

The California Paraoptometric Section is interested in having more volunteers serve on the section's board. Please join us in developing useful programs for our members, and to spread the word by recruiting new CPS members! Contact Kim Pantel for more information at [khyam@hotmail.com](mailto:khyam@hotmail.com).



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Section



## INVENTORY 101

### Step One: Physical Inventory

Most optical practice software systems have an inventory feature. Keep this as up-to-date as possible to ensure accurate reports. In addition to an actual frame count, sales reports can be generated to compare best and worst selling frames and frame lines. Cut your worst selling lines, allowing new lines to be tried instead. Keep your total lines to about 12 vendors or reps. Partner with your reps to keep best sellers on board. Anything that is over five years old and is non-returnable should be donated to a charity organization that accepts frames.

### Step Two: Demographics

The software system can also be used to generate demographics reports. Knowing who your patients are can help determine the future of your frame purchasing. Track gender, age, and ethnicity (for facial features and styling preferences). Purchase accordingly, keeping a good mix of plastic, metal, rimlon, drill-mount and sunglasses. Make a niche for infant, safety, sports, readers, and other specialty frames.

### Step Three: Healthy Sales

When your total number of inventory sells in one yearly quarter, you have achieved a healthy frame board turnover. About 80% of stock should be great-fitting, best-selling, medium-priced, with the remaining 20% cutting-edge, fashion-forward, high-end frames.

This barely scratches the surface of inventory but should set your boards on the track for success.

### CPS Update



Keep your total lines to about 12 vendors or reps.

## Are Your Staff CPS Members? If Not, Take Advantage of the CPS Office Plan!

The CPS Office Plan membership is a special benefit available to staff of COA member optometrists only. A flat discounted membership fee allows members to sign up more staff. It's a win-win for everyone! Here is how the plan is structured:

- If a COA member doctor has **1-5 staff**, the office membership is a **flat \$75 per year** for CPS membership up to five staff members.
- If a COA member doctor has **6-10 staff**, the office membership is a **flat \$150 per year** for CPS membership up to 10 staff members.
- If a COA member doctor has **11+ staff**, the office membership is a **flat \$150 per year for the first 10 staff and then \$30 for each additional person per year**.
- If the office plan does not meet the needs of the office, annual dues for an **individual member is still only \$30**.

*Don't be left out in missing this fantastic membership opportunity!  
Sign up now at [www.cpsection.org](http://www.cpsection.org)!*