The **Aspire** *Software Company*

CRM
Manage marketing and prospects

Estimating
Manage proposals and contracts

Scheduling
Manage crews and jobs

Purchasing
Manage job materials and subs

Crew Mobile
Manage job hours and payroll

Fleet/GPS
Manage vehicles, equipment and the shop

Invoicing
Manage billing, collections and payments

Reporting
Manage sales, job costs, forecasts, and financials

WE LIVE IN A SMART TECH WORLD...

Business systems can now predict and recommend actions.

A LONG TIME AGO, Michael Gerber (E-Myth author) wrote that successful owners must spend more time *"working on the business"* and less time *"working in the business."* This is a great concept, but begs the question … How can an owner do this? The answer today is Business Management Software (BMS). BMS provides the Smart Tech to help you work on the business. BMS is Standard Operating Procedures (SOP's) and Business Intelligence (BI) all in one.

"BMS is a game changer," says Kevin Kehoe, founder of **The Aspire Software Company**. "Your margin for error in managing costs has never been thinner, and the need to differentiate yourself has never been more important." BMS provides the management discipline to maximize accountability, efficiency, productivity and customer service. This is critically important today given the shortage of talent at all levels in the industry," Kehoe says. The key goals of a BMS in Kehoe's view are to:

TURN B PLAYERS INTO A PLAYERS:
Everyone wants "A players." What makes an "A player?" An A player is knowledge, combined with organization skills that produce consistently good decisions. Owners can make this happen by providing the "B player" with the information and procedures delivered on phones or tablets to reduce mistakes, guess work and time wasted waiting for directions from above. Think about it: Crews, supervisors and managers all working in **real time** taking initiative and doing the right things. That's a culture anyone would want.

TURN DIMES INTO DOLLARS: There are hundreds of moments every day where little mistakes like mis-bidding a job, installing the incorrect material, neglecting preventative maintenance or not responding to a customer request may only cost a small dime. But multiply those mistakes by 5 days a week for 52 weeks a year. That means a $3MM business where there is one hour of re-work, one $10 plant replacement, and one hour of downtime due to broken equipment for one crew will cost you more than $30,000. "That alone is more than the annual cost of BMS," says Kehoe.

TURN CUSTOMERS INTO FANS: The question every owner must answer is, how do I make it easier for my customers to do business with me? The simple answers are **(1)** stop wasting their time, **(2)** eliminate inconveniences caused by your mistakes and misinformation and **(3)** give them something no one else can deliver – ***and do it consistently***. If you can do this, you create a "sticky" relationship, where they have no reason to talk to anyone else, regardless of the price. "This is an area where The Aspire Software Company continues to invest significant dollars," Kehoe says. "We provide our clients with features that manage customer issues and requests, improve communications between the office and field, conduct site reviews, produce budgets, and approve, monitor and pay for services delivered – all online and in the cloud."

We live in exciting times. BMS makes it possible for you to "work on the business." Selecting a BMS is more than purchasing a "program." You are making an investment (of less than one percent of revenue) in your business and you must consider **(1)** the quality of implementation program for proper setup, **(2)** the accessibility and quality of support and training services, **(3)** the investment plan for enhancing features and functions and **(4)** the flexibility that allows integration with other applications, as well as the software features and applications.

"BMS at a minimum will reduce paperwork, data re-entry, and endless management meetings," Kehoe says. "But a true BMS will make your people better and your customers happier. So instead of the typical 'fear and loathing' associated with buying software, owners instead might get very excited by how BMS can show them the way to *working on the business instead of in it.*"