







WEEK OF:

	Exam Growth	Fill Rate %	Net Sales	Sales Goal %	Comp Sales %	Retail Capture %	Multiples %	EPP %	Avg \$ Patient	Avg \$ Spec Unit	Google Review	
LW Results												

Key business drivers and goals this week...

CE Exam/ Refraction Goal		Sales Goal		Retail Units Goal		Google Review Goal	
CE Exams Scheduled		Comp Sales Target		Multiples Goal			

Consultative Selling Patient Journey behavior focuses this week...

	 PREPARE	 LEARN	 LISTEN	 LEAD	 REVIEW	 AFTER
STANDARDS	Fill The Books Insurance Welcome	Get To Know Your Patient Consultation	Hand Off Consider Solutions	Assume The Sales Recommend Products	Accurate Entry OneSight Thank You	Order Management Pick Up Optical Expert
KPI IMPACT	Exam Growth Fill Rate No Show Rate	Sales Comp Sales	Retail Capture OD Productivity Avg \$ Patient	Multiples Sun Avg \$ Spec Unit/Lens Avg \$ CL/ Annual Supply	EPP EyeRuler Grateful Patient	Google Review RTFT Dwell

WEEK OF:

Key Communications

Training & Development

Operational Tasks

Mid Week Trends, Celebrations, and Consultative Selling behavior refocus....

Exam Growth (+/-)	Refractions WTD	Fill Rate %	NCNS %

Net Sales	Sales Goal %	Comp Sales %	Retail Capture %	Multiples %	EPP %	Avg \$ Patient	Avg \$ Spec Unit