

# Cameron Beaumont

OPTOMETRISTS & OPTICIANS

*See Better*  
**Look Great!**

Issue 6

I went to get a tankard engraved the other day (for winning a golf competition if anyone is interested!) In the first establishment I entered, was a gentleman who said – “oh, I’m not sure if we can do this. We can’t do it here – I’ll have to send it away and will be about 2 weeks.” I decided to leave it.

After asking if anywhere else did engravings, I went to another place and asked the same question. “No problem at all sir, we will send it straightaway to be done and will be back in 2 weeks – let me take your details and I will call you as soon as it’s back.”

Note the first response from each person. The outcome and the price were the same, but that positive attitude and excellent customer service made all the difference – it made me more confident a good job could be done and I wanted to give the business to them.

Front line staff and first impressions are so important and at Cameron Beaumont we strive to achieve this every single time. We have a great positive team who will make you feel welcome and will be as helpful and friendly as possible.

## **Lights, Camera, Action...**

We had a very exciting day last Tuesday – a film production company came in for the day and shot a promotional video for our new upcoming website.

Needless to say, we all felt like film stars for the day, with a lot of diva like behaviour – especially from me! Unfortunately the weather let us down with torrential rain and a thunderstorm so the outside of the practice might have to be cut from the final video. However, we just hope the final result does the practice justice and that we don’t look or sound too silly.

A big thank you to Mr Wycks and Mrs Neale for giving up their time to help with the production and adding a little glamour to the proceedings!

We will tell you in a future newsletter when the new website is live and you can tell us what you think....



# V I C T O R I A B E C K H A M

New in this month are Victoria Beckham Sunglasses and Ophthalmics. These are exclusively available at Cameron Beaumont, so you will not find them anywhere else in the area.

Victoria Beckham's sharp, contemporary approach to glamour has been a global sensation since her 2008 debut at New York Fashion Week. The same pared down approach to luxury comes through in the sunglasses and ophthalmics providing an instant update to your wardrobe. The glasses have received as much critical acclaim as the clothes holding their own amongst established brands. Minimalist branding, contemporary twists on classic shapes, subtle distinctions in finish and colour and rose gold metallic details set them apart. Beckham designs for herself as like her clothes she frequently wears glasses from the collection. In fact, we like them so much that Vicky (director and my wife) has ordered 2 pairs for herself!



## Practice News

### Scaffolding

Just a short note to mention that we are due to have scaffolding go up around the practice in the next day or so for general maintenance and repairs – we will be open for business as normal during this time.

### Lindberg Event

In October, date to be confirmed, we are hosting our first ever Lindberg event. This is where the Lindberg rep will come in with his entire collection from Denmark for a day to allow people to come in and try the vast collection which features rimless titanium frames, the Acetanium collection and responsibly sourced Buffalo Horn frames. This is a unique opportunity to see the range and we will be booking appointments for this. If this is something of interest please let us know and we will make sure you are given full details nearer the time.

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](mailto: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](mailto:reception@cameronbeaumont.com).