

Ultimate guide

for eye care professionals



Seeing beyond



Realise your ambitions and grow your optical business.

The world is changing fast and unfortunately, it doesn't always make life easy for eye care professionals. It's tough to stay competitive with online sales and low pricing. Your customers now have the ability to instantly find a number of options and lower priced alternatives.

But offering the lowest prices doesn't necessarily guarantee that you'll attract new or loyal customers. You need to offer a service experience that sets you apart.

Your business partner, now and in the future

At ZEISS, we understand your challenges. That's why we don't only support you with innovative lens solutions and optical equipment but also with comprehensive services that are available 24/7. We want to ensure that you and your team are fully equipped with the right tools and skills, ensuring cost efficient processes, easy purchasing and an unparalleled reputation, making you competitive.

5 success tips for eye care professionals.

1 Improve your knowledge & optical skills

Improve your knowledge and develop your optical skills to stay on top of your game.

2 Create a seamless journey from online to offline

Acquire new customers and increase footfall in your store with the award-winning My Vision Profile.

3 Show commitment to sustainable business practices

Give your patients the reassurance that less water, energy, and plastic goes into the production of their lenses.

4 Stop customers with eye-catching marketing material

Increase the average purchase by stopping customers in their tracks. Persuade them to try or remind them to repurchase. lenses.

5 Improve your service & product portfolio

Ensure a great patient experience by making the entire process of the vision needs analysis to the hand-over of the glasses easy to understand and transparent.

Product knowledge sells.

A woman with dark hair tied back, wearing glasses and a white blazer, is looking down at a tablet device. She is in an optician's office, with a rack of eyeglasses visible in the background. The lighting is soft and professional.

When you know more you sell more. When your patients feels safe in the knowledge that you know your products inside and out, they are far more likely to trust your recommendations and refer your practice to friends and family. ZEISS professional education and training is available in the form of product-specific modules and webinars that can be accessed 24/7 from any device.

Improve your knowledge, develop your optical skills and continuously learn to stay on top of your game.

Get the login to
ZEISS Academy Vision Care

[CLICK HERE](#)

Stand out online and increase footfall in your store.



Consumer purchase decisions start online, with 93% of consumers researching products online before buying in-store, and 80% saying they are more likely to do business with a company that offers a personalised approach. Acquire new customers and stand out online with the award-winning My Vision Profile that facilitates a seamless and complete journey from your website to your brick-and-mortar premises.

With My Vision Profile by ZEISS you can add a customisable, co-branded platform to your website. This will allow current and prospective customers to create a unique vision profile to determine which ZEISS lenses suit their lifestyle and visual needs best.

Create your personalised
My Vision Profile

[CLICK HERE](#)

Show your customers your commitment to sustainable business practices.



There is no Planet B, and your discerning patients want the reassurance that they are supporting a business that takes sustainability seriously.

When you partner with ZEISS as your lens provider, you can give them the reassurance that less water, energy, and plastic goes into the production of our lenses and that less CO₂ is emitted across the entire value chain.

Learn more about
Corporate responsibility at ZEISS

[CLICK HERE](#)

Get ready to hit the ground running with tailormade marketing toolboxes.



The right point-of-sale merchandise can help you to increase your sales average. Stop customers in their tracks and convince them to try something or remind them to repurchase.

When you choose ZEISS as your lens partner, we see the success of your business as a matter of personal pride. This is why all of our partners have the option to purchase great tailormade, ready-to-use marketing toolboxes without any additional agency costs. Everything you need to pave the way for marketing success is yours for the taking.

Download
marketing material

[CLICK HERE](#)



Improve your service & product portfolio with ZEISS Vision Technology Solutions.

Better vision starts with outstanding diagnostics. By making your entire process – from the vision needs analysis to the handover of the glasses – comprehensible and transparent, you can ensure a great patient experience with excellent results.

ZEISS Instruments & Systems can be seamlessly integrated into your workflow. It allows a complete contactless consultation at a safe distance throughout the entire vision analysis journey, and it will set you apart from the competition in your city or region.

Visit our virtual store to see the selection of cutting-edge devices that are ready to pave the way for the practice of tomorrow.

Visit our
virtual practice

[CLICK HERE](#)

Choose a business partner that is dedicated to your success.



Your success is our priority. ZEISS helps you to deliver the ultimate vision care experience in your store. What makes us different? We will not become your competition – we are a foundation which means we focus on our culture of research and continuous progression, fairness and future stability. Our global ZEISS team is at your disposal to give you personal attention whenever you need it, and to support you in creating an exceptional buying experience for your customers.

Get in touch with us to get your tailored business partnership program. You can benefit from:

- MyZEISS – 24/7 self-service portal
- Professional education and training
- VISUSTORE – Online ordering platform
- Marketing toolboxes

Book an appointment now
with your ZEISS specialist

[CLICK HERE](#)

Carl Zeiss Vision UK Ltd

22 Gas Street
Birmingham, B1 2JT
United Kingdom

Phone: +44 (0)121 356 5595

Fax: +44 (0)121 356 5618

Email: marketing.vision.uk@zeiss.com

www.zeiss.co.uk/vision-care/eye-care-professionals