

20 Ways to DOUBLE Your Eyewear Sales!



- 1. CASH IS KING!** An accessory sale is an EASY SALE — don't let the dollar sale get away!
- 2. LEAD BY EXAMPLE!** Employees MUST recommend eyewear and wear eyewear to work for your salon! Demonstrate WINK-EASE!
- 3. DISPLAY EYEWEAR PROMINENTLY!** Get it out from under the counter and use the display box to help SELL!
- 4. AVOID RACCOON EYES!** Remove make-up and soaps (SPF), move eyewear while tanning and use ADJUSTABLE WINK-EASE eye protection!
- 5. ASK!** "May I see your eyewear please?"
- 6. AVOID A HOSPITAL VISIT!** Eye burn can happen after only ONE session without eye protection! One bad experience = lots of bad press!
- 7. DO EYEWEAR TEST!** Use our FREE eyewear test to help tanners realize the risk — give our color vision test and explain the consequences!
- 8. ADD EYEWEAR TO YOUR SALON TOUR!** Show tanners how to protect their eyes and why it's important!
- 9. EVERY EXCUSE IS A SALE!** 50% of tanners aren't wearing eyewear — the easiest way to DOUBLE your eyewear sales is to make sure EVERYONE is wearing eyewear! Use our FREE educational materials to show tanners and ELIMINATE EXCUSES!
- 10. TIE EYEWEAR TO UPGRADE PACKAGES** Include eyewear with upgrades or no cash "point systems" for sampling and distribution!

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clean eyewear



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11. **TURN SALON INTO SPA!** Set yourself apart from the competition and promote your salon as “ultra clean” — provide “Clean, Easy, Disposable” WINK-EASE instead of goggles!
12. **SELL EYEWEAR!** Request our FREE “Big Switch Kit” and start SELLING eyewear and making money!
13. **SELL WINK-EASE FIRST!** You can make MORE MONEY PER TANNER selling WINK-EASE instead of goggles! How much money do you have walking out the door?
14. **STOP WINK-EASE RE-USE!** Sell WINK-EASE and mark expiration date on back — download our FREE “One-Time Use” letter to show tanners!
15. **DEMO WINK-EASE!** It’s EASY to sell once tanners know how to wear WINK-EASE!
16. **SPECIALS AND CONTESTS!** Anniversaries, Open Houses, and Special Events like “Crappy Eyewear Week” are all great ways to stress and promote eyewear!
17. **ADD-ON SALES!** Sell WINK-EASE and Fresh-Ease After Tan Body Cloths for \$1 and make money on both!
18. **INVEST \$.50!** Eyesight is priceless — ask tanners to invest \$.50 to protect their eyes!
19. **THINK OUTSIDE THE BOX!** Develop promotions unique to YOUR salon and promote — use posters and displays, send mailings to customer list, and use the internet to constantly stay in front of your customers!
20. **PROMOTE!** Request ALL of our FREE GOODIES to help you double your eyewear sales!
Visit www.eyepro.net!

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