

Simply Amish—Designer Ordering Tips

Our goal is to always deliver that perfect piece of furniture that was first envisioned on your showroom floor. The following section of this training manual will provide you with the necessary knowledge and tools to interact with Simply Amish in the most efficient and effective manner possible.

Simply Amish has a catalog of thousands of individual pieces of furniture. Nearly all of these pieces are available in seven different species of hardwood and in dozens of different stain colors. Our Olde World Finish, adds dozens of additional permutations of distressing to each piece. Wire brushing, hand-scraping, and rough sawn are additional surface treatments available. Also, Simply Amish has the unique ability to customize each of our pieces of furniture. All of this flexibility and customization results in thousands of variations in our built-to-order furniture pieces.

Is it any wonder that Simply Amish has developed a series of very specific policies and procedures necessary to ensure that you and your customers receive perfectly executed pieces of furniture?

Getting Started – Communication

Your first point of contact should be our Designer Liaison, Cindy Shockey. You may contact Cindy by email at CShockey@SimplyAmish.com, or by telephone at (403) 701-2601.

- Questions about an existing order or an acknowledgement
- General questions about the products.
- Please do not write a question on an acknowledgement, Sales Order, or Invoice and fax that into the office without speaking to Cindy or Customer Service first.

The “Simply Amish Process”—A Simple Overview

The Dealer sends in a Purchase Order via fax or email

Email (our preference) – Orders@SimplyAmish.com

We return an email message, most often within an hour of receiving the order. This alerts you that we have the order in hand.

Fax orders – (217) 268-4316

Always include a cover sheet. We will always fax the cover sheet back to you. This provides you assurance that we have received your order. This may not happen until one business day after you fax your order, however.

Each order is reviewed and processed in the order in which they are received.

QuickShip orders are pulled out of the queue and worked first.

Each piece of furniture is scheduled to the builder who builds that piece.

The Sales Order is written to the dealer subject to our craftsmen’s availability.

Sales Order Acknowledgements are sent out the following business day. It is the dealer’s responsibility to check the acknowledgement for accuracy and to let us know, as soon as possible, if there are questions or errors.

Purchase Order Guidelines

It is our goal to ship your order complete and within the time frame indicated on our Sales Order Acknowledgments. Our dealers generally do not like partial shipments. The following guidelines assist us in meeting this goal.

- Purchase orders for multiple sold orders (more than one customer) should not be submitted on a single Purchase Order. Please one sold order per Purchase Order Number.
- Orders should not include a mixture of “built-to-order pieces”, Express and QuickShip pieces. We will not separate those orders internally so your Express and/or QuickShip pieces will not be delivered until the entire order is ready to ship. If you want Express to ship immediately, use a dedicated PO for that. Same with QuickShip. QuickShip is slower than Express.



P.O. Box 67 mailing
401 E.C.R. 200 N shipping
Arcola IL 61910

217.268.4504 phone
217.268.4316 fax

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Your Furniture. Your Way.

The Request for Custom Quote Form

First a couple simple rules to live by:

- 1 If it is not standard, it is custom and that requires a Request for Custom Quote.
- 2 If an option you are looking for is not found with the standard piece in the **most current Price List** available, then that option is not standard for the piece you are considering. That means the piece will be custom and that requires a Request for Custom Quote.
- 3 It is helpful for everyone if you “pre-qualify” your customer by first reviewing pricing on standard pieces before taking them down the customization path.
- 4 It can take up to one business day for Simply Amish to review, develop and turn around a Request for Custom Quote. It is not a process that you want to do with the expectation that your customer can sit in your showroom and wait for the response.

There are many examples of what constitutes a customized piece of furniture; too many to list. You will become much more familiar with the custom process as you obtain experience with Simply Amish.

The Custom Process

Once you determine that your customer is interested in a piece that requires customization, the first step in the process is to complete the “Request for Custom Quote” form.

This form may be found in the front of the Price List. It can also be found in the Resources/Forms section of the Simply Amish website.

Thoroughly complete the form, providing all requested information. Describe exactly the change(s) you desire for the piece. Complete a sketch or drawing if necessary. It is ok to attach a sketch if necessary.

PICTURES – Do **not** attempt to fax pictures. They print as black blobs and are not helpful. Scan and email or mail pictures in if absolutely necessary.

Email – quotes@SimplyAmish.com; Fax – (217) 268-4316

We will review the request and determine all changes and alterations necessary to build the desired pieces of furniture.

If there are questions, we may call you or questions will be returned to you via the Request for Custom Quote form.

Simply Amish returns the Request for Custom Quote back to you.

It will include the requested changes (Calculated at MSRP). You can use the figures provided to develop your Sales Order for your customer.

You and your customer will decide whether or not to move forward with the purchase as it’s been detailed on the Request for Custom Quote.

Email/fax your Purchase Order, the Request for Custom Quote, and supporting documentation associated with the order.

Note: We will **not** enter the Purchase Order for processing until we receive your copy of the custom quote form that was provided to you. This is to verify what you are ordering is definitely what was quoted.

WRITE the assigned Quote Number on the Purchase Order and all other documentation.

Your custom order is placed into the queue for processing.



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The Express Program

We used to call our Express Program QuickShip. For dealers who are more than a year old, they hopefully understand the transition. Express keeps about 130 of our more popular items in stock, in specific wood, stain, and dimensions. These cannot be altered, or you move out of the Express Program. You'll see the E icon for Express, Q for QuickShip, or usually both. Please keep in mind that you need to check with shipping to see what the truck schedule is to your territory. We could have an item in stock, but if the truck isn't going to be in the territory for 3-4 weeks, the dealer needs to make sure the customer understands that.

The QuickShip Program

Think of QuickShip as a subset of Express. Why? Because most pieces in Express are available in QuickShip. What's the difference? In QuickShip you may choose any of the stains specific to the species of wood the piece is available in. We already have these piece built, just not stained and finished. The Q will be next to pieces that are available in QuickShip. These pieces are usually ready in four weeks, but again, please check with shipping to determine the truck availability to your territory. Please don't overpromise delivery dates.

Acknowledgements – Too Important to Ignore

This is your tool for identifying and correcting issues before they become problems. Once an order is scheduled and entered into our system, the acknowledgement for that order is sent out the next business day.

This is your First Alert: If you have not received an acknowledgement within three business days of placing your order, call and verify that we have that order and that there are no problems with it.

The Acknowledgment contains a tremendous amount of information concerning your order and our interpretation of that order. It is the single most important communication from Simply Amish to you.

Please review and insure absolute accuracy.

Second Alert: This is the time to call us with any questions or concerns. This is the easiest time during the entire process to correct mistakes or oversights.

Is each piece ordered as you intended on your purchase order?

Part number(s) and quantities

Wood species and stain choices

Hardware, Fabric, Leather choices

Options

Estimated Shipping Dates

Contact the Shipping Coordinator if you have questions concerning shipping dates.

Customer Name

Review for Accuracy. Again, this is the easiest time to correct mistakes.

Custom Pieces

Please review carefully to ensure your customer's vision is accurately reflected in the final Sales Order.

Review the accompanying Spec Sheet (if attached) for accuracy as well.



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Change Orders & Cancellations

Policy – Most of our furniture is custom made to your request. If a change or cancellation of an order is needed after the order has been submitted, simply contact us quickly. If the order is more than three days past the acknowledged date, we will inquire with the craftsman to see if the item is currently in production and if changes are possible. We will notify you if there will be any costs associated with the change or cancellation. This applies to EVERY change requested.

When a Change Order is requested in the building process, the builder may determine that a charge for the change is necessary. That fee will be passed along to the Dealer. When this happens, we will contact the dealer and communicate this charge to ensure the dealer wants us to continue with the change.

If a change order is necessary, please call us first and alert us that a change is forthcoming. This gives us an opportunity to discuss the change, and to make sure we understand your intent for the change.

We will ask you to email/fax us documentation of the Change Order to attach to the original order.

Best Practice – After discussing the change with us, indicate directly on your original Sales Order Acknowledgement

- “Change to Existing Order”
- “Do Not Duplicate”
- List the necessary changes
- Email/Fax to us

The updated order will be re-acknowledged the next business day

Miscellaneous Suggestions from our Customer Service Department

When ordering fabrics/leathers, please list the name and part number of the fabric.

List hardware changes and quantities of hardware after each piece and not just at the end of the Purchase Order.

If Purchase Orders are handwritten...Please make as legible as possible.

Purchase orders should always include a Purchase Order number. If it is a sold order, please print the Customer's last name on the order so that we spell it correctly on our “Made For” label.



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Contacts

- Kevin Kauffman – Co-Founder/Owner – KKauffman@SimplyAmish.com
- Cindy Shockey – Designer Liaison – (403) 701-2601 , CShockey@SimplyAmish.com
- Matt Reed – Customer Service/Operations Manager – Ext. 230, MReed@SimplyAmish.com
- Kevin Miller – Custom Quotes, Quality Control – Ext. 250, KMiller@SimplyAmish.com
- Rocky Moore – Returns – Ext. 238, RMoore@SimplyAmish.com
- Sharon Stuart – Shipping Coordinator – SStuart@SimplyAmish.com
- Amy Summerville – Shipping – Ext. 227, ASummerville@SimplyAmish.com
- Preston Owen – CFO – Ext. 224, POwen@SimplyAmish.com
- Charles Curry – Sales Manager – Ext. 229, CCurry@SimplyAmish.com
- Travis Mast – Assistant Manager, Operations – Ext. 228, TMast@SimplyAmish.com
- Michele Price – Assistant Manager, Customer Service – Ext. 226, MPrice@SimplyAmish.com
- Deanna Woolley – Customer Service – Ext. 247, DWoolley@SimplyAmish.com
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- John Woolley – Marketing Manager – Ext. 248, JWoolley@SimplyAmish.com
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