



EYEROCKET

4-Day Consultation Schedule

Every consultation visit is customized to the needs of every business. Below, you will find an example of what your practice/optical consultation agenda may look like.

Day 1- Shadow

- Perry would secret shop your competitors / colleagues. But honestly, who gives a hoot about them? You stay in your lane and develop what you do best. Mimicking your competitors' prices, services and product selection just makes you a sheep...there's already enough of those in eyecare.
 - Think about all the VSP Premier practices who all stock the same Marchon product. You want your office to be differentiated with unique offerings.
- I will arrive at your office for a mid-morning routine eye exam appointment. I will present myself with eye issues and visual/medical complaints. I will be undercover and will be a somewhat difficult and complex patient with lots of demands
 - Complain about the wait
 - Will let the staff know I'm a germaphobe
 - Make doc double check the Rx
 - Complain my old glasses are not made right and question optician skills of new place
 - Be very picky in the optical and vain
 - Complain prices are too high, or maybe I want something extra fancy and watch staff pre-judge me because I'm young.
 - Bring 5 extra pairs of glasses and make optician adjust totally messed up glasses before I leave and see how they handle it.
 - Call and cancel order after spending 1 hour with optician

- Go in the next day to select new frame
- Perry will be notating on his mobile phone all his observations front desk check-in, throughout exam, to checkout.
- Dinner with Perry

Day 2- Staff Meeting

- Close office first half of day
 - Introduce who I am
 - Meet with whole office to discuss my findings via highly motivational/encouraging/comical PowerPoint presentation
 - Lively discussion, encouragement, compliments, tell the ugly truth
 - Describe my whole experience timestamped
 - Pictures + video
 - Audio recordings
 - Walk staff through what their mission as a staff member is to make the practice successful
 - Coach staff are they looking for a job or a career path? This may not be there forever job, but their employer is here to lay the foundation and even more.
 - They can make it or break it
 - Positivity and optimism
 - Every dollar counts
 - Don't be scared of failing, be scared of never trying
 - What my experience being "sold" to was like
 - Concept of pretending you are self-employed
 - Own your clients
 - Check in with them
 - It's your block of business
 - Market to your clients
 - Build confidence in staff that employer is awesome and doing things great
 - Go over the orchestra example of an office how everyone relies on everyone
 - Make staff believe they have a financial investment in office
 - Make staff believe they have the power to provide great vision, fun, humor, and a great job
 - Walk staff through situations that were terrible

- Walk staff through situations that were great
- 2nd half of day meet with staff members (non-management)
 - Staff may not provide total radical transparency in a normal workplace on a regular basis nor at performance reviews
 - It's important to clear the air with staff and see how they really feel
 - What's holding a staff member back?
 - What resources do staff need?
 - Do staff feel valued?
 - Do staff feel trained well?
 - Do staff feel fairly compensated?
 - If not, how do we get them there?
 - Does Perry think a certain staff member is a leader or a dud?
 - Are staff confident in sales?
 - Are staff committed to owning their issues and not back-delegating them when they can handle themselves?
 - Are staff prepared for a new level of growth and hard work?
 - Are staff mentally ready for change?
 - Is home life of staff good?
 - Do staff want more responsibilities?
 - Is a staff member bored and want another ballcap to wear?
 - Do staff feel overworked?

Day 3- Continue Staff Meetings + Implementation Plan

- Perry will have an implementation plan ready on this day via PDF or PowerPoint
- Present plan in department groups to what they are going to achieve and with deadlines
 - The goal of the plans is to make positive transformations of the practice or optical to increase profitability, free up staff time to focus on what's important, assess if frame and lens vendors need to be changed, decide how to lower costs of goods, lay out plan on how to work smarter and not harder, reduce paperwork, establish clear duties of each individual while also maintaining overlapping of roles, establish better merchandising techniques, establish any investments owner needs to make in optical for better performance and to make staffs lives easier, provide staff with digital tools that will help them stay organized, provide

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better tools to help staff clearly communicate with patients about pricing of glasses, help staff answer any objections about why people don't buy, make in-office lab procedures simpler, clean up inventory management issues in computer, recommend new administrative tools for better management, recommend better workflows of exams, recommend how to sell better from the chair, recommend new technology for better profit centers, etc.

- Dinner with Perry

Day4

- Continue Implementation
- Questions
- Suggestions from staff
- Staff Lunch
- Team huddles in departments for motivation
- Talk to staff about changes that will occur in the next 90-120 days
 - Procedures
 - Vendors
 - Pricing
 - Forms
 - Attitude
 - Confidence
 - Transparency
 - Presentation
 - Sales skills
 - Feel positive!
 - Smile!
 - New admin policies clearly defined
- How to reach out to Perry
- When to reach out to Perry for help
- Why you should maintain a "yes" mentality
- Prep boss/manager of potential changes that could occur

I look forward to working with you! Sincerely, *Perry B.*

