

our team are ready
to start making a
positive impact to
your optical sales



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

about positive impact

Like many, you may have considered and rejected contract sales because one of the problems in optics is its specialist nature. For those with no experience of the sector or knowledge of things eye-related, this can be a barrier to results.

Positive Impact was established to fill this gap in the market and its services are ideal for companies who do not have a face-to-face sales resource or need to up-weight it, in order to positively impact their sales in the UK optical channel.

The company was established by Nick Atkins and Maxine Green, who between them 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.

Their track records ensure Positive Impact's clients get the service and results they deserve.



Positive Impact provides:

Access to better skills

We provide an experienced and knowledgeable sales team that is dedicated to the vision-care industry.

Flexibility

We can rapidly deploy as many sales consultants as necessary to meet the volumes and distribution of calls a client requires. We can also contract our sales consultants for both short and long-term projects, so you have the resource just when you need it, and not when you don't.

Cost Effectiveness

We provide our clients with options for dedicated (contract) or shared (syndicated) sales calls in order to cater for all needs and budgets.



why positive impact?

Positive Impact is a specialist vision-care contract sales organisation dedicated to help grow the business of its clients through in-practice appointments with a team of optically experienced and knowledgeable professionals.

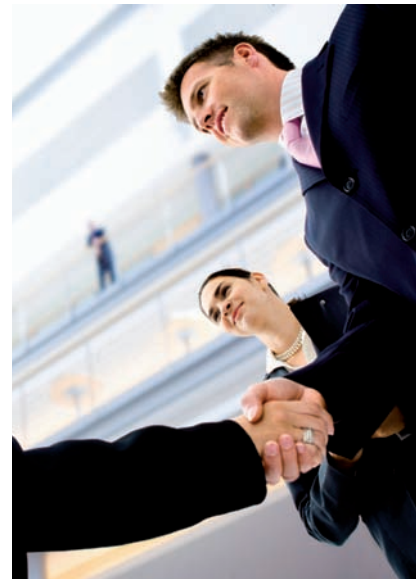
Have you considered outsourcing face-to-face sales?

There are numerous reasons why many companies begin thinking about using a contract sales team. The top reasons for outsourcing are:

- To gain access to better skills
- Flexibility to turn on and off
- Rapid deployment
- Better cost effectiveness

Some of the following situations probably ring true for your business:

- As economic cycles come and go it can be difficult making sure that you have the right amount of sales effort at your disposal
- Sales people are an expensive resource once the full cost of employment is considered, and they must generate significant business just to stand still – let alone make a profit
- Small companies have traditionally looked at one, perhaps two sales people to cover the entire country, making it difficult to maximise face-to-face call time when such vast distances need to be covered
- Even in times of growth getting a product launch into swing to quickly gain distribution, is a tricky challenge
- Recruiting is costly, takes time and risks mistakes



syndicated sales

Use of syndicated teams is sought after because it is cost-effective and a successful way to quickly get 'feet on the street', especially for clients who cannot afford to have a dedicated field sales force.

Our syndicated service uses a similar model to that tried and tested in the pharmaceutical sector, providing clients with the benefits of a shared cost for face-to-face product detailing. Positive Impact sales consultants present a portfolio of up to four non-conflicting products, from different vision-care companies, to eye care practitioners in one convenient appointment.

The period for which the client employs the service is totally flexible, allowing the activity to be maximised around specific programmes in the marketing calendar.



contract sales

Our contract sales service provides a dedicated product detailing to specifically profiled and targeted customer contacts. Sole representation is ideal for a more complex sell-in or for interim sales force cover.

Use of contract individuals is a useful method of bridging temporary absences in a company's sales team at any level. Whether it is long-term sickness, maternity cover or simply filling a vacant territory during the recruitment period, Positive Impact can provide a dedicated and cost-effective solution to the problem, eliminating the almost inevitable drop in sales.

The costs of dedicated representation are always lower than employment, particularly when the often forgotten costs beyond salary such as, recruitment costs, NI contributions, car and benefits package, sickness absence and holidays, are considered.



in-practice training

Selling in a product or service is terrific, but sales growth relies on the knowledge of the professional and support team communicating the product benefits to their customers.

Many companies, particularly those at the cutting edge of technology, are finding that there is a knowledge gap in all or parts of their customers practice team.

The only way to bridge this skills gap is to run a training session - ideally with the whole practice team. And the only way to do that is to visit all those practices to deliver training in-store.

Positive Impact is the UK's No.1 provider of in-practice Continuing Education and Training (CET), having delivered in excess of 3200 hours of training to more than 1000 practices using this consultative 'face-to-face' mode of delivery*.

product evaluation

Good market research is essential before launching a new product and service. Our Product Evaluation Groups provide a cost-effective way of sharing the cost of running a focus group.

Positive Impact holds regular Product Evaluation Groups, bringing manufacturers and eye care practitioners together. These meetings are held at venues around the country and facilitate the evaluation and discussion of new products and services.

Our network of training consultants includes qualified opticians and optometrists and covers the entire UK. They will visit the practice at your customers' convenience with following benefits:

- Training is easily slotted into a regular days business
- The whole team can attend and be motivated by the same experience
- Staying in the practice minimises the impact on the days turnover whilst maximising the investment made providing staff training



*As part of a programme commissioned by a leading contact lens company at end of October 2010



Sales are the life-blood of every business. Up-to-date and well-trained customers are key to driving those sales.

Positive Impact's unique range of specialist optical services will facilitate the cost effective delivery of those all-important sales.



So contact us today and let us start making a **positive impact** to your business!

Positive Impact clients include:



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