

THE FOURTH O!

An Ornithological Field Guide to the Optical Customer

Birds of a feather flock together, but whether wise old owls or cuckoo birds, they all seem to roost in your dispensary. Vision Monday's editors and the VisionWeb team (with some friendly peeps from ODs on Facebook and the Luxury Eyewear Forum) contributed to this graphical depiction of the stereotypical customers who regularly swoop in on you. Get out your high-powered binoculars and enjoy some optical ornithology!



OWL

Scientific Name: *Senioritis Unpretentibus*
Traits: Not particularly fashion conscious and mostly concerned with not exceeding their managed care reimbursement. Owls are solid customers *who* want comfort, *who* focus on cost, and *who* care about durability over lens technology, current trends, and eyewear produced in this decade.



CRANE

Scientific Name: *Influencerea Yelpium Rex*
Traits: Like a migratory bird in flight, these customers keep coming back and bring their friends and family along too. Be it by word of mouth or social networking, they give great referrals for people to come in because of the exceptional customer service they experience.



LOVEBIRDS

Scientific Name: *Conjoinus Acceptus*
Traits: Always observed in pairs and rarely seen more than inches apart, these customers—wives/husbands, girlfriends/boyfriends, significant others—need each other's approval when choosing frames. To prevent a peck in the eye, let them coo and cuddle and they'll soon make a selection without you having to lift a finger.



Hens Crafters

Eyemart Eggspress

Warble Parker

WOODPECKER

Scientific Name: *Odiosus Horridae*
Traits: Meet the "PD" bird, pecking away at profits with "showrooming" behaviors. Often seen writing down style numbers to price compare or requesting their prescription and PD to-go, so they can buy online. Just when you think you've seen the last of them, they're back asking for an adjustment.



VULTURE

Scientific Name: *Ultimous Timium Wastae*
Traits: When vulture customers approach, they're coming in for the kill – prepared to eat up hours of your time and leave you totally worked over without the benefit of a transaction. Don't worry, they'll be back. They always come back.



DOVE

Scientific Name: *Quietum Sumptuosus*
Traits: Charm, cooperation and collaboration are the strongest attributes of the dove. They stay calm, go-with-the-flow, listen to recommendations, and never haggle over price—leaving you with a satisfied sense of inner peace.



Cawmart

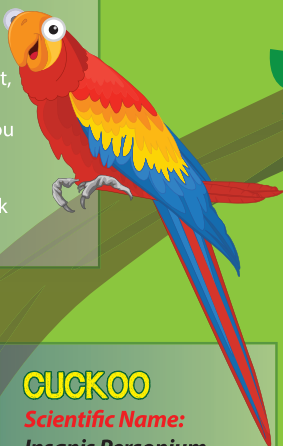
COCKATOO

Scientific Name: *Homo Techno Urbanus*
Traits: Also see: Rockatoo. A girl's dream and a father's nightmare, he is the modern Danny Zuko—stomping out his cigarette and flying past the frames to scoop up the latest aviators. He digs techno bells and whistles but don't let his Mohawk fool you, he's more conservative than he looks.



PARROT

Scientific Name: *Garrulous Asinum*
Traits: They rarely stop squawking! In fact, you wonder if they have a hearing impairment because they repeat what you say, interrupt when you speak and can't seem to close their beak. They boast of a vibrant social life, but you know they stick out like a sore thumb in any jungle.



SWAN

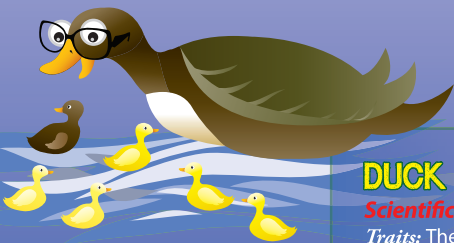
Scientific Name: *Elegansae Beatitudinem*
Traits: They glide in and make you wish you came from the same gene pool. Sophisticated and intelligent but never pompous, the swan gets along with your staff swimmingly, makes stylish eyewear choices, and looks even more elegant every time you see her.



VisionChirps

DUCK

Scientific Name: *Deliberati Parentae*
Traits: The duck buys in bulk and never accuses your on-site OD of being a quack. She migrates in once a year, directing her ducklings to peck new frames from your displays in an orderly fashion. Her patronage is so pleasing you resolve to refuse the foie gras at the Peacock's next party.



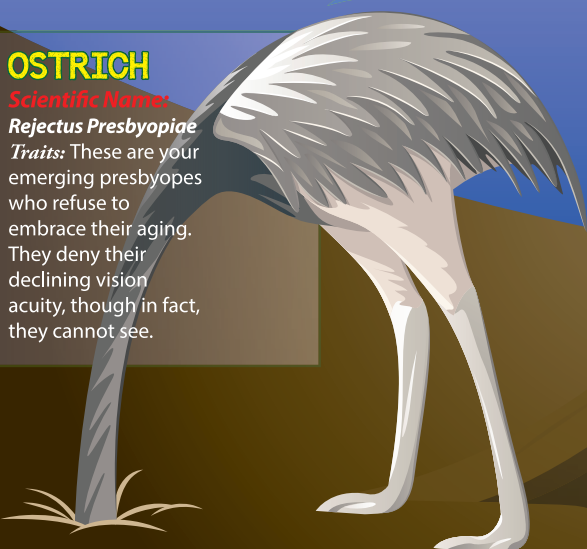
CUCKOO

Scientific Name: *Insanis Personium*
Traits: This customer is just a bit out there. They do strange things like ask for deep discounts, five-year warranties and replacements for frames that their tea cup poodle used as a chew toy—free of charge. They act shocked when you can't accommodate them.



OSTRICH

Scientific Name: *Rejectus Presbyopiae*
Traits: These are your emerging presbyopes who refuse to embrace their aging. They deny their declining vision acuity, though in fact, they cannot see.



PEACOCK

Scientific Name: *Highvium Maintenancimus*
Traits: Their only priority is having the best, most exclusive item in your shop, regardless of cost. If you can survive their status-oriented preening, you'll be rewarded with a big ticket luxury sale.



Attention Birdwatchers: *What kind of birds (AKA optical customers) are roosting in your dispensary?* Email us at visionmonday@jobson.com.