

SAFILO VIRTUAL CLASSROOM TRAINING SCHEDULE – MARCH/APRIL 2020

All Times Listed are CST (Central Standard Time)

Monday	Tuesday	Wednesday	Thursday	Friday
MARCH 30 9:30AM CST: Advanced Eyewear Technology 12:30PM CST: Advanced Eyewear Technology	MARCH 31 9:30AM CST: A Guide to Visual Merchandising 12:30PM CST: A Guide to Visual Merchandising	APRIL 1 9:30AM CST: J.O.B.S Program 12:30PM CST: J.O.B.S. Program	APRIL 2 9:30AM CST: Multiples Mindset! 12:30PM CST: Multiples Mindset!	APRIL 3 9:30AM CST: Optical 411 12:30PM CST: Optical 411
APRIL 6 9:30AM CST: Optical 411	APRIL 7 9:30AM CST: A Guide to Visual Merchandising	APRIL 8 9:30AM CST: J.O.B.S Program	APRIL 9 9:30AM CST: Multiples Mindset!	APRIL 10

COURSE DESCRIPTIONS:

1. [Advanced Eyewear Technology:](#)

Learn the anatomy and proper names for the eyewear. Details and fitting examples of why different nose pads; bridges; temples and frame fronts are used to make eyewear. Learn the different materials that eyewear is made, why different materials are used and benefits to the patients.

2. [A Visual Guide to Merchandising:](#)

Define visual merchandising as related to optical; learn how to apply visual merchandising to your optical for brand story telling; learn how the Pantone color of the year influences our world of retail and understanding merchandising secrets and customer behaviors.

3. [J.O.B.S. Program: Joint Opportunity to Believe in Staying:](#)

In this course, you will learn how to involve the entire office staff in the process of making the sale. Each department will have defined responsibilities that educate and layer the selling process for the patient. You will also learn the art of seamless transition from patient to retail customer. Interpreting the prescription for lens and frame sales. Multiple pair sales will be your new normal and understanding and defusing sales objections will not be a problem.

4. [Multiples Mindset:](#)

Selling multiple pairs is a MINDSET! How can you expect an optician to sell multiple pairs or sell luxury if they've never experienced that personally? In this course we will dive into the mindset of the optician getting to the bottom of why they don't sell multiples. Also, we'll be learning techniques to use as their managers to promote a multiples environment and culture.

5. [Optical 411:](#)

In this course, you will understand the importance of being a good steward of the numbers in your optical. Frame return rate and frame turn ratio, why are they critical to the profitability of your business? Inventory management and how to analyze the data. Discover the two best methods for ordering frames to achieve the profitable numbers. Six easy steps to efficient sales rep appointments and tracking your orders and returns.