

YOUR PATH TO SUCCESS IN 2026

Achieve your goals with ABB's consultative services and product portfolios

ABB Optical Group has had a long-time reputation from its roots as a reliable contact lens distributor. Yet from this beginning, ABB has evolved to offer so much more additional value to its customers and accounts, including access and choice across the broad offerings of ABB Labs, ABB Specialty Vision Products and ABB Business Solutions. As the year winds down, review all that ABB has to offer to set a path for success in 2026.

Dedicated to you

Senior Optical Sales Consultant (OSC) **Tracy Mueller** says that ABB offers a total, complete package of options today. It's her job to help her accounts understand all that is available to them. "We offer contact lens, lab services, specialty lenses and stock lenses, and we can help them with insurance verification," she says. "We want to be that one-stop shop for eye care professionals to make them as efficient and profitable as possible. An office that uses ABB just for soft contact lenses may benefit from trying ABB Labs. Life is easier when everything is all in one place."

Invested in the relationship

As it has grown, ABB has also built a strong team to make sure its accounts have the support they need. It starts with 65 OSCs, supported by seven regional sales managers, who are out in the field as key contacts for their accounts.

That's an investment ABB makes on behalf of its customers. The team at ABB wants all accounts to have a Tracy—someone they can trust to be there to support them and help them navigate through all the goals they are trying to accomplish. Their OSC can find the right fit that will help them succeed and thrive in this changing market.

The OSCs—and many others with the ABB team—have previously worked in optometry offices and opticals. They understand the unique demands and scenarios that can arise, approaching each situation with empathy and advice with no pressure.

OSCs examine a practice's needs, goals and struggles, learning about the customer and what's important to them. These details tailor their recommendations.

"We can share our professional experience," Mueller says. "This is what we have seen to be successful. This is how we increased this office's bottom line. This is how we build credibility and our reputation." It is this insight as well as their thorough understanding of best practices within their customer's unique markets that the OSC can help bring about solutions that they have seen be successful with like-minded practices within their territories.

Based on conversations with doctors and staff, OSCs can suggest connections to other ABB consultants. These individuals specialize in specific areas of the business where they want to grow. The information is presented, and, ultimately, all choices are up to business owners. Depending on what's most important for your practice, the OSC can bring in colleagues who can help address challenges practices are facing across all facets of their business.

Are you taking full advantage of all that your ABB account has to offer you? Check out these ABB strategies for success in 2026 and an introduction to our expansive team that is ready to serve. [PA](#)



Customer Success Team

Good strategy only matters with great execution! That is why the members of the Customer Success Team are #MomentMakers! With collaboration between Sales, Marketing, Product and Development teams, the Customer Success team takes a proactive approach to understand the needs and wants of the customers. Their focus on improving the customer's experience helps by decreasing onboarding times, understanding the customer's workflows, showing value of ABB solutions and providing more consultative support.

