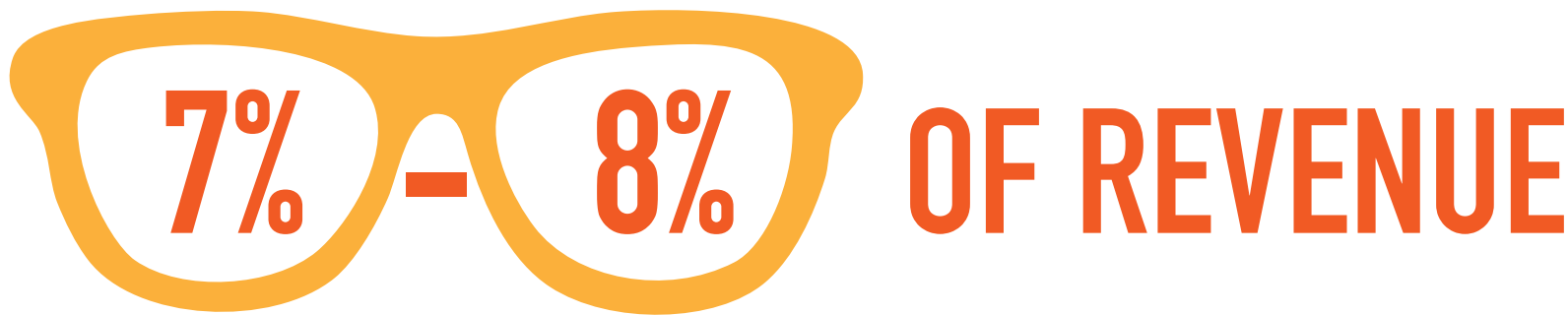


# 5 KEY INSIGHTS FOR OPTOMETRISTS AND EYE CARE PRACTICES

For most optometrists and eye care practices, shipping is a significant but necessary cost. **Shipping is likely among the top 3 expenses in a practices' P&L, along with costs of goods sold (COGS) and salaries.** This is the first in a series of infographics sharing best practices, insights, and ways to save money

## 1 OVERHEAD (INCLUDING SHIPPING COSTS) TYPICALLY ACCOUNT FOR 7 TO 8% OF OPTOMETRY PRACTICE REVENUE



## 2 58% OF OPTOMETRY PRACTICES HAVE A FULL TIME OFFICE MANAGER

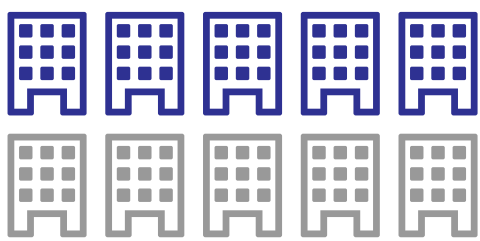


## 3 “HELP ME UNDERSTAND MY SHIPPING COSTS”

The #2 shipping pain point SMBs report is **not understanding their costs**



## 4 CAN I GET A SHIPPING DISCOUNT?



5 OUT OF 10 SMBs HAVE  
**ZERO**  
SHIPPING DISCOUNTS

### ⚠️ PRO TIP

OPEN AN ACCOUNT ON FEDEX.COM AND/OR UPS.COM, JOIN A BUYING GROUP, INDUSTRY ASSOCIATION, OR VENDOR PROGRAM.

## 5 DO YOU KNOW FEDEX & UPS OFFER A 100% MONEY BACK GUARANTEE IF A SHIPMENT IS LATE —EVEN BY 60 SECONDS?

### ⚠️ PRO TIP

FIND A SHIPPING AUDITOR THAT WORKS ON CONTINGENCY, SO YOU ONLY PAY IF THEY SAVE YOU MONEY.

Every late overnight and ground shipment is due a full refund. **You only have 15 days to claim it.** You can expect up to 6% savings



LEFT UNCLAIMED EVERY YEAR

These insights  
brought to you by:



Free, Fast & Automatic  
Shipping Refunds

[www.71lbs.com](http://www.71lbs.com)