

# Support staff training programme

## Module 6 – creating impact

Johnson & Johnson  
Vision Care  
Optician

This is the sixth Academy in Practice support staff module from Johnson & Johnson Vision Care. This useful programme is available to all Acuvue Centre of Excellence practices in binder format with accompanying CD-Roms. These CDs can be used to train new staff on how to teach contact lens handling skills, and patients can take them home to reinforce the techniques they have learned



**MERCHANDISING** is the branch of marketing theory and practice concerned with maximising product sales – in this instance, contact lenses and spectacles – through product design, packaging, pricing and display. The role of the merchandiser is to present products in a way that captures the consumers' attention, and then persuades them to make a purchase. Merchandising can involve a wide range of materials, from simply posters, to eye-catching free-standing displays.

This module will cover a number of important areas related to the business of merchandising, including:

- ◆ Understanding the role of merchandising
- ◆ Its importance to your business
- ◆ Creating an overall impact
- ◆ Giving your practice an attractive shop window
- ◆ Getting the sales message across inside the store.

### CREATING IMPACT

The purpose of the 'Creating impact' module is to ensure that each member of the eye care team understands the importance ►

### MANAGER NOTES

#### YOUR ROLE AS A MANAGER

The arrival of merchandising material into your practice raises many questions. How to create an attractive and effective window display, for example. What areas inside the optical store should be used to catch the patient's eye? What about lighting to enhance a product display? By discussing the contents of the training module with your practice team, you can help each member appreciate the finer aspects of effective merchandising and plan eye-catching displays both in the window and in-store.

#### ASPECTS TO CONSIDER

- ◆ The most used areas for merchandising in an optical store are windows and counters
- ◆ Encourage your staff to also utilise the entrance, the floor, internal walls, shelves, fitting rooms and patient space
- ◆ Merchandising should always be backed up by helpful and friendly service. It is this combination which makes your business stand out as one that achieves real customer loyalty
- ◆ Contact lenses cannot be displayed or tried on like spectacle frames and sunglasses. Therefore, advertising, merchandising and a friendly service form an essential part of the branding and sales process
- ◆ More than 70 per cent of decisions about which brand of product to buy are made in-store. POS display material has a significant influence on the purchasing decisions<sup>1</sup>
- ◆ Certainly, shoppers pay attention to displays and signs. It is a proven fact that they are more likely to purchase a product that has POS support than a product that does not<sup>1</sup>
- ◆ It has been shown that an advertised product that has an enhanced in-store presence is five times more likely to be purchased than a competitor that doesn't.<sup>2</sup> Together with your recommendation, merchandising means customers get a comprehensive, consistent message, which leads to extra sales and profits for the practice.

#### WINDOW DISPLAYS

- ◆ First impressions are vital. An effective window display gets attention and brings patients into the practice
- ◆ The shop window creates a unique image for the practice and reflects its professional tone. It tells patients what is available inside and can support current advertising campaigns to increase interest
- ◆ There are definite guidelines to creating window displays. Consumers look at window displays in a particular way. Lighting plays a valuable part. Ask your staff to consider all these aspects when composing displays
- ◆ Creating displays is a very satisfying and rewarding job. Consider putting one person in charge of a display and then rotating the responsibility as the next batch of merchandising material arrives.

#### IN-STORE DISPLAYS

- ◆ Remember that apart from the actual purchase or for eye tests, 75 per cent of customers spend under 10 minutes inside stores, so it is important to get the sales message across as soon as possible<sup>3</sup>
- ◆ Ask your staff to consider the available space in the practice and patients' needs – with the following objectives always in mind:

- 1 To present merchandise with the maximum impact
- 2 To focus patient interest on particular products
- 3 To make it easy for patients to find out more about a product
- 4 To make it easy for the eye care professional and practice staff to discuss the products
- 5 Also, it's important to think about the impression the practice needs to create. Everything from the colour of the walls to the overall style of the store creates an overall immediate visual impression.

Creating effective merchandising displays is vital to your business and also very enjoyable. Encourage your staff – within the proven guidelines – to use their imagination and be creative.

and the methods of attracting potential patients into the practice and encouraging them to make a purchase or, at least, find out more about a particular product.

**WHAT IS MERCHANDISING?**

Merchandising aims to enhance the product or range of products presented for sale.

**Merchandising:**

- ◆ Makes a practice stand out
- ◆ Informs patients about a product
- ◆ Encourages patients to buy
- ◆ Reassures them that their purchasing decision is a good one.

Merchandising material, or point of sale (POS), is the range of posters, free-standing displays, leaflets and stickers used to create attractive shop windows and in-store displays within your practice.

The areas most used for merchandising in an optical store are windows and counters. However, there are many areas, such as the entrance, the floor, internal walls, shelves, fitting rooms and customer space, which can be potentially used to create in-store displays and boost sales.

**Merchandising is used:**

- ◆ To attract patients into the practice
- ◆ To create an overall image for the practice
- ◆ To show a selection of merchandise offered for sale
- ◆ To tell people about a product's benefits
- ◆ To help customers' decisions to buy
- ◆ To make customers loyal to the brands the practice is selling
- ◆ To optimise the use of space in-practice.

Merchandising material can also deliver a



**OVER TO YOU**

**WINDOW DISPLAY GUIDELINES**

Imagine your window display is a kind of show that you put on for your patients.



Now to help you remember the essential guidelines to effective window displays, memorise the acronym 'SHOWCASE':

Make your window SHOW:

- ◆ **Consistent** – Follow-up the window display with further displays about the same products in-store
- ◆ **Appealing** – Remember, window displays are for the benefit of patients
- ◆ **Simple** – A few clear messages are all you need
- ◆ **Expert** – Put one person in charge to ensure timely and consistent displays.

vital link between advertising campaigns using other media such as TV, radio, posters, newspapers and magazines.

**MERCHANDISING CLS**

Merchandising should always be backed up by helpful and friendly service. It is this combination which makes your business stand out as one that achieves real customer loyalty.

Contact lenses cannot be displayed or tried on like spectacle frames and sunglasses. Therefore, advertising, merchandising and a friendly service form an essential part of the branding and sales process.

Overall, more than 70 per cent of decisions about which brand of product to buy are made in-store. At the same time, POS display material has a significant influence on purchasing decisions.<sup>1</sup>

Certainly, shoppers pay attention to displays and signs. It is a proven fact that they are more likely to purchase a product that has POS support than a product that does not.<sup>1</sup>

It has been shown that an advertised product that has an enhanced in-store presence is five times more likely to be purchased than one which does not.<sup>2</sup>

Together with your recommendation, merchandising means customers receive a comprehensive, consistent message, which can lead to extra sales and profits for the practice.

**WINDOW DISPLAYS**

First impressions are vital. An effective window display captures attention and draws patients into the practice.

The shop window creates a unique image for the practice and reflects its professional tone. It tells patients what is available inside and can support current advertising campaigns to increase interest.

Effective window displays attract the attention of potential patients, are clear,

immediate and easy to understand and help you sell the benefits of the products on display.

To create the best display possible, always bear the Over to You guidelines (left) in mind.

**Planning the display**

Here are a few tips that will make the best use of the merchandising you receive:

- ◆ Don't clutter the window with too much material
- ◆ Windows should enable patients to see through into the store
- ◆ Keep window fittings and display units clean
- ◆ Colours and good lighting are important and help to create harmonious or dramatic impact. Avoid over-bright lighting as this can wash out the impact of the display.



**How customers look at displays**

A well-ordered, logical window display will be seen and read more easily and will attract many more patients. In communicating visually, merchandising creates an impact by delivering a message simply and memorably. This is because 85 per cent of information retained by the brain is taken in visually.

**Lighting**

Some windows can be difficult to light effectively. And the problems vary depending on the store's position – for example, whether it is outside in a high street or inside a shopping centre. The single most important point to remember is that the window light should be stronger than the ambient light.

In winter particularly, windows can be enhanced by using an overhead spotlight, angled down onto the displayed products.

**PICTURE THE SCENARIO**

Imagine you have the following POS materials available to you for a window display.



Do a sketch of your display, using the materials to their maximum impact for your practice window:

- ◆ Two x A3 posters
- ◆ One x A4 showcard with a stand
- ◆ One x A2 hanging banner
- ◆ Coloured backing paper
- ◆ Two sets of hanging wires.

**Change your display regularly**

- ◆ To keep up-to-date with the latest promotions and offers
- ◆ To maintain patient interest
- ◆ To tie in with seasonal/themed offers and promotions
- ◆ To avoid merchandising material becoming faded and discoloured.

**The benefits of getting the window right**

- ◆ Patient interest is maintained because the display is regularly refreshed
- ◆ People will always be made aware of the depth of stock carried
- ◆ The practice's name is more likely to be

recalled by passers-by

- ◆ The practice is seen as lively and progressive
- ◆ More sales and increased profits.

**IN-STORE DISPLAYS**

Remember, once a balanced window display has been achieved, don't disappoint patients once they enter the store.

**The objectives of in-store displays:**

- ◆ To present merchandise with the maximum impact
  - ◆ To focus patients' interest on particular products
  - ◆ To make it easy for patients to learn more about a product
  - ◆ To make it easy for the eye care professional and staff to discuss the products.
- Apart from the actual purchase – or for eye tests – 75 per cent of customers spend

**OVER TO YOU**

Consider the available space in your practice and your patients' needs

What areas are available:

- ◆ For patients to browse?
- ◆ For fitting spectacles and contact lenses?
- ◆ As consulting rooms?
- ◆ For attracting potential contact lens patients?



less than 10 minutes inside stores, so it is important to get the sales message across as soon as possible.

**THINK ABOUT THE IMPRESSION THE PRACTICE NEEDS TO CREATE**

Everything from the colour of the walls to the style of the store creates an immediate visual impression.

Some merchandising displays can encourage self-selection; others encourage patients to ask about the product.

# CLINICAL SKILLS WORKSHOPS

- Slit Lamp Indirect Ophthalmoscopy • Contact Tonometry • Gonioscopy •

4 September	Holiday Inn, Gatwick
5 September	City University, London
6 September	University of Exeter
7 September	University of Cardiff
11 September	University of Bradford
12 September	Glasgow Caledonian University
13 September	University of Ulster (Coleraine)
18 September	Aston University
19 September	Burleigh Court, Loughborough
20 September	Anglia Ruskin University, Cambridge
21 September	University of Manchester

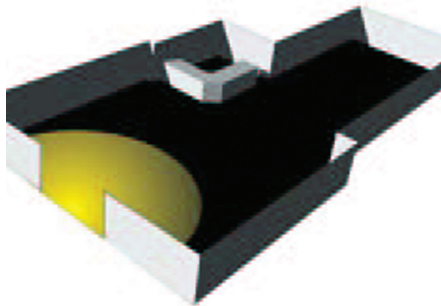
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The decompression zone

To a great extent – apart from the perceived value given by a brand/designer name – frames sell themselves, as patients can pick them up and try them on. Contact lenses, however, generally require the eye care professional’s recommendation plus the support of quality merchandising to demonstrate and enhance the product’s qualities and benefits.

**Creating a layout that sells**

The layout is the arrangement and location of fixtures, fittings, equipment, merchandise, aisles and non-selling areas such as consulting rooms.

There are a number of key areas:

- ◆ Entrance and circulation area – where customers can walk around and view the products
- ◆ Display area – where stock such as frames and sunglasses are shown, either in wall fittings or free-standing units
- ◆ Selling area – the counter and till
- ◆ Ancillary area – consulting room, fitting area and stock room.

**The decompression zone**

Upon entering a store, it takes patients a certain amount of time to make the transition from pedestrian to shopper. The area in which these first few steps are taken is known as the decompression zone. Only beyond



**Things you need to know**

- ◆ Have you mastered these telephone skills? Work through the list to check:
  - 1 What is merchandising?
  - 2 What impact does advertising have in-store on shoppers?
  - 3 What are the essential display guidelines? Tip: SHOWCASE
  - 4 How do consumers look at displays? What do they see first, what next?
  - 5 What is the ideal height for your main message?
  - 6 Why is it important to change the display regularly?
  - 7 What is the decompression zone?
  - 8 What effect does blocking have?



**Free offer for Acuvue Centre of Excellence practices**

A binder with the entire set of six modules is available at no charge to Acuvue Centre of Excellence practices and includes a

video instruction CD on lens application and removal – this can be requested from the Acuvue account manager.

the zone does a patient begin to appreciate the goods on display. Therefore, putting a display beyond your practice’s decompression zone is both appropriate and effective.

**Blocking displays**

Because patients tend to come straight from the entrance to seek a member of staff, a blocking display – in other words, one that is placed directly in their path – is an effective method of getting it noticed by the greatest number of people.

**Use the right hand side**

Where possible, place POS material on the right hand side of the practice, as patients naturally tend to drift that way on entering the store.

**Themed areas win sales**

Creating a themed heart to the practice, for example, a special section dedicated solely to contact lenses, provides a focal point for patients with all the visibility you need to generate patient enquiries and reinforce purchase decisions.<sup>4</sup>

**Place best sellers at eye level**

This is why some POS material is designed to sit on the counter, a valuable area for leaflet dispensers and impulse purchases.

**Keep it simple**

To avoid the bargain basement atmosphere, do not cram your store with display units.

Customers must be able to walk around comfortably. Balance your use of space, giving as much space as feasible to goods on display. Also beware of putting up too much POS material. The more cluttered your display, the more confusing it is and the less patients are likely to buy.

**Lighting**

Let lighting create the right atmosphere in the store. The simplest and most popular lighting effect, seen in retailers everywhere, is created by perimeter wall lighting. This is generally backed up by ceiling-mounted lights to highlight particular areas, creating extra drama for displays. Back lighting is very effective in showing off products to the best effect.

**Cleanliness**

On a final note, don’t forget to keep your display areas clean. A beautiful, clear and striking display can be completely ruined by a dirty window bay or finger marks on the glass. Check daily for any rubbish or dust that may have gathered near your displays and reposition any materials which have been displaced.

**References**

- 1 1995 POPAI Consumer Buying Habits Study, in conjunction with Meyers Research Centre.
- 2 Johnson & Johnson Vision Care, data on file.
- 3 Research into effectiveness of point of purchase displays in Interoptik Opticians, Oslo, RMS, February 1998.
- 4 Research into effectiveness of point of sale displays in Interoptik Opticians, Oslo, RMS, April 1998.

