

AIS SALES HERO

Dan “The Man” Roberts Frequent Flyer and Installer Extraordinaire



Dan Roberts has a few aliases given to him by appreciative colleagues. Among them are Dan the Man (he’s the go-to guy for all things installation and beyond); Dan-imal (because he’s a beast when it comes to taming an installation); and The Midas Man because every installation he touches turns to gold. With that kind of a reputation, need we say more about why he’s a sales hero? Probably not, but here we go anyway.

Dan first started with AIS as a contractor, but it wasn’t long before he was hired as a fulltime employee. Now here for more than a dozen years, Dan and his team – consisting of Skip Steen – have become respected installation experts known throughout the industry.

Each year, Dan spends upwards of 40 weeks on the road travelling across the country to doing installations and instructing installers on the most efficient and successful practices. At every one of those installations, Dan shares his high standards helping to educate others on best practices, troubleshooting, and ensuring that our products function as intended.

This close connection to installers in the field has also helped AIS build an outstanding reputation leading to sales. They know that they can quickly and easily reach out to him with questions and don’t hesitate to share

their, in this case, positive experiences with dealers.

Each spring, about four weeks are spent at the Chicago showroom in advance of NeoCon, the industry trade show that welcomes manufacturers, dealers, and designers to connect and showcase new and existing products. Dan works with product line management, engineering, and marketing teams to build the displays that feature these products – some of them shown for the first time. Ready-ing the showroom for NeoCon is a multi-step process as he breaks down existing furniture, constructs new show-room displays to exacting details, all while troubleshooting and refining the process for new product installation.

Because he’s the first to build a new product, his contributions to installation instructions are key to making them user-friendly. During the process, he works out where the challenges are and creates solutions that are documented and become part of the installation guide.

Dan’s expertise is also valuable when it comes to sales presentations. Often invited to large or highly visible client sales meetings, Dan’s knowledge and detailed approach helps to assure dealers and end users alike that the project will be installed correctly. When a large order requires a mock-up for customer approval before an order is placed, Dan is the man for the job. His skill and responsiveness helps AIS sales teams to win projects.

Whether or not he’s on the road, Dan is available to everyone who has access to the QR code that is printed on every order shipment. Remarkably, since November 2021, Dan’s phone has received 9,283 text messages with all sorts of installation questions. Even when he’s grabbing some downtime with a coworker, he’s responding to messages from all over the country.

Dan is originally from Lowell, Mass. where he still resides. A proud resident of the city, he grew up with the famous fighter Mickey Ward and still listens to New Kids on the Block who also hail from his hometown. A “sweet tough guy” Dan is an avid golfer, although some would describe it as an obsession, and he even finds time to hit the links when he’s in Chicago.

AIS is pleased that Dan Roberts is part of the company’s service team. No other manufacturer has an expert like Dan up their sleeve to make the magic happen.

Thank you Dan for all you do to support the efforts of the AIS sales team.