



Your Brand Here

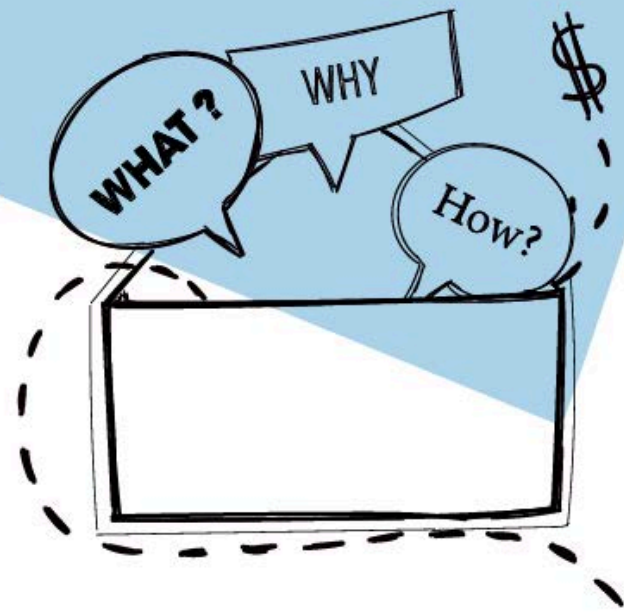
THE Exclusive

your guide to
selling private
label frames

EDGE



Step 1: Start with Discovery



ASK

open-ended questions to learn what the patient values most in their eyewear.

Example Questions:

- “What’s most important to you in a pair of glasses—style, quality, or value?”
- “Are you looking for something unique or a specific brand name?”
- “Do you want a frame that makes a statement, or something more timeless and versatile?”

Step 2: Mention the Full Range of Options



Options

Mention



private-label frames as part of your offering, highlighting their unique benefits.

How to say it:

- “We carry a range of options, including well-known designer brands and our exclusive private-label collection. Our private-label frames offer the same quality of most designer brands but at a fraction of the price because you’re not paying for a brand name. *<Think of it as our own Warby Parker>*”
- “Our private-label collection is designed to combine premium materials and craftsmanship, all at an incredible value.”

A woman with dark hair, wearing a red sweater, stands in an eyeglass store. She is smiling and pointing her right hand towards a display of various eyeglasses on shelves. She is holding a blue folder in her left hand. The shelves are filled with different styles of eyeglasses, including black, gold, and silver frames. The background is a light-colored wall with a grid of shelves.

Step 3: Showcase the Private Label Collection



Introducing

Showcase

by bringing out private-label frames early

How to do it:

Hand the patient a frame and say . . .

- “This frame is made from **Grade A acetate**, a premium material known for its durability, and polished finish. Some designer brands use a lower grade.”
- “These frames have **riveted hinges**, which provide superior strength compared to standard hinges because the hinge goes entirely through the frame front.”
- “We **QC every frame three times** during production to ensure every detail is perfect.”
- “What’s great is that, because these frames aren’t tied to a big designer name’s marketing efforts, they’re **priced less.**”



Step 4: Address Price With Confidence



Address

the cost savings as a significant benefit without diminishing quality.

Talking Points

Where the costs come from

- “Designer frames often include extra costs for things like advertising campaigns, royalties, and licensing fees. None of that affects the quality of the frame itself.”
- “With our private-label frames, you’re paying only for the materials and craftsmanship, not the name.”



Address

the cost savings as a significant benefit without diminishing quality.

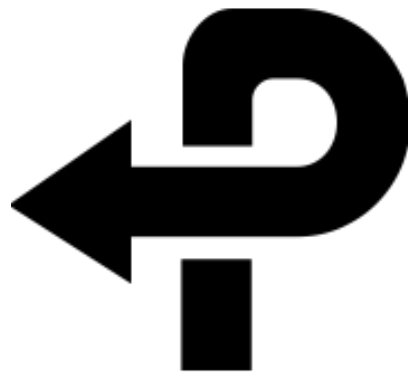
Talking Points

The Savings

- “This collection offers the same high-end quality—sometimes better—at about **30% less** than the cost of a designer brand.”
- “It’s a great way to get premium eyewear without the extra overhead costs of designer branding.”

Step 5: Pivot Gracefully





Pivot Gracefully...

if designer brands are mentioned

How to Pivot

- “We absolutely carry [designer brand], and it’s a great option. Many of our patients also love our private-label collection for its unique designs, premium materials, and unbeatable value.”
- “If you’re open to trying something different, our exclusive collection offers the same quality and craftsmanship as designer frames, but at a much better price.”



PRIVATE LABEL

FRAMES

— **Step 6: Let the Frames Speak for Themselves** —





Encourage

the patient to try on the frames and appreciate their craftsmanship

What to Say

- “Let’s try these on so you can see how beautifully they’re made—the grade-A acetate gives them a rich, polished look, and the fit is fantastic.”
- “Notice the riveted hinges—these add durability and give the frame a more premium feel. Fewer adjustment needed.”
- “You’ll love how these frames combine luxury-level quality with an exclusive design you won’t find anywhere else.”



Step 7: Reinforce the Value





Reinforce

by emphasizing the quality and value.

How to Say It

- “You’re getting the best of both worlds—premium materials and expert craftsmanship, but without the added costs of a big-name brand.”
- “Our private-label frames are perfect for patients who value quality, style, and getting the most for their money.”

A man with a beard and dark hair, wearing a white lab coat over a blue shirt, stands in an optician's shop. He is smiling and has his arms crossed. The background shows shelves with various pairs of eyeglasses.

Step 8: Close With Confidence



Close



by guiding the patient toward making a decision without pressure

What to Say

- “These frames are a great choice—they’re stylish, durable, and exclusive to our practice. Let’s get started on these.”
- “Would you like to go with this pair, or should we explore a few more options from our collection?”

Key Tips

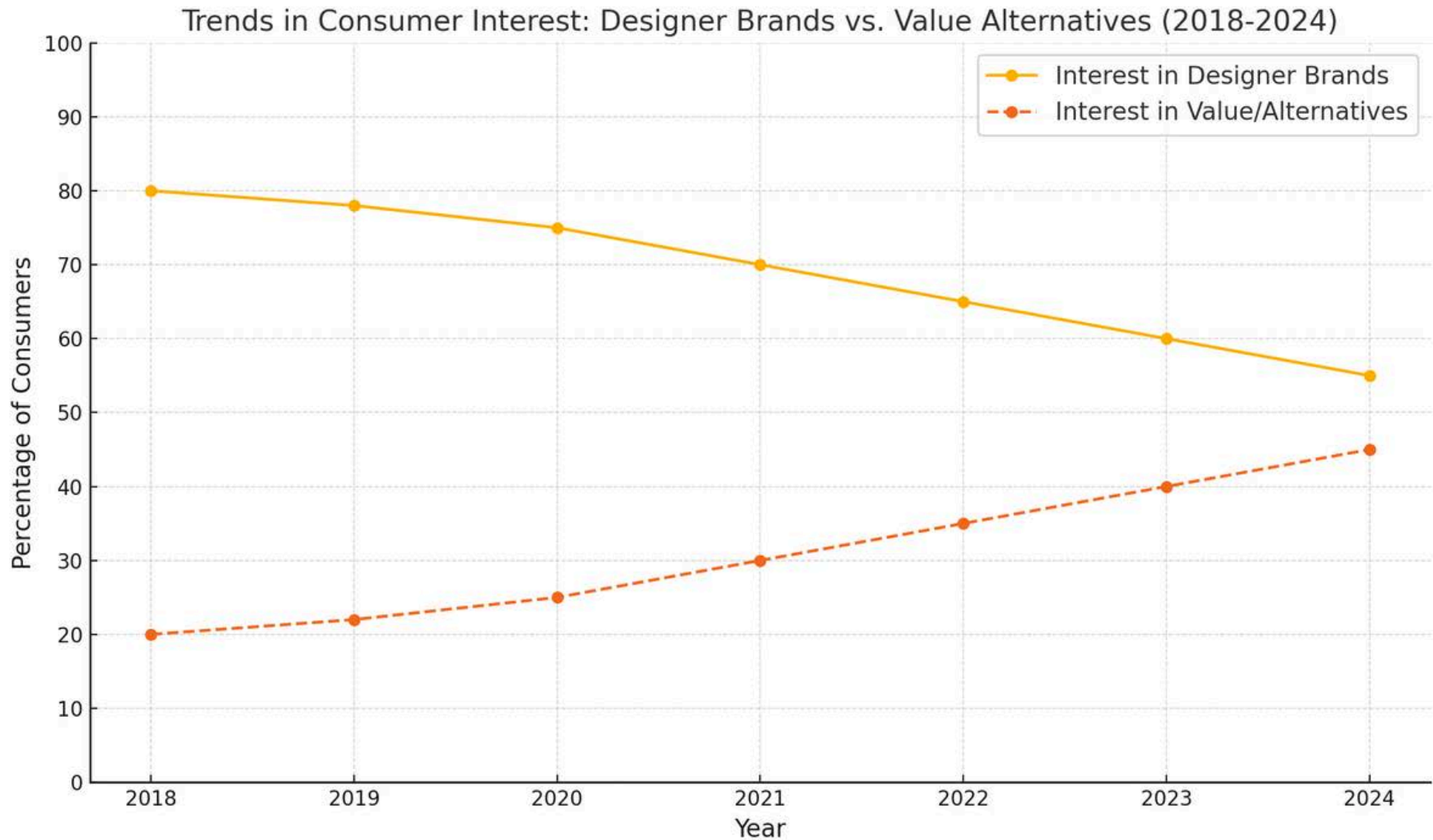


- **Lead with Expertise:** Highlight the premium materials, craftsmanship, and QC process to build trust.
- **Emphasize Value:** Focus on the significant savings and exclusivity of private-label frames.
- **Stay Positive:** Position private-label as a smart, high-value option without directly undermining designer brands.

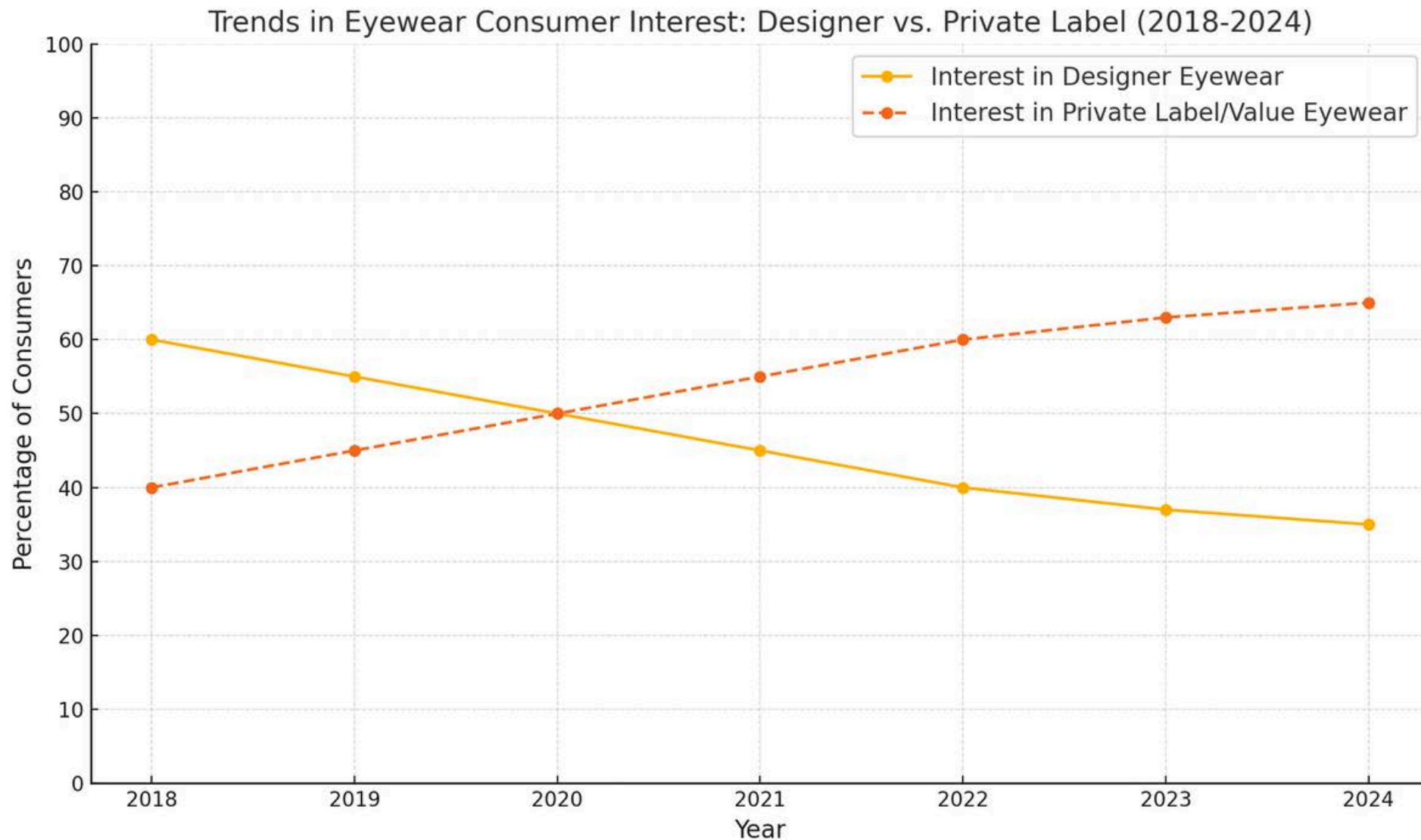
DID
YOU
KNOW



Private Labels Across All Products Rising



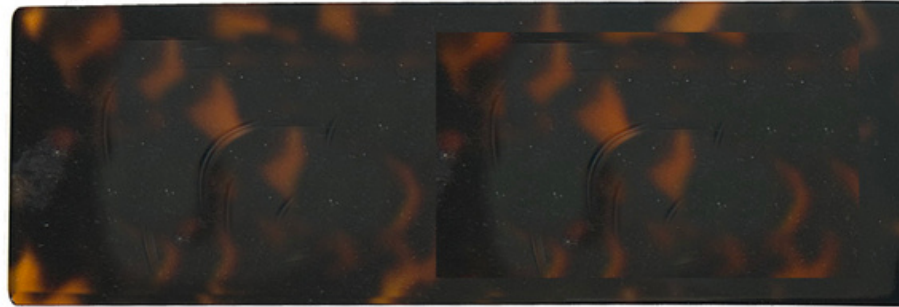
Private Label Eyewear Outselling Designer



How Your Frame is Made

Your Frame Front

1



Acetate Sheet

2



Inside Cut

3

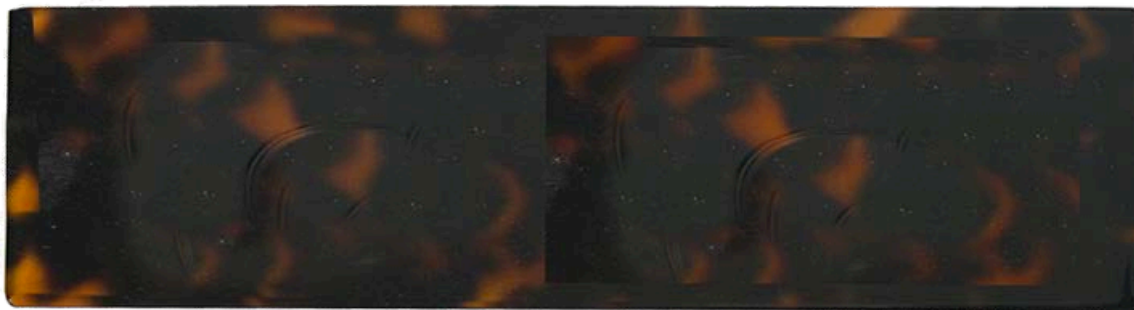


Outside Cut

How Your Frame is Made

Your Frame Temples

1



Acetate Sheet

2



Outside Cut

3



Insert Core Wire

4



Mastoid Bend

How Your Frame is Made

Polishing, Trim, Hinges

Rough Tumble
Lava Rock



Finishing Tumble
Wood Chips



Riveted Hinge



Rivets



Trim - Front and Temple



Your Finished Private Label Frame





YOUR BRAND
EYEWEAR