

# AIS SALES HERO

## Dynamic Designer Mike MacLean Helps Take AIS to the Next Level

Those who work in proximity to Mike MacLean, AIS' director of design, know that often, you'll hear him coming before you see him. Known for his infectious laugh and easy-going manner, Mike's upbeat and can-do attitude has elevated AIS' design service and brought a value add to the sales team who use the service as a major selling point.

Just a little more than two years into his tenure with AIS, Mike immediately had a positive impact on the dealer experience and support of the sales team that has continued to be a catalyst for the company's continued growth.

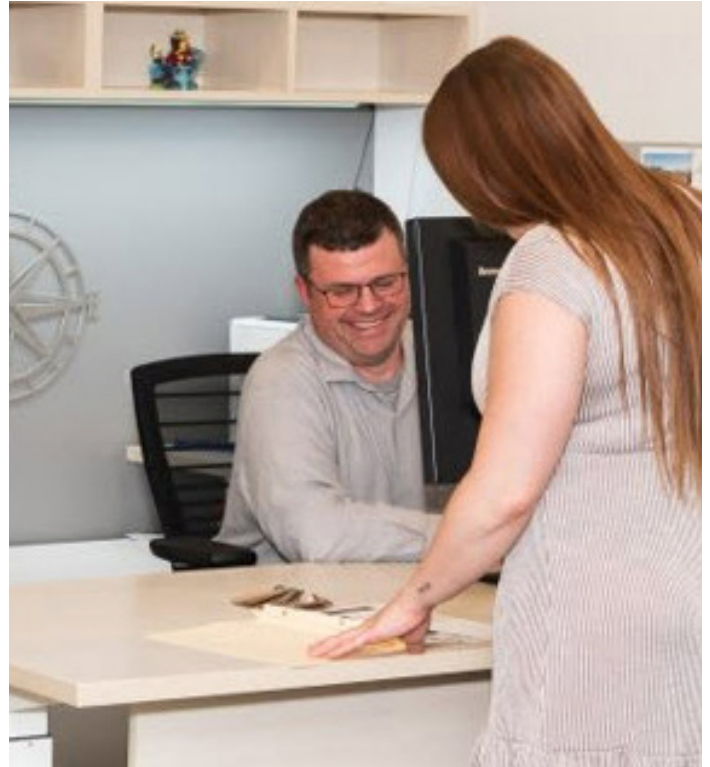
### Walking in Their Shoes

With many years of experience on the dealer side, Mike brings an important point of view and much empathy to AIS and his team of 13 designers and showroom managers. All in, the team supports a thousand dealers with each completing more than 760 projects a year, far more than their counterparts in the industry. And, it's a free service for AIS dealers, a huge advantage for them and our sales team.

As a manager, Mike treats his team with respect, compassion, and know-how supporting them and the eight key design services they provide. As the only manufacturer who can create layouts using all four industry standard design software platforms, Mike ensures that AIS has a competitive advantage over our competitors – a key selling point for the AIS sales team.

In addition to leading the team, Mike also supports four elite dealers, Nick, Bruce, and Arthur, all of AIS' senior vice presidents and vice presidents, Mass., R.I., Canada, and house accounts with design work. His ability to form and foster strong partnerships in the field and at headquarters has served the company well. Always looking for a way to say "yes," Mike goes above and beyond to help, often responding to requests after hours and on weekends. In fact, both Ben and Doug wonder when he finds time to sleep because he seems to be working 24/7!

The work he oversees includes creating 2D and 3D line drawings, full color renderings, developing furniture typicals, designing and reviewing dealer showroom concepts, providing product knowledge and training to dealers, performing design specification checks, and creative software training programs for dealers on the topic of how to specify AIS products.



### Investing in Technology and Staying Current

Mike also stays cutting edge with new software and creates virtual showroom tours and augmented reality experiences for dealers. So far, he has created more than 40 virtual reality designs and has recently taken on the challenge of augmented reality and is currently designing and testing our product on the platform.

Bringing designs to life on these platforms assists end users to visualize the finished installation, again helping the sales teams achieve success.

### He Really is a Boy Scout

A New England original, Mike's Boston accent and affable manner adds color to his designer, dealer, and sales colleague interactions across the country. In his free time, Mike is an Eagle Scout leader of a troop and enjoys scuba diving.

For his impact on the dealer experience, support of the sales team, and many other reasons, AIS sales leadership is delighted to name Mike MacLean, director of design a Sales Hero.