



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.

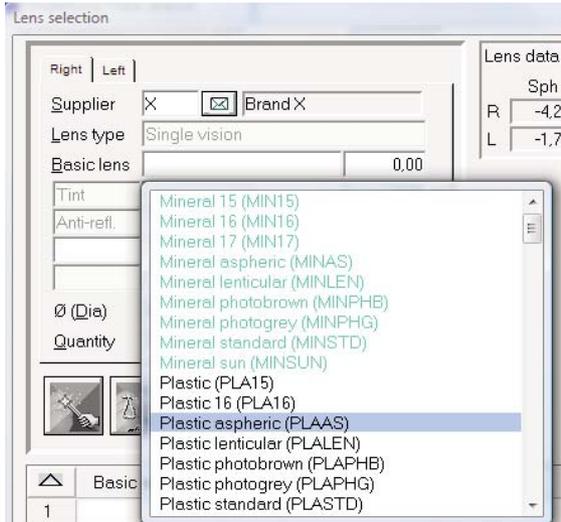
### Key benefits

- + 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.

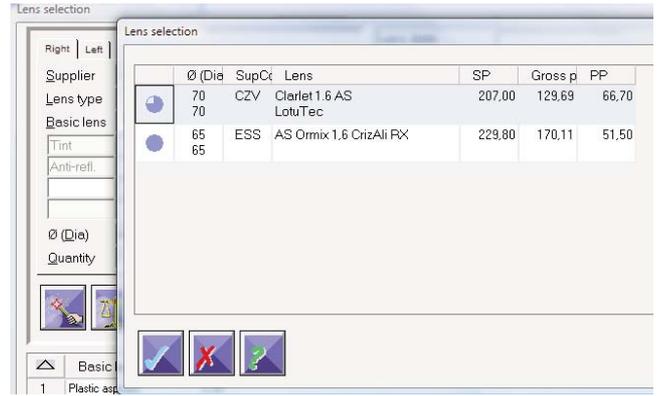
### The module includes:

- 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.

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