

Cameron Beaumont

OPTOMETRISTS & OPTICIANS

See Better
Look Great!

Issue 4

The independent opticians are a dying breed. As the big optical companies aggressively expand and supermarkets and discount on-line retailers enter the optical sector, a more and more competitive industry is pushing independents into an ever decreasing slice of the market.

It does cause serious concerns and worry for a lot of owners, fearing they cannot survive a price war and will be pushed ever closer to closing.

We are fortunate here at Cameron Beaumont. Mr Beaumont appreciated that we had to focus on what we wanted to achieve - high quality eyecare for our clients – and not to bow to pressure of constant sales tactics – you just can't compete on that level with big companies for long.

Cameron Beaumont has continually invested in technology and focusses on high quality clinical eyecare, with the emphasis on top quality products and excellent service – an ethos which continues today.

Our customer service is paramount to providing an experience that people want to return to, adding



value to the clinical eyecare we provide. Price is important, but value for money is key and we believe we offer unbeatable value with our products and services.

Thankfully, you do too, and we never take for granted how valuable your custom is to us for your eyecare And eyewear!

A Call For Help!

We need your help. We're currently updating our website and would like to add some updated testimonials from our pa-

tients who really value what we do. Would you be kind enough to write a good, but honest, testimonial for the practice? I hope you do not mind us asking and we would really appreciate your help. If you are happy and can spare the time please email on the address overleaf or drop a note into the practice. Don't forget to include your name as we will put all entries into a hat and draw one to win a free pair of prescription sunglasses at the end of April.

Introducing Sun Protect

Our New 2016 Rodenstock sunglass promotion has just arrived (and is being booked into stock as I speak) and this year it has a new name, Sun Protect. It is the same great quality and outstanding design as the Wimbledon range that we have sold for many years, and they are still at a great price. Complete sunglasses with single vision prescription lenses start from just £130 but they are also available in bifocal and varifocals. Come in and have a look. There is now no excuse for not protecting your eyes and looking great in the sun.



Practice News

Trade Shows

February has been a busy month for Trade shows with Jacqui and Vicky visiting 100% Optical in London and Neil at Vicky visiting MIDO in Milan (5x the size of the London show and one of the biggest optical trade shows in the world). The days at the fairs were exhausting but exciting and we have managed to source a few really great new collections that we can't wait

to get in. Look out for more details on the new collections on Facebook and upcoming newsletters.



Congratulations!

Jacqui's youngest son, Sam, has just graduated with a First Class Master's degree in International Politics from York. Well done Sam and congratulations to Jacqui and Andy in producing such clever offspring!!



A Big Thank You....

From Martin House, to those who purchased their Christmas cards from us (and at their own outlets) They raised £98,903 selling 28,258 packs of cards – a really great effort!



See Better, Look Great is our informal newsletter. We believe in relationships here at Cameron Beaumont and we really value having a strong relationship with our clients. This is our way of keeping in touch and letting you know what is going on at the practice.

We are a large practice and Vicky, Heidi and I don't always get to see all of you when you come in. This publication is an open dialogue between us so that you can get to know who we are as a company. As painful as it can be, we like to show some of our personality. We're not a faceless company but a family run business who really care.

Your feedback is invaluable. We are extremely interested in what our customers have to say so please send any thought or comments to neil.brooks@cameronbeaumont.com. Every month I try and rise to the monumental challenge of making an opticians newsletter a riveting read. If I've failed, in your eyes, to do that, you can unsubscribe by just telling us or sending an email to reception@cameronbeaumont.com.