

District AECInspire Strategy

1

District leadership schedules investigative meeting with **Adam Ketterer, Co-Founder of AECInspire**.

A. Include VP of Sales, Regional Directors of Sales and Operations.

B. Learn from other **Districts**.

2

Identify initial user(s) within your **District** that can use the software for confirming or correcting counts provided by contractor (see **AECInspire** user level process document).

3

Document initial wins from initial user(s).

4

Add **AECInspire** licenses to additional users.

5

District leadership should leverage the monthly usage report to praise active users and ask inactive users what they need to start using their licenses.

6

Schedule monthly **District** user group meeting to share best practices and reinforce usage (*"What gets measured gets managed"*).

7

Begin introducing contractors to **AECInspire**.

8

Document margin, wallet share and margin rate growth with those customers, then create case studies to share with other branches/potential users.

9

Expand licenses to all customer facing roles, gaining efficiencies and growing revenue/profit.