ClearVision Optical is dedicated to bringing you the best.

For almost 70 years, our focus on customer service and commitment to bringing you the most lucrative programs has been unsurpassed in the optical industry. This workbook is designed to help you develop the most appropriate frame board for your goals, so that together we can help you maximize your dispensary’s potential.

How can ClearVision help you grow your business? One way is by using our proprietary OneSource™ philosophy. OneSource allows you to meet with one sales consultant who can show you twelve brands in one simple appointment. Since OneSource is all about simplicity, it also means that you receive one discount structure, one set of customized programs and one simple set of company policies.

We can also help you better target your customers’ specific needs, using BrandSpace™. This revolutionary concept can help you refine your frame board selections to reflect the brands, styles and colors your customers really want – without product duplications within the same category. With BrandSpace, you will experience fewer returns, a better overall customer experience, and a greater customer retention rate.

For more ideas on how ClearVision can help you boost your bottom line, read on...
A well-managed frame board is at the heart of every successful dispensary. That’s why practices that take the initial extra time to carefully review and analyze their frame boards have a decided advantage over those who do not.

Our 4-step process was carefully designed to help you improve your bottom line while making your everyday business easier to manage.

4 Simple Steps:
Step 1: Selecting Your Frame Vendors
Step 2: Creating BrandSpace™
Step 3: Evaluating Your Frame Sales
Step 4: Maintaining BrandSpace

This process will help you:
- Customize your inventory to fit your practice
- Reduce your overstock
- Spend less time managing your frame inventory
- Increase your cash flow
- Become more profitable

Downloadable Forms
All forms and workbooks referenced throughout this booklet can be downloaded as PDFs and printed for ease of use at cvoptical.com/downloads.
Choosing the right group of vendors for your dispensary is the key to running a successful, efficient, and profitable frame inventory. Here’s how to get started:

Primary Frame Vendors
First, select four vendors as your primary frame vendors. Primary vendors should be able to offer four to six strong-selling collections that appeal to your local demographics. Collectively, primary vendors should receive about 60% of your dispensary’s board space (approximately 15% of board space each).

Secondary Frame Vendors
Next, to supplement your product needs, select up to six secondary frame vendors who can supply you with two to three good-selling collections or niche lines. Together, they can serve the remaining 40% of space left on your frame board (with each one receiving 6-7% of your board space).

Just In Time Inventory
To boost sell-through, consider merchandising in twos. ClearVision’s Rx Express program, which delivers just-in-time inventory, enables you to realize the benefits of merchandising product in twos. This assortment strategy doubles your sell-through opportunities by focusing on stocking best-selling frames, colors and sizes. It also minimizes your inventory work by eliminating extraneous models.

Already set up with a number of vendors in your dispensary?
Make a list of all the vendors you do business with and then do a physical inventory of how many frames you have from each vendor. Choose 10 key vendors to move forward with and categorize them as either primary or secondary vendors. If a vendor has more frames than allotted to them, hold off on reorders until you have sold down their inventory. Conversely, if you have less than the allotted amount of frames from any of your chosen vendors, place appropriate orders to reach the targeted amount.

Frames from vendors that don’t fall into the “10 key vendors” category can be sold down and the viability of these companies can be reviewed during your annual vendor review.
BrandSpace is ClearVision’s one-of-a-kind business strategy for increasing market penetration with a uniquely targeted assortment. It is the management of brands based specifically on demographics, opportunity, profitability, and purpose.

Utilizing BrandSpace will increase your frame selection while helping you to avoid duplicating frame styles.

There are three methods to creating BrandSpace:

<table>
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<tr>
<th>The Styling Method</th>
<th>The Retail Pricing Method</th>
<th>The Product Category Method</th>
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<tbody>
<tr>
<td>Focus on providing your unique fashion demographic market with the most appropriate looks for that market.</td>
<td>Use the “Good, Better, Best” merchandising philosophy with a focus on addressing the economic demographics of your clients. (Below pricing for frames only.)</td>
<td>Cover all the product categories that meet your market’s needs by including various frame styles, features, and materials such as propionate polyamide, titanium, stainless steel, petite &amp; XL sizing, and global fit.</td>
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</tbody>
</table>

**Looks include:**
- Business
- Casual
- Elegant | Evening
- Trendy
- Fashion | Function
- Sunwear
- Etc.

**Under $100 retail:** Opening price points or sale items
**$100-$149 retail:** Lifestyle brands & core products with enhanced features
**$150-$199 retail:** Opening designer price points
**$200-$249 retail:** Premium designers or premium features
**$250+ retail:** Luxury
Do you track your frame sales? This retailing strategy is one sure-fire way to boost business. Eyecare professionals who monitor the sell-through of their frame assortment can easily pinpoint problem areas (e.g., styles and collections not selling) as well as successful items (top-selling models to order more of). If you evaluate your frame sales regularly and act upon the information accordingly, you will definitely grow your business. Read on to find out how...

**How to Evaluate Your Frame Sales:**
In order to simply and effectively evaluate your sell-through, use our Monthly Sell-Through Report Worksheet.

**Here’s an Example:**

| Total # of frames displayed per vendor: | 40 |
| Total # of frames sold per month per vendor: | 10 |
| Multiply frames sold by 12 (to determine annual rate): | 120 |
| Divide annual rate by # of frames displayed: | 120/40 |

**Sell-through rate equals 3x**

**Tips:**

**Making the most of rep visits**
Each time one of your sales consultants visits your office, ask them to come prepared with a “Customer Activity Report.” This report shows the allotted amount of board space for that vendor and the frames that have actually sold. Reorder frames that have sold and consider adding additional colors and sizes of the best-selling frames. In addition, discuss new products and slow-moving products. At the very least, conducting an annual vendor review will enable you to adjust your dispensary’s inventory based on which frames or collections have sold in the past 12 months.
Are you using the BrandSpace merchandising strategy yet? With BrandSpace you will select and sell an eyewear brand assortment that is based specifically on your dispensary’s demographics. Because this brand array appeals directly to your customer base, you will ultimately provide a better customer experience and sell more frames. What’s not to like?

**Steps to Maintaining BrandSpace**

**Know Your Demographics:**
And reassess it on a regular basis—because your area’s population profile can change. ECPs can even research their own demographics by using websites like census.gov or city-data.com.

**The Right Stuff:**
Carefully choose the appropriate frame collections for your demographics. Once you have your BrandSpace set up, simply maintain it by monitoring your area’s demographics and tracking your frame sales. Order new and replacement product based upon this information.

**Look the Part:**
BrandSpace also includes the actual physical space within your dispensary where brands are merchandised with frames, P.O.P., and visual merchandising materials. Creating a visually appealing and engaging environment will entice your customers to look — and buy. Be sure to visit ClearVision’s website, as well as other vendors’ websites, to see P.O.P. materials that are available for your practice.

**Keeping it All Straight**

*Inventory tracking is an extensive task, but the benefits make it worth your effort. Here are a few inventory tracking methods you can adopt:*

**Inventory Tracking Methods**

A: As frames are sold, enter each sale on an “inventory sales sheet”. You will now have a permanent log of the frames that are sold in your office.

B: Some computer software allows products sold to be tracked. In this case, just run the proper computer report and reorder accordingly.

C: You may prefer an alternative method, which is the “tag system.” If you tag your frames, you can place the tags on ClearVision Optical’s form or place the tags in small trays or boxes labeled by vendor. ClearVision’s barcodes are perfect for using on frame tags.

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**BrandSpace™ and Inventory**

By refining your assortment, BrandSpace helps increase sales, ensure fewer returns, deliver more selection, increase turns, and provide a heightened customer experience.
Our programs are DESIGNED FOR YOUR SUCCESS

ClearVision’s focused sales programs help you get creative while boosting your dispensary’s bottom line. These unique strategies are specifically designed to increase your profits while we do the work for you! Qualified accounts only.

Branded Exchange
Give your frame assortment a boost by taking slow-moving frames off of your board and replacing them with frames from our collections.

Co-Op Support
Our Co-op program was created to help you fund your advertising and promotions expenses. Your Co-op account accrues funds every year that can be used for special events, advertising and trunk shows.

Style Out
Ready for your close up? Get a personal frame makeover for you and your staff!

Special Value
Place a qualifying order from our current special values list and you’ll enjoy sensational savings off list price.

New Account
Receive a special discount on your initial stock order.

Auto Pre-Release
With the Automatic Pre-Release program you will receive our new releases in advance...and get free shipping! It’s a great way to ensure that your dispensary always stocks the latest product.

Sun Program
Buy now and pay later with our Suns Program. Just make a qualifying purchase of suns and you’ll enjoy special discounts and deferred payment.

Reorder Credit
Purchase 12 pieces of any new brand and receive company credit for 50% of the total purchase to be used for RX reorders in the same brand.

Preferred Customer
Receive customized sales rewards and incentives for increased business.

Quarterly Off-Price Goods
Every month we place a great selection of frames into our special off-price collection and offer them to you at an incredibly low price.
**Back To School**
Little customers can mean big business. That’s why we offer a variety of “Back to School” programs, each designed to promote your business and increase your profits.

**RxExpress™**
Frame board management made simple. RxExpress is a time-saving (and free) frame reorder service from ClearVision that will help you manage your frame board and maximize the selling power of your BrandSpace. With RxExpress, your best sellers will always be in stock and on display and you’ll have fewer open spots on your boards (creating a more visually appealing presentation).

*Additional benefits include:*
- Free shipping (on qualifying orders)
- Easy visual evaluation of fast selling products
- Increased cash flow manageability
- Better inventory tracking
- Access to a personal, dedicated RxExpress associate who knows your account

**Let’s Chat!**
Contact your ClearVision Optical sales consultant at 800.645.3733 to learn more about our customer-oriented programs.
Link to Printable Forms/Workbooks:

https://www.cvoptical.com/downloads

Determining Vendor Allotment (pg. 3)

Creating a BrandSpace Strategy (pg. 4)

Monthly Sell-Through Report (pg. 5)

Inventory Sales Sheet (pg. 6)

Profitability Calculators
CONNECT WITH US!

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facebook.com/ClearVisionOptical
DETERMINING YOUR VENDOR ALLOTMENT

Max # of Vendors: _____

**Primary Vendors:**
1. ___________________________ # of reps: _____
2. ___________________________ # of reps: _____
3. ___________________________ # of reps: _____
4. ___________________________ # of reps: _____
5. ___________________________ # of reps: _____

**Secondary Vendors:**
1. ___________________________ # of reps: _____
2. ___________________________ # of reps: _____
3. ___________________________ # of reps: _____
4. ___________________________ # of reps: _____
5. ___________________________ # of reps: _____

Don’t Forget...

to always keep your best sellers on display.
ClearVision does the work for you with RxExpress™.

* Digital version available at cvoptical.com/downloads. *
CREATING A BRANDSPACE™ STRATEGY

INPUT YOUR IDEAL BRAND SELECTION OF MULTIPLE COLLECTIONS:

Young Men:
1. 
2. 
3. 
4. 
5. 

Performance Sunwear:
1. 
2. 
3. 
4. 

Kids/Teens/Tweens:
1. 
2. 
3. 
4. 

Young Women:
1. 
2. 
3. 
4. 

Fashion Sunwear:
1. 
2. 
3. 
4. 

Specialty:
1. 
2. 
3. 
4. 

Men 55+:
1. 
2. 

Women 55+:
1. 
2. 

Pediatrics:
1. 
2. 
3. 
4. 

Technology:
1. 
2. 
3. 
4. 

Adult Optical
- Aspire
- BCBGMAXARIA
- ClearVision Collection

Ellen Tracy
Jessica McClintock
Op
Steve Madden

Sunwear
- BCBGMAXARIA
- Op
- Steve Madden
- Izod
- Revo

Specialty
- Aspire
- BCBGMAXARIA
- ClearVision Collection

Ellen Tracy
Izod
Jessica McClintock
Steve Madden

Technology
- BluTech
- CVO Tech
- Op with Pogotrack

Pediatrics
- Dilli Dalli

* Digital version available at cvoptical.com/downloads. *
MONTHLY SELL-THROUGH REPORT WORKSHEET

Vendor A

Total number of frames displayed

Total number of frames sold per month

Multiply frames sold by 12 (to determine annual rate)

Divide annual rate by number of frames displayed

Sell-through rate equals


Vendor B

Total number of frames displayed

Total number of frames sold per month

Multiply frames sold by 12 (to determine annual rate)

Divide annual rate by number of frames displayed

Sell-through rate equals

[Do this math for any of your vendors]

* Digital version available at cvoptical.com/downloads. *
## INVENTORY SALES SHEET

**Date:** ____________  **Account #:** ____________  **Fax to:** ____________

**Account Name:** ____________  **Phone:** ____________  **Special Instructions:** ____________

**Email:** ____________  **Contact:** ____________

**Shipping Option:**
- [ ] UPS Ground
- [ ] UPS Next Day
- [ ] Courier
- [ ] 1st Class Mail

**Confirmation #:** ____________ (to be completed by ClearVision Optical)

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