

The 4 Factors

Program Overview

This yearlong program gives you an opportunity to regularly tap into actionable best practice strategies and practice management support.

The 4 factors critical to an optical practice's success that will be addressed are:

1. Increasing Revenue

- ▶ Package pricing
- ▶ Selling multiples
- ▶ Boosting additional income

2. Cutting Costs

- ▶ Eliminate "free for service" practices
- ▶ Reduce waste
- ▶ The lean and mean inventory

3. Working the Door

- ▶ Conversion: patients to customers
- ▶ Retention
- ▶ Loyalty

4. Creating and Delivering Memorable Service

- ▶ Quality and consistency
- ▶ People
- ▶ Products
- ▶ Processes

These key strategies, delivered in quarterly releases, are supported by easy to use weekly implementation strategies.

By breaking your efforts into focused and manageable tactics you'll gain measurable results you can easily replicate.

If you want to increase patient satisfaction and maximize every opportunity for energizing profitability, this is a must- participate program.

For more information, contact:

Balester Optical Company
800-233-8373
www.balester.com



BALESTER OPTICAL CO.
Quality. Selection. Service.



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