

Measure Your Success

with the **ABB OPTICAL GROUP** Business Review

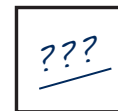
Our Business Review is a personalized analysis of your practice's purchases with recommended buying and pricing strategies to maximize your profit. By partnering with an **ABB OPTICAL GROUP** Sales Executive you can receive regular updates to measure and maintain your success.

Ever wonder how you rank against the top 500 ECP's in...

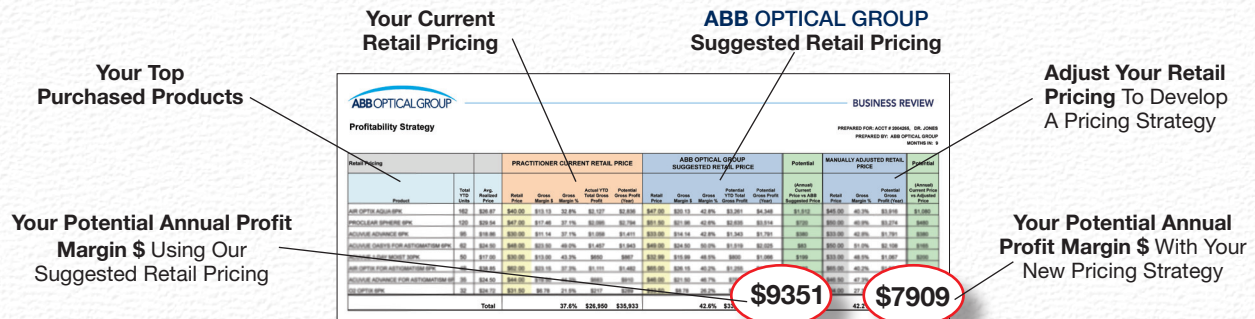
- ✓ Percentage of ship to patient deliveries?
- ✓ Your soft contact lens modality mix?
- ✓ Your percentage of daily disposable sales?



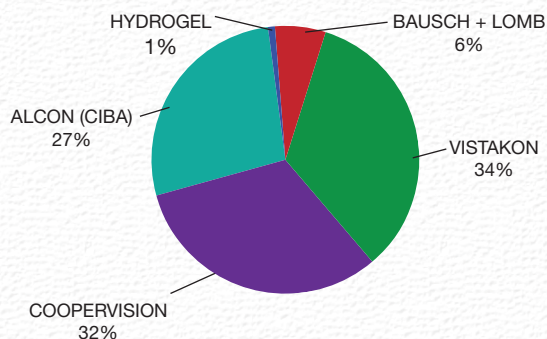
Are you maximizing your profit by developing a retail pricing strategy for your top products?



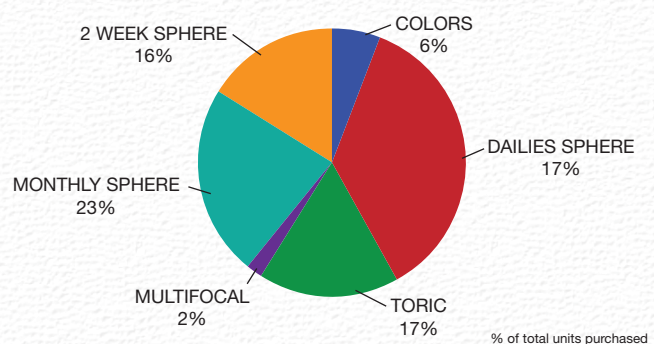
PROFITABILITY STRATEGY



Year to Date Purchase by Manufacturer

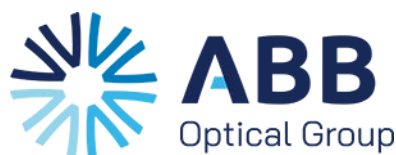


Year to Date Purchase by Modality



Above graphs and profit \$ potential illustrate the data that can be provided from an **ABB OPTICAL GROUP** Business Review. Actual numbers vary based on practice's purchases and pricing strategy.

Improve your buying strategy and attain higher profits with the **ABB OPTICAL GROUP** Business Review!



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