

VISIONSTRYT'S BUSINESS GUIDE TO OPTOMETRISTS

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— Visionstryt's —

Business Guide to **OPTOMETRISTS**



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ABOUT THE AUTHOR

OB Malope

Obakeng Malope (commonly known to everyone as Ob) is a qualified Optometrist from University of Free State. He has vast experience working as an Optometry Consultant having provided Optometry Services to 180 practices over an 8 year period. His key focus areas throughout this time was identifying what key elements within an Optometry Practice enable it to functioning at high levels of efficiency and excellence, and then working with practices implementing these changes.

He also has extensive expertise within sales as he worked as a sales representative for a leading Pharmaceutical Company, in their vision care division. In this role, he worked with over 200 stores implementing strategies on how Eye Care Practitioners (ECP) can transform their optical management solutions for their patients.

Ob is currently the Chairman of **Visionstryt (Pty) Ltd**, a Business Management and Service Consulting Company that ensures all three aspects (i.e. Academic, Clinical and Business) of Optometry run efficiently and cohesively with one another. Visionstryt provides 3 value added services for the Optometry Industry namely: 1) **Optometric Services**; 2) **Behavioural Change Engagement** and 3) **Optometric Staff Training**.

Kindly visit the company website on www.visionstryt.co.za for more details on the great work Visionstryt does in transforming the Optometry Industry.

Eye health and visual demands are two things that are constantly evolving as technology keeps improving. Ob wants to see service delivery and excellence within the Optometry Industry also reaching high frontiers. It is through this book and the wide range of value added services Visionstryt provides that the Optometry Industry will be impacted and see it providing high levels of eye care regarding all three aspects of Optometry.

ABOUT THE BOOK

Visionstryt's Business Guide to Optometrists

INTRODUCTION

Optometry is comprised of three distinct areas; namely:

1. **Academic;** which involves Research, Learning and the Scope of Practice of Optometry
2. **Clinical;** which entails Problem Identification and Solving; Professional Skills Development as well as Patient Education
3. **Business;** which revolves around Exceeding Turnover; Practice Management and Business Development

Therefore, for an Optometry Practice to experience massive success and exponential growth sales, all three aspects of Optometry need to function efficiently and cohesively together.

The above means an Optometry Practice owner needs to know and understand when each of these areas are at play in his or her practice at any given time of the day.

With the ever changing economic climate in the world, many Optometric Practices find it continuously difficult to maintain the level of success attained in the past, let alone grow their businesses year after year.

This book by Visionstryt has been created as a key value added service that can ensure the following takes place within every company:

1. Excellence and Efficiency

- Strategic and Operational Requirements of the business running smoothly and effectively
- Expectation levels of what the business can achieve increasing
- Prioritization of things that add the greatest value for the business

2. Accountability and Leadership

- Expansion of the Vision taking place
- People Development and Growth being the top investment of the business
- Ownership Mentality by staff towards the vision becoming a reality

3. Great Service Delivery

- Increasing Demand for services rendered and products sold
- Loyalty from the consumers towards the business
- Brand Expansion taking place

4. Increased Productivity and Profit Margins

- Massive Growth Sales/Turnover
- Better Incentive Structures for team
- Continuous Achievement of Targets

5. Discipleship Management

- Increased Commitment Levels by the staff
- Cultivating and developing the most appreciable asset in the company
- Great Working Environment

6. Organizational Development and Transformation

- Professional Growth Opportunities Established
- Financial Rewards Realized
- Business Expansion

This book is easy to read and serves as a detailed ready to use guideline for not only you as the business owner but for the entire staff.

Throughout the chapters you will find numerous tables, graphs, flow charts, diagrams, links and case studies that will enable you to better understand the content and make it practical for you to implement the changes within your business.

You are guaranteed one thing for sure: **THE INABILITY TO PUT THIS BOOK DOWN ONCE YOU START READING IT**

The research put into compiling this amazing book goes back over 10 years of in-field work and working with top industry leaders in order to deliver a thought provoking and riveting tool for your business to use.

Once done reading this book, you will be equipped with practical guidelines and strategic tools that you will be able to employ within your business on a day to day basis.

“Gone are the days of staff meetings, you will be having Sales Meetings now”

“No more hiring Eye Wear Consultants, but you will be raising up Sales Consultants”

“Team Players being developed and equipped instead of staff members coming and going year after year”

“Your Practice` Unique Value Proposition will be established”

These are but just a few of the changes your business will experience as you apply the knowledge gained in this book

An Important aspect of this book is we use the word “Consumer” a lot in the context of the subject matter, consumer refers to 3 types of people:



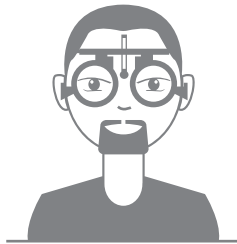
Patient

The person that has an eye problem that they need to be solved. They are usually the person that comes to the practice for the 1st time or is referred by a health care professional. They currently don't have a visual correction.



Customer

The person that currently wears a prescription; knows that they need visual correction or what their problem is but they are not necessarily the person that has been to that particular store before. Not loyal to a practice as yet and may need an upgrade on their current correction.



Client

The person that keeps coming back to the same store year after year for all their visual requirements and management options.

CHAPTER 1

Optometry Defined

A detailed outline of the 3 aspects of Optometry are discussed in this chapter. We define what they are, describe their functionality within the Optometry practice and provide examples on the benefits each contributes towards the business

CHAPTER 2

Vision

In this chapter highlight the 3 key components of vision that impacts an Optometric practice the most in terms of what it can become. These components are delegation; team work and skills transfer.

CHAPTER 3

Identifying New Growth Areas

This section provides detailed information on the growth potential of a practice; the internal growth factors that can be developed in the business and the external growth factors that can be implemented

CHAPTER 4

Activity Planning

With regards to this chapter we provide Optometric practices with key strategic tools that enhance the operational capacity of their business. These tools are prioritization, momentum strategy and excellence indication

CHAPTER 5

Sales Management

In this section we showcase all the mechanisms involved with clinching the deal. Optometrists will learn of innovative ways of improving their sales within their practices

CHAPTER 6

Service Delivery

Service delivery is the foundational basis of increased sales. This chapter outlines the impact of service delivery in an Optometry practice

CHAPTER 7

Leadership Development

Everything rises and falls on leadership. This chapter is about the leadership role Optometrist need to play within their respective businesses in order to take their staff and business to the next level

CHAPTER 8

Discipleship Management

This chapter deals with the importance of why Optometrists and owners need to cultivate and develop their most appreciable asset (people) in the company and what value that will add to the business as a whole

CHAPTER 9

Optometric Services

Changing the status quo that has been existing for years within the Optometry Industry is what this chapter details. We highlight innovative techniques Optometrists can initiate within their practices

CHAPTER 10

Results Analysis and Future Planning

This is the final chapter in the book and we look at what the next step is when practices function at an optimum

CONCLUSION

Visionstryt's Business Guide to Optometrists was created as a value added service for the Optometry Industry. We wanted to create a practical guideline tool that both Optometric Owners and their employees can both use within the practices to build, develop and grow their businesses

We trust that this book has enabled you to re-look at different ways and opportunities of taking your business to the next level through:

- Investing in your employees and enabling them to become the very best they can be
- Understanding that vision and leadership are fundamental necessities that your business cannot function without
- Realizing that excellent service delivery forms the foundational basis of consistent profitable sales and growth for your business

Visionstryt has not only made an investment with this book but also provides a wide range of specialized services that enable every single Optometry Practice to function a maximum levels of excellence

These services can be found on the company website
www.visionstryt.co.za



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