

IPRO-Software

winIPRO Lens Optimisation – Brand X Price List

New: Create your own brand!

Take the standard lenses from one supplier, the premium lenses from another supplier, and special lenses from a third supplier, and put them all in one price list that carries the name of your practice or group.

Optimise your consultation and sales

You set up your own lens price list in winIPRO, give it a name, e.g. your practice name, and can now present your unique lens collection to the patient. **The clever thing about it** is that you have previously assigned the brand name lenses that you wish to sell, under your own brand name.

You enter the individual brand-x lenses as usual in dispensing, and select the brand name lenses assigned to them at the push of a button.

_ Several brand name lenses can be assigned to each brand-x lens, giving you the option of selecting the brand name lens with the best gross profit during dispensing.

_ You decide if you wish to use the brand name lens prices, or set fixed prices for your own brand-x lenses

_ Your own lens designations appear on the patient invoice, on internal documents such as the workshop order, the original brand name is additionally shown.

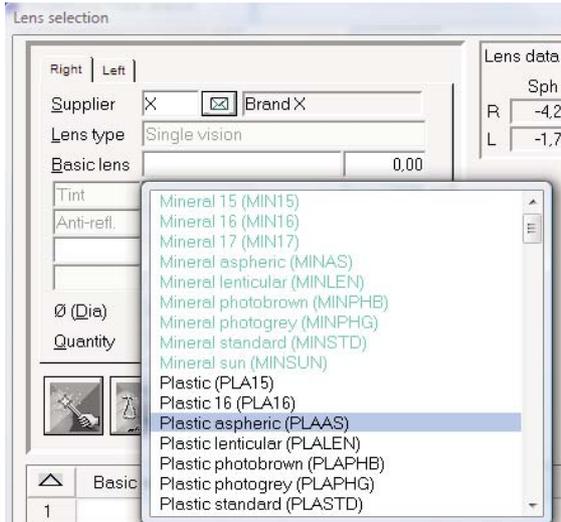
Key benefits

- + Your patient receives unique lenses, and cannot compare their prices with the usual brand lenses.
- + You select the lens types according to their cost – profit relation. This is particularly useful for lenses which are offered in the same quality from different suppliers.
- + You are able to reduce the number of different lenses and their various prices: No more browsing in endless printed price lists – more targeted lens consultation.
- + Extended flexibility: You can assign special offer lenses from a certain supplier to the brand-x lens, for as long as the special offer runs. Afterwards, you assign another inexpensive lens.
- + More options for your price list. You compile your own price list according to the best purchasing conditions and product quality.

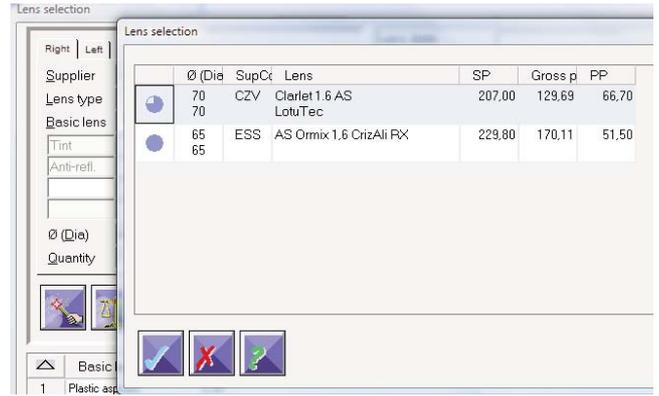
The module includes:

- winIPRO Lens Optimisation – Brand X Price List
- List-samples for printing the individual price list in table format
- Invoice printout sample form for brand-x lens designations
- Price list sample with neutral lens designations
- Special training for one staff member in charge of the price list
- Training in new dispensing procedures for all staff members





Selecting your individual lenses from the brand-x price list is done in the same way as from an original supplier's list. The brand-x supplier is pre-set when opening the lens selection window.



After you have selected a brand-x lens, the selection of the assigned brand name lens is done at the touch of a button. If you have assigned several brand name lenses to one brand-x lens, the fill level of the circle symbols will show you the lens with the best gross profit. You can also set which columns are visible.



IPRO-Services

New: IPRO-Service Lens Optimisation – Brand X Price List

Your IPRO-Consultant will help you create your own lens brand



Please contact your IPRO-Consultant for further info

- _ The IPRO-Specialist helps you design your individual price lists, either on-the-spot or by remote access
- _ You prepare your individual price list together with the IPRO-Specialist
- _ We determine your most important suppliers and mainstay of turnover
- _ You decide which brand name lenses are assigned to your individual brand-x lenses
- _ IPRO designs your personal consultation document
- _ IPRO trains your price list expert and your staff



Please consult your IPRO-Consultant for more info about the winIPRO Lens Optimisation – Brand X Price List and Services.

Service and Support have a face

This is ours – winIPRO

Accept our invitation and contact us.
All our team look forward to it.

For more info contact:

Jay Greenslade
j.greenslade@iprouk.com
Phone 07595964146

German HQ:

info@ipro.de
Phone: +49 (0) 7152 9333 0
Fax: +49 (0) 7152 9333 30
www.ipro.de

IPRO GmbH
Steinbeisstr. 6
71229 LEONBERG
GERMANY

IPRO UK c/o Haag Streit UK Ltd
Edinburgh Way, Harlow, Essex, CM20 2TT

www.iprouk.com