

start making a  
positive impact  
to your business



**positive-impact**  
*the face of vision care sales and training*



## convenient sales calls without a hard sell

Our service ensures that you are introduced to the latest products and services in a time efficient manner, keeping your business one step ahead of your competitors.

Specifically, an in-practice appointment with a Positive Impact sales consultant benefits you and your business by:

- 1 Providing an early opportunity to hear about exciting new products
- 2 The convenience of being introduced to up to 4 products or services in the time normally taken to hear about one company's product
- 3 Getting introduced to these products by an independent and, most importantly, knowledgeable optical sales professional – without a hard sell

Research conducted following our consultants visits shows that 97% of practices enjoy meeting with our team and over 90% are happy for us to visit again every 3-6 months.

So look out for our sales consultants and find out for yourself why a growing number of independent practitioners find 20 minutes or so spent with our unique team of sales professionals to be a worthwhile investment of their time.



# about positive impact

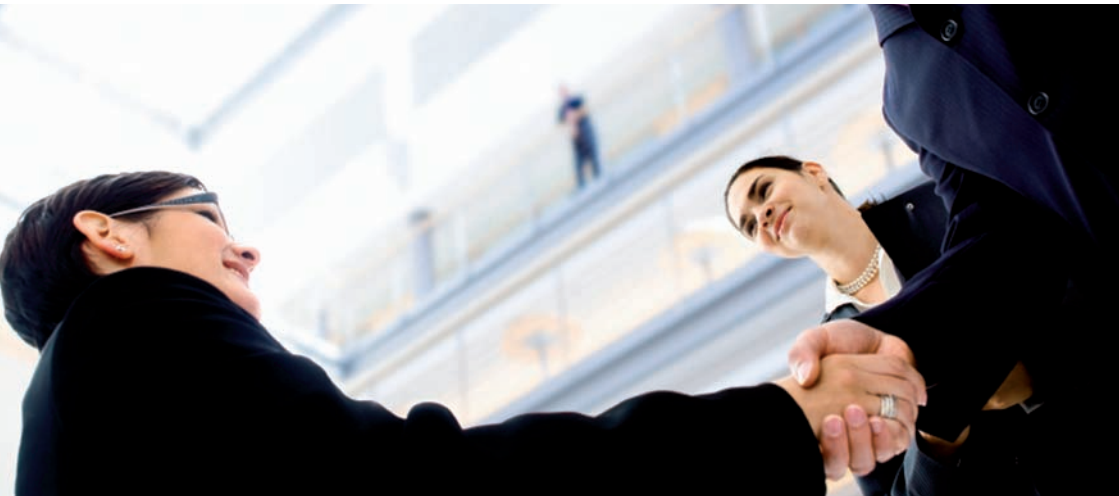
Positive Impact is an independent vision-care sales and training company dedicated to help grow the business of optical practices through in-practice meetings with highly knowledgeable and experienced optical consultants.

This unique business was established by Nick Atkins and Maxine Green. Between them they have over 50 years experience in both retail optics and the optical industry, more than half spent in senior sales, marketing and professional services roles.

Our core services are:

- Face-to-face, multiple product sales calls
- In-practice training and CET delivery
- Product Evaluation Groups

Positive Impact is ideally placed to help you grow your business. Our sales and training consultants are either qualified practitioners or have extensive knowledge of 'the eye business' over many years, so they know what they are talking about.



# training and CET that comes to you

Positive Impact is the UK's No.1 provider of in-practice CET, having delivered over 3200\* CET approved training sessions to more than 1000 practices.

Our training consultants are qualified opticians and optometrists who will visit your practice at your convenience with the following benefits:

- Training is easily slotted into a regular days business
- The whole team can be involved and motivated by the same experience
- Staying in the practice reduces the cost of your investment in practice staff training and CET completion
- Minimal impact on the days turnover



\*Contact lens related CET as part of a programme commissioned by a leading contact lens company (as at the end of October 2010)





## want to be paid for having your say?

Positive Impact holds regular Product Evaluation Groups, bringing eyecare practitioners and manufacturers together. These focus groups enable the evaluation and discussion of new products and services for optical practices and are held at venues around the country.

These meetings have 2 principle objectives:

- 1 For practitioners to provide companies with feedback on their new product or service
- 2 To enable practitioners to get an early insight into these new products and consider if they represent a business development opportunity for their practice

Positive Impact is always looking out for willing new volunteers and pays an honorarium plus travel expenses to participants. If you are interested in having advance information on exciting new products by participating in a meeting near you, then simply contact us and we'll send you more details and add you to our database.



New products and services are the life-blood of every independent practice. Well trained and up-to-date staff is another imperative for business success. Positive Impact can bring both of these key elements to business growth direct to your door, at a time that suits you and your business.

Here is an example of some of the exciting new product categories that our sales consultants have recently introduced to independent optical professionals:

- Unique new AMD supplement
- The latest consulting room and dispensing equipment
- Novel contact lenses
- Innovative contact lens solutions
- State-of-the art dry eye drops
- Top-of-the-range lid hygiene products
- Hi-tech ophthalmic lenses
- Unique refractive surgery co-management opportunity

So if you are interested in any of our services, contact us today and let us start making a 'positive impact' to your business!

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Brands Positive Impact has worked with include:



**VARILUX**



**COMPLETE**  
RevitaLens Multi-Purpose  
Disinfecting Solution



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