EPI · INSIDE SALES

# WORKING WITH EPI

## WISCONSIN DEALER GUIDE

Welcome to EPI! We're glad to be working with you in Wisconsin. Here, we represent American Panel (APC), CounterCraft, Duke, Eagle, PizzaMaster and Salvajor. This guide shows how our inside team handles quotes, orders, custom projects and demos, so you always know where to send a request and what to expect back. You don't need to memorize anything here. When in doubt, send it to the department email below and we'll route it to the right person.

### QUOTE DEPARTMENT

Standard (non-custom) quotes go to **chicagoquotes@epikitchen.com**, and most are returned the same day, 48 hours at most. Projects that need drawings go to the Custom Department below.

To get the fastest, most accurate quote, please include:

- **End user name and location** (required)
- **Equipment:** model number, competitive model, or a detailed description
- **Options:** gas type, voltage, hinging, door direction, and any other build-up details
- **Accessories:** racks, casters, anything that ships in a box
- **Specifications**, if available; **serial numbers and photos** for replacements are very helpful, never required

**Pricing on your quotes**

- **Street, replacement and 11400 contract quotes:** we do our best to quote at your program-specific pricing. Please check each quote and let us know about any discrepancy so we can correct it.
- **Custom quotes** go out at custom net pricing.
- **Chain and national accounts:** if you have special pricing with a local account, please let Suzannah Robison in Sales Operations know. Locking it into our system keeps your orders flowing smoothly.

**Bid timing:** our goal is to get bid quotes to you early, so you have time to build and submit your bid. At the latest, we'll send them 3 working days before the bid date. A quote closer to that date usually means we're waiting on addendums, more project information or factory pricing, and we'll keep you posted.

### ORDER DEPARTMENT

Regular orders (street, stock and chain) go to **chicagoorders@epikitchen.com**. Contract orders (11400 and dealer design) go to **contractorders@epikitchen.com**. Our goal is to place every PO with the factory the same day it arrives, and always within 24 hours. For every order, from every department, we email you a confirmation once the completed PO is submitted.

1. **We receive your PO** and check it against what the factory requires.
2. **If anything is missing,** we email you right away. The order stays on hold at EPI until we hear back, so a quick reply keeps it moving.
3. **We submit the completed PO to the factory** and email you a confirmation.
4. **The factory acknowledges the order,** typically within 2–48 hours.

**Need it prioritized?** Mark your PO **URGENT** or **HOT** if the order should be prioritized, so we can handle it first.

Most holds come from the same few items, so please include these on every PO: end user name and full ship-to address; site contact name and phone (especially for jobsite or liftgate deliveries); electrical and gas type; build-up details such as hinging, door direction, options and accessories; and your EPI AQ project name and agreed pricing. Requirements vary slightly by factory, so if you're unsure, send what you have and we'll ask for the rest.

### ORDER TRACKING AND STATUS

**Acknowledgments and invoices come to you automatically.** We send them to the person or people who submitted the PO, so give it a little time and they'll arrive in your inbox. To check ship dates and tracking:

- **AutoQuotes order status:** handy if AQ is already open on your screen; updates can lag behind the factory. Factories in AQ: Duke.
- **Factory dealer portals:** ship dates and tracking straight from the factory. We're happy to help you get registered.
- **Email EPI:** send your PO number to chicagoorders@epikitchen.com and we'll reply by end of day.

**Upcoming factory price increases:** see the live timeline at inside-dealer-guide.vercel.app

| STATUS | WHAT IT MEANS | WHAT HAPPENS NEXT |
|---|---|---|
| **Received** | Your PO is in and being reviewed | Placed same day, within 24 hours |
| **On Hold – Info Needed** | We emailed you a question | Order moves as soon as you reply |
| **Submitted to Factory** | PO placed with the manufacturer | Factory acknowledgment in 2–48 hours |
| **Acknowledged** | Factory confirmed the order and pricing | Ship date posted by the factory |
| **Scheduled to Ship** | Ship date assigned | Tracking issued when it leaves the plant |
| **Shipped** | On its way | Tracking available in the portal or from us |
| **Invoiced** | Factory has billed the order | Invoice sent to the PO submitter |

## CUSTOM DEPARTMENT

Anything that needs drawings, such as custom fabrication, cooking suites and contract projects, goes to the Custom Department for both quotes and POs. Standard processing is 1–2 weeks; simpler items can come back in 2–12 days depending on the factory.

**What we need:** end user name and location, specifications, and drawings. Specs and drawings are required for every custom quote, and submittal drawings are required before ordering.

**What affects timing:**

- **Rush jobs:** tell us up front and we'll flag it with the factory.
- **Revisions:** add 1–2 days per revision.
- **Projects requiring engineer review** take longer.
- **Contract bids:** we send quotes closer to bid date so RFIs and addendums are captured.
- **Holidays, weather and factory volume** can stretch lead times; we'll keep you posted.

**Contacts:** Ben Lynch (CounterCraft), Max Cassidy (APC, Duke) and Matt Lawson (Eagle, PizzaMaster). Details below.

## DEMOS

All demo requests go through Bailey Rush (demo@epikitchen.com, 817.873.8331), who schedules them with the right rep. We prefer at least two weeks' notice so we can line up equipment and staff. Please include:

- End user name and address
- Contact on site
- Equipment list to be demoed, with serial numbers
- Two date options

## WHO TO CONTACT

| NEED | CONTACT | PHONE | EMAIL |
|---|---|---|---|
| Quotes, all channels | **Bailey Rarick** | 817.552.5516 | chicagoquotes@epikitchen.com |
| Regular orders (street, stock, chain), order status | **Kristina Davidson** | 913.563.2356 | chicagoorders@epikitchen.com |
| Contract orders (11400, dealer design) | **Ashley Irwin** | 817.552.5535 | contractorders@epikitchen.com |
| Demos | **Bailey Rush** | 817.873.8331 | demo@epikitchen.com |
| Custom: Eagle, PizzaMaster | **Matt Lawson** | 913.633.6035 | mlawson@epikitchen.com |
| Custom: CounterCraft | **Ben Lynch** | 817.552.5506 | blynch@epikitchen.com |
| Custom: APC, Duke | **Max Cassidy** | 817.554.1823 | custom@epikitchen.com |

We also offer inside sales training on quoting, ordering and factory portals, in person or virtual. Just ask, and thank you for your business!