

**HIGHLIGHT OF THIS ISSUE**

**FREEFORM PACKAGE**

iCoat would like to sincerely thank the attendees of the two hour CE seminar **“Expanding Your Freeform Family”**, presented in coordination with Shamir Insight, at Dave and Busters meeting room at Ontario Mills Mall in Ontario, CA.

iCoat is now offering, for a limited time, an all inclusive Freeform Package with special pricing. The package includes high performance digital Freeform lenses with premium Stainless AR coating, UV coating, edging and mounting, and polished edges. Please see enclosed flyer for pricing and more details.

**In-Office Training**

iCoat Company offers in-office training programs for your staff on everything from premium lenses to selling premium AR, and AR technology. ABO approved courses are also available.

Most programs include an interactive presentation and lunch on the day of the seminar. These programs have helped many offices in training their staff and have inculcated appropriate skills in them to make the sale.

If you would like to receive an in-office training session, please contact iCoat Marketing Dept. or your iCoat sales rep to arrange one soon.

**CALL TODAY TO ARRANGE IN-OFFICE TRAINING**

iCoat Company  
12020 Mora Drive  
Santa Fe Springs, CA 90670  
800.832.2628

**Joe Ochoa – Senior Systems Engineer**

In his position as Senior Systems Engineer Joe Ochoa works closely with the production, management, and R&D departments. He assists each department in producing coating products for you. He also works to streamline workflow and monitor rejects in order to improve efficiency.



Joe performs continuous testing of coatings in order to maintain iCoat’s high standards. “R&D efforts at iCoat has given birth to many revolutionary products such as Stainless and Vivix”, says Joe. He believes this is what keeps iCoat on the cutting edge of the anti-reflective coating technology. When not at iCoat Joe enjoys time with his wife, two sons Thomas and Tyler, and their dog Chance.

**Sales Tip – Selling premium products in current economy**

Before you can sell premium products it is good to define what “Premium” means. This would include the best, highest quality and finest available frames, lenses and lens treatments. Many of your patients are feeling the effects of the current economic climate. As a result you may have noticed a reduction in the sale of premium eyewear. Those who are still successfully selling premium eyewear are doing a couple of things well. One, they are taking time to present the best first. Starting with the best first is top down selling. Secondly, successful eyeglass sales include demonstrating premium products. Make sure you have demonstration tools to show your patient premium frames, AR coatings, polarized lenses, and mirror coatings. Patient brochures also help patients understand the benefits of premium lenses. If you need demonstration products to help you sell premium lenses please contact iCoat at 800.832.2628.

**‘Frame Game’ – Be up for it**

According to Jobson research 66 percent of eye exams in the U.S. are given by an independent doctor of optometry. However, only 42 percent of the prescriptions are filled in the same office.

One of the reasons for this statistic is that the patients don’t perceive the doctor to be in the “frame game”. They don’t see enough selection of stylish frames at many offices. Sunglass selection is often minimal. Sunglass frames should make up 1/3 of your frame selection, according to Jobson. Speak to your frame representatives about your frame inventory and stay in the game with latest designs and fashion frames.