying a couple of frames won't put you in the business. Placing sport sunwear next to your designer plastics won't catch your patient's attention. Instead group your product assortment by brand or sport, adding point of purchase materials to make them pop. Use materials supplied by marketers and your own creativity. For instance, adding golf balls, tees and a club draw attention to a golf selection.
- **Know your clientele...** You can do this by data mining your software, through general knowledge of who uses your service and lives in the area, and by paying attention when someone comes in the door. Are they wearing a golf or soccer shirt? Did they park a bike outside instead of a car? It may sound trivial, but observation paired with good probing questions opens the door to dispensing a second pair of glasses that benefits both you and the wearer.
- **Know your product...WELL...** Sport sunwear can have a lot of bells and whistles that add value to the wearer. To capitalize on this and make the product work for you, be certain the marketer trains you and your staff and provides materials to reinforce the features and benefits after the training. After all, what good is custom fit or break-away hinges if you don't know how to demonstrate them?
- **Leverage the strength of their brand.** The equity that lives in brands like Nike and adidas are awesome tools in your arsenal. When Silhouette did consumer research on adidas eyewear, we learned how the brand garnered feelings of trust, reliability and authenticity. Consumers expected the eyewear to be great, even if they didn't know it was available. Use the billions spent by these marketing machines to build your business. Just be certain that when you use logo plaques and other branded POP to beckon patients that the correct product is there to support it.

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