## **Monthly Focus**

What: Designer Sales

Why: Designer Sales are a great way to increase sales by giving qualified designers & decorators a discount as an incentive to bring their clients into a Leader Casual Furniture® showroom

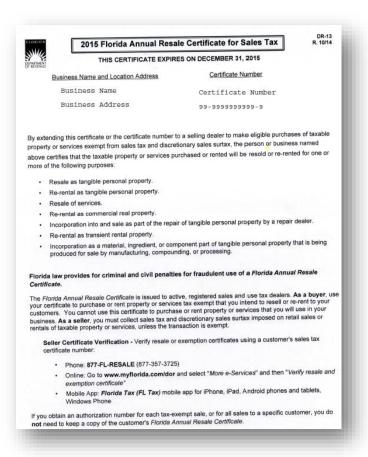
**When:** Leader's Casual Furniture® can offer this to any designer or decorator that works in the state of Florida.

**Who:** All store team members are able to work with designers & decorators and are required to know the proper documentation required in order to qualify for the discount.



## FAQ?

- ✓ What is the proper document required in order for a designer or decorator to qualify for the discount?
  - o A State of Florida re-sale certificate and/or a business card.



- ✓ Is the re-sale certificate good forever?
  - No, the certificate is good for 1 calendar year. Leader's Casual Furniture® will need the current certificate each year.
- ✓ If a designer is from out of state can we extend the designer discount to them?
  - Yes, but they cannot use their re-sale certificate. We can only accept re-sale certificates from the state of Florida.
- ✓ When a designer purchases product for their client, is it entered into FROG any differently than a normal sale?
  - The customer account info will be the designer. The "deliver to" address is the client of the designer.
- ✓ Is there a discount multiplier on designer sales like we use on Contract sales?
  - Yes, there is a multiplier to use to calculate the discount, depending on the vendor; however it is not based on how many pieces purchased like with contract.
  - Discount is calculated on "The Everyday Low" prices, never on "Group Prices"
- ✓ Are we able to extend the discount to a designer or decorator even if they are purchasing for themselves and not a client?
  - Yes, although if they are usually tax exempt this would NOT be a tax exempt sale
- ✓ Is there a "LEAD" line entered into FROG on these types of sales?

- "LEAD-DESIGNER" which will go into OVR when it is entered, so the pricing can be approved by a member of the Sales Leadership Team
  - Once the sales invoice is put into FROG, Please email the invoice number(s) to the Sales Leadership Team for approval to expedite this process.
- ✓ How is the tax removed on a sale in FROG, if the customer is tax-exempt?
  - The sale will automatically be generated with tax when it is entered into FROG, Accounts Receivable will remove the tax from the invoice, once it's confirmed the customer is tax exempt.
  - The sales team member will need to refund the tax on the initial sale; once AR updates the tax rate, all future invoices for that calendar year will be tax exempt.
- ✓ Can any portion of this type of sale be financed?
  - No, LEAD-DESIGNER sales cannot be financed.
- ✓ Can the Fabric Protection and Protection Plus plans be purchased by the designer for their client?
  - Yes, as long as it is being delivered to a residential client, they both can be purchased.
     However, both plans do not have multipliers and are priced at our Everyday Low price.

For any further questions, please reference the complete Designer Sale

Procedure 2.250 R:\Procedure Manual\2.0 General Store Procedure\2.250

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