



SA
image
ACADEMY

2 DAY
EYEMAGE
COURSE
BECOMING AN EYEWARE STYLIST

The Objective

How you and your company will benefit from this course

First impressions are extremely important. Especially today, when all businesses are desperate to get – and maintain – their customers. If you don't stand out and project an image of success potential clients might skip by you and head over to your competition.

Don't let that happen to you. It is vital to the future of your business to have a strong, positive image. And the good news is you're completely in charge of creating that image.

Business owners often associate brand image with expenses and unnecessary fluff that add no value to their existing product or service. They are so focused on making their offerings the best that brand image forgotten.

The reality though, is that brand image matters, it matters a lot!





Brand Image makes an Impression

We believe that investing in your staff is an investment in a prospective future. Not even the smallest details will go unnoticed as we train them on effective ways to keep the practice neat, and smiling when answering every single phone call – to name only a few examples.

We know that making a good first impression is important, especially in business.

Clients will create an impression of your business and brand based on a variety of factors, such as the way your employees are dressed, your website, your business cards, the cleanliness of your store and more. Call it superficial, but these small details are point of contact you have with potential customers. In this case, presentation is everything.

Another very important element within your field, is to choose the correct frames for different face shapes. Every staff member has his or her own ideas and thoughts when advising patients, which may not necessarily be correct. It is important for the patient to have a pleasant experience whilst choosing frames, and that a trained individual fulfills that role.

This course, specifically put together for the Optometry industry, is a compilation of the most important factors to improve your company's image. As you enrol your employees to do this course with SA Image Academy, you will notice how their appearance, etiquette and sales techniques improve.

Our aim is to train and equip your staff to create a striking first impression – both in their appearance and communication mannerisms such as eye contact and handshakes – as clients enter the practice.

Also, our goal is also to remind them about the importance of their role as individuals within the company and that they are a representation of your brand whether it's inside or outside the practice.



Who qualifies?

INDIVIDUALS THAT WILL BENEFIT FROM THIS EYEMAGE COURSE

- ✦ Practice Owners
- ✦ Practice Managers
- ✦ Assistant Managers
- ✦ Optometrists
- ✦ Sales Executives
- ✦ PAs
- ✦ Secretaries

We can facilitate the training either within your practice or outside of the practice at a conference/ guest-house venue. The number of staff members, whether it's a select few or the entire team, depends on your need for the company at the time.

Training Dates

Since the course will be customised to your specific needs, a custom date will be setup and confirmed

COST

- ✦ R 7 500
- Full payment is required to book your seat.

PRICING INCLUDES

- ✦ Training fees
- ✦ Training hand book
- ✦ A discounted rate for membership to the IPIA
- ✦ Certification with stamp of approval from SA Image Academy as an Eyewear Stylist
- ✦ Coffee, tea & snacks during breaks

** Excludes accommodation and lunch*



Company Brand Management

Part I

- ✧ The importance of first impressions
- ✧ The corporate hierarchy
- ✧ The company brand and its objectives
- ✧ Modes that create first impressions
- ✧ Presenting yourself inside and outside the office
- ✧ Reasons to improve your image
- ✧ Managing appearances

Employee Brand Management

Part 2

- ✧ Dress code for different professions
- ✧ The correct image for your industry
- ✧ Your brand
- ✧ The fit of your uniform (if applicable)
- ✧ Business casual (if applicable)
- ✧ Focal points
- ✧ Grooming - skin care, nails, teeth
- ✧ Image breakers
- ✧ Extended image





Client Management & Choosing Frames

Day

2

Part 3

- ✧ Face shapes and theory of the 10 different ones
- ✧ The correct process of choosing frames for different face shapes
- ✧ Practical work
- ✧ Client contact
- ✧ Making a sale and total image

Choosing the Correct Colours

Part 4

- ✧ Basic colour theory is necessary to ensure the optometrist choose the right frame for the client

Etiquette & Body Language

Part 5

- ✧ Handshakes and introductions
- ✧ E-mail etiquette
- ✧ Telephone etiquette
- ✧ Respect in the workplace
- ✧ Practice etiquette





10 Reasons ^{SA} to Train with image ACADEMY

- 01** SA Image Academy is the largest image and etiquette training company in South Africa, and is the only company in the Southern Hemisphere to offer an extensive range of five different courses.
- 02** The entire curriculum offered by SA Image Academy is written by experts within the field who have more than 30 years of accumulated experience. Our curriculum is not just based on existing image principles, but also includes theories and facts from more recent studies within the image industry.
- 03** The trainers presenting the various courses at SA Image Academy are meticulously selected to ensure that you will only be taught by highly experienced, internationally-qualified trainers.
- 04** SA Image Academy evolves as the trends within the fashion industry change. It is imperative that a company specialising in fashion and image does not stagnate in their products, books and consultation equipment, but evolves along with the influencing factors and trends.
- 05** Training with SA Image Academy is an investment in you, or your company's future. It won't be necessary to retrain with other companies, as our courses are a combination of all the principles you need to be a fashion stylist/expert within the optometry industry.
- 06** SA Image courses are the only courses in SA accredited by the IPIA (International Professional Image Association).
- 07** We provide trainees with various training methods and payment options when they can't afford everything at once.
- 08** SA Image is always expanding by creating innovative courses to improve – and enhance – different industries within the image industry.
- 09** We are the only company in the world that has developed a state-of-the-art style & colour App to help clients with all their recommendations at the click of a button
- 10** SA Image is not only training locally, but internationally as well; it's taking the image/style industry by storm...keep watching this space.

A R E

Y O U

L I V I N G

Y O U R

B E S T

L I F E

A P P L Y

N O W

Contact us

SA IMAGE ACADEMY | t: 062 843 8382 | e: academy@saimage.co.za

