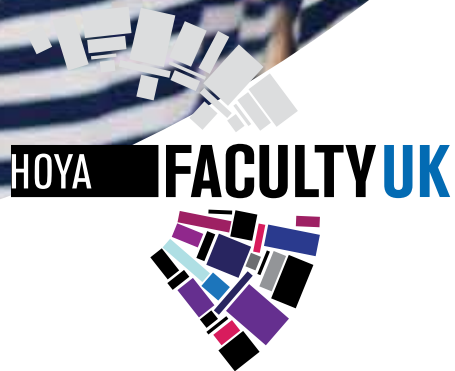


# Training and events



A true optical business partner, supporting you with business development, marketing, sales, product training and relevant industry insight and education.



Supporting  
your  
business

Demonstrating to independent opticians across the UK and Ireland that we are a true business partner, supporting you with business development, marketing, sales, product training and relevant optical industry insight and education.

Our training and education programmes aim to reward our loyal customers with the very latest business improvement tools and techniques. Allowing them to improve profitability, customer satisfaction and reputation by harnessing the latest products and technologies.

The range of ongoing training and coaching support is offered to all of our independent customers and is tailored to suit the business needs of your practice.

For more information email [marketing@hoya.co.uk](mailto:marketing@hoya.co.uk)

Join us on this **2 Day** insider's quest and discover how the 7 Systems can help your practice succeed.

# **7 Systems** for profitable practices

Two day session – suitable for Managers key decision makers

## **Don't miss this opportunity to fine tune your practice!**

Behind every thriving independent is as a dynamic business machine.

It's the thing that keeps every part of your practice running like clockwork, even when you're not in the building. 24 hours a day, 7 days a week, 356 days a year – it never stops working for you, even for a second.

So what is this marvellous machine? Think of it as a series of vital cogs in your practice. Each cog represents a system that your business needs to help it grow. Each individual system is perfectly positioned and cleverly aligned to interconnect with all the other key pieces. And once it's in place, you just turn it on and let the magic happen.

Forget brainwaves and bright ideas. This is something real and measurable. Something that's tried and tested and works. It's a way to build and run a practice that delivers the security, lifestyle and freedom that its owners always wanted.

The great thing is, you don't even need to worry about the nuts and bolts of how it works. That's our job. Just come and join us for two days of interactive training, so we can guide you through the 7 systems and give you the tools you need to activate it for more switched-on business.

By **Practice Building** for **HOYA**





## Day 3

One day session – suitable for Managers key decision makers

**If you have ever left a workshop with a head packed with fantastic ideas, but then gone back to work and done absolutely nothing with them. You need Day 3!**

**There is nothing more powerful than an idea whose time has come.**

You've read the books, been on the workshops and everyone on the opti-forum is enthusiastically sharing their latest brainwaves.

Let's face it there is no shortage of great ideas on how to grow our business... **and yet so few of them are ever implemented!**

If, it's time for you to make a real difference to your business, join Andy and the Practice Building Team for **Day 3**, and enjoyable, interactive day; where you will set your goals, make your plans, bust your excuses and leave ready for action!



## Digital Marketing

One day session – suitable for Managers and key decision makers

Learn the new tools and strategies for future marketing success and how to bring in clients using online marketing.

### Learn how to:

- Convert website visitors into paying patients
- Grow your social media channels
- Increase website traffic
- Build a quality database - fast
- See things from a customer's perspective
- Avoid the common mistakes
- Save time and money

*“Very enlightening! An extremely helpful and informative presentation, with lots of good ideas for us as a small independent to go back and implement”.*

# Insights Performance Technologies

Two day session – suitable for all professional members of the practice team

Learn best practice dispensing techniques with Andy Sanders to provide the optimum lens solutions. Gain insight into coatings and quality control procedures, giving you the confidence and knowledge to recommend and dispense coatings that suit your patients.

Understand how the different coatings perform and be able to confidently communicate the features and benefits over standard coatings in a language that is easy for your patients to understand and improve patient satisfaction by understanding how to give them the best possible visual outcome.

*“Excellent content and delivery. I feel more confident in dispensing and recommending Hoya products now”.*

Earn 4  
interactive  
CET points\*

\*Up to 6 Interactive CET points available dependent on delegate information requirements.



Increased sales after two days training with HOYA



**Michelle Beach**



[www.parkvisionnottingham.co.uk](http://www.parkvisionnottingham.co.uk)

## Practice Growth Programme

### You would be mad not to do this course!

#### What was the challenge?

Although happy with the progress of the business, Park Vision were looking for the next step in business improvement. Michelle specifically wanted to see what other successful independent opticians were doing in order to improve her own sales and marketing.

#### How did Hoya help?

Park Vision have been ordering lenses from HOYA since 2013 and as a HOYA customer they were invited to join the two day interactive Insights Practice Development Programme expertly delivered by Andy Clark from Practice Building. The programme focused on attracting and retaining profitable happy patients.

For more information email [marketing@hoya.co.uk](mailto:marketing@hoya.co.uk)



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