Simple and Easy Glasses Reglaze Process

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The standard marketing ploy today is good salesmanship. If a good salesman can convince the consumer of an inherent need, the consumer would be agreeable to buy the recommended product; the same with selling spectacle frames and lenses. Most of the time, it is the pair of frames that takes up the bulk of the cost in purchasing a new set of spectacles. The lenses may be quite cheap depending on the type of lens required; single vision lenses are quite cheap compared to varifocals.

Hence, the best way to get the consumers to fork out more of their money is to convince them of the need to take up the latest BOSS frame which is the new seasonâ€™s special. A myriad of latest seasonâ€™s frames would be presented to entice the consumers with the advantages of the frames with the most expensive pair coming on. Then the consumer falls for the hook, line and sinker upon deciding on the best looking and most expensive frames.

It is common that optical retailers would recommend putting on new lenses onto the new frames with the reason that consumers would not be inconvenienced for the next few days without glasses.

New approach

Today, there is a new marketing approach which offers consumers more information before being coerced into making an unpleasant choice. With more information about their prescription and lens type, consumers can decide more wisely if they need new frames as well as new lenses or just new lenses.

Lenses can be cut to fit any frame; lenses are also cheaper than any good quality frame. Hence, there is a growing preference for glasses reglaze approach than the traditional complete change approach. A lot of savings can be enjoyed with a reglaze approach as only the lenses are changed.

Reglaze Process

To enjoy this new process of changing lenses, the reglaze service providers would send a packet to allow the consumer to send in their frames with their latest prescription. The reglaze experts would analyze the consumerâ€™s prescription carefully to identify the best type of lenses for the frame sent.

The consumer would be contacted promptly to discuss the various options of lens with expert advice on the lens and wearerâ€™s comfort. When the consumer is satisfied with the advice, a decision can be made on reglazing the lenses as long as the consumer is agreeable to the quotation of the service.

When the consumer has paid for the charges, the reglaze service providers would begin reglazing the consumerâ€™s lenses on the frame sent. Once completed, the reglazed spectacles would be mailed back to the consumer.

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