



Call with S.A.F.E. Enterprises - Justin Ost

Jordan Pearsall with S.A.F.E. Enterprises
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Participants

SERVICETRADE

Jordan Pearsall
SDR

S.A.F.E. ENTERPRISES

Justin Ost

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Transcript

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JUSTIN

0:00 Hello, this is Justin.

JORDAN

0:03 Hey, Justin, this is Jordan Pierce with ServiceTrade. How are you?

JUSTIN

0:07 I'm good. How are you?

JORDAN

0:09 Good. I saw your demo request come through and I just want to see if now was a good time to talk and we can get you set up with that, see if we're a good fit and see if we can help you out.

JUSTIN

0:17 Yeah. What I've got right now is a shit show going on. I've got billed up... and, it's a freaking disaster. Let me tell this guy that I have on the other line, I'll call him back. Give me one second, don't go anywhere.

JORDAN

0:24 Goodness...

JORDAN

0:32 Okay.

JUSTIN

0:41 He one. Okay?

JORDAN

0:45 I'm here.

JUSTIN

0:46 Yeah. So I have BuildOps. We're a new company been established in the last six months.

JUSTIN

0:54 I have a friend who owns an hvac company who has BuildOps. I haven't had anywhere close to the same experience and I have a lot of stuff that's not turned on my BuildOps, that they have turned on and theirs and I'm I have problems with them that I wouldn't think that would even be problems because the problems I'm running into or stuff that there's no way. Nobody else is running into those same problems.

JORDAN

1:19 Yeah. So, let me ask you. I'm having a hard time opening up your website, what exactly we all do? Okay, that would explain why I won't open.

JUSTIN

1:25 I don't have a website.

JUSTIN

1:29 Okay. So, we are a fire. So we're a fire suppression company right now?

JORDAN

1:31 What do you all do?

JORDAN

1:36 Okay.

JORDAN

1:40 So, do you Inspect those depression systems? How? Okay.

JUSTIN

1:43 Yep. So doing hood systems?

JUSTIN

1:50 Doing hoods doing?

JORDAN

1:54 Do you do hood cleaning?

JUSTIN

1:54 Portables? We, we eventually we're gonna add that on, you know, eventually.

JUSTIN

2:01 And then, but the baseline right now is we do a lot of national account... portables.

--- Forms ---

JUSTIN

2:10 Range hoods back flows?

JUSTIN

2:15 And then soon, eventually here as we grow, add on alarm sprinkler.

JUSTIN

2:24 And that...

JORDAN

2:24 So, are you doing backflow testing and inspection?

JUSTIN

2:29 Correct.

JORDAN

2:30 Okay. So correct me if I am wrong. Hold on one second. Let me pulled it over. So you are doing.

JORDAN

2:39 I got put suppression systems, backflow testing. What else are you all doing?

--- Forms ends ---

JUSTIN

2:49 So...

JUSTIN

2:52 So, we do, yeah. So fire extinguishers, like backflow range. He?

JUSTIN

3:01 Down the road, they'll probably be, it'll, probably be hvac but my main thing right now, is let's just call it depression.

JORDAN

3:10 Okay. So that's your main thing was how much... what percent of your company's taking up that hood suppression systems and inspections?

JUSTIN

3:20 100 percent right now.

JORDAN

3:22 Okay.

JORDAN

3:25 So, you're not doing any, that code testing?

JUSTIN

3:27 Wait a minute. Yeah, we are doing some backflow testing. Yes... I'm sorry, I think, yeah, yeah.

JORDAN

3:32 Okay. But is that very little?

JORDAN

3:40 Okay.

JORDAN

3:45 All right. So, are you 100 percent commercial?

JUSTIN

3:50 Yes.

JORDAN

3:51 Okay. I'm just, so what I'm gonna do, I'm gonna gather some questions for you, make sure we're a good fit and I'll get you set up on this demo. I'm sure you're busy. So I'll make sure it's as quick as possible.

JUSTIN

4:05 I've got two technicians that have used your software before.

JORDAN

4:10 Awesome at other companies.

JUSTIN

4:11 So that's why I've been talking to you. Yeah.

JORDAN

4:14 Okay. Awesome.

JORDAN

4:17 Yeah. We're very well known in the fire life industry.

JORDAN

4:22 Okay. So what I'll do?

JORDAN

4:25 So, are you all doing any type of install or just servicing those suppression systems?

JUSTIN

4:28 We're doing service now, we will do, we will do install on suppression system. And then I've also been into a little bit of quoting on actually putting in hood system. We do use some sub contractors.

JORDAN

4:50 Okay. So, are you subcontracting out?

JORDAN

4:56 The service work or just the install work?

JUSTIN

5:00 Just like the install work, like we're doing a suppression system, but I'm contracting out like a duck work company to help us put the hood in and hanging the hood because I don't have the guys for that right now?

JORDAN

5:02 Okay.

--- *Type of work* ---

JORDAN

5:10 Okay. Got you. So they're helping out your sub, contracting out, install work, not service?

JUSTIN

5:15 Correct.

JORDAN

5:16 Okay. And percentage breakdown wise, how much?

JORDAN

5:22 Service work are you all doing versus install percentage wise?

JUSTIN

5:23 95 and five, is this point in time?

JORDAN

5:32 95 percent service. Awesome. And then how much of your service is, you know, those planned inspections versus, you know, some, you know, reactive service, they call you because something's wrong.

--- Type of work ends ---

JUSTIN

5:44 So, currently?

JUSTIN

5:46 Currently, our main book of business is national account work, which we're working for five different national account companies who have the contracts with the end user. So IO, right now we have some of our own, but every month we get a list of jobs. We're gonna go out to you for that customer.

--- Type of work ---

JUSTIN

6:06 So, I don't really have a way to pre plan on that or give a, put it in the system and then have it as a maintenance freemen. It comes up again in six months for a year. So that's kind we've been treating that more like service work, but it's actually it's PM work on their side.

--- Recurring maintenance ---

JUSTIN

6:22 But then we also do have where we're gonna want to set up our own service agreement, customers and in and have the reminder come out that, hey, we need to.

JUSTIN

6:30 We need to do this again in six months or a year.

JUSTIN

6:35 But the other main very big asset for us is, which was supposed to work in BuildOps is all right. I've got a list, of january PM from...

--- Recurring maintenance ends ---

JUSTIN

6:47 Xyz company. I put them on, our job visit board and I can pull up, the map and see the map so I can map out routes.

JORDAN

6:55 Okay. Yeah. And I'll get to those problems needs, but.

JORDAN

7:02 Sorry, I'm just trying to, you know, make sure that, you know, we're the best fit for you all. So you said those preventative maintenance agreements are coming through another company. Could you explain that to me a little bit more? Are they?

JUSTIN

7:05 Sure.

JUSTIN

7:18 I'll give you an example. So there's a company called academy fires. They don't perform any of their work. They're just a national account holding company and they sub out all their work throughout the whole country. So.

JUSTIN

7:33 I guess give you another example.

JUSTIN

7:39 I'm gonna do the same thing like an hvac company like.

JUSTIN

7:44 It's it's national. I guess it's national account company where like game stop and stuff like that like game stops are all contracted out through academy fire. And then academy fire finds contractors who are licensed to do the work in those areas.

JORDAN

7:59 Okay.

JUSTIN

7:59 They, they don't do any.

JORDAN

8:02 Yeah.

JORDAN

8:05 So you're almost like a third party?

JUSTIN

8:08 You got it.

JORDAN

8:09 Okay.

JUSTIN

8:10 Yeah, I own safe enterprise is when I want to walk in, hey, I'm Justin from academy fired here to do on behalf of an academy fire to do your fire extinguisher inspection.

JORDAN

8:20 Okay. I got you.

JUSTIN

8:21 But, my tags, hang on all the fire extinguishers and, all that kind of stuff.

JORDAN

8:27 I got you. Okay. So, are you aware of how, you know, each of those are going to be planned out? How much of your business is your planned maintenance versus, you know?

JUSTIN

8:41 Hey, can you hang on one second? I need to tell? So one thing and I'll be right back.

JORDAN

8:45 Okay.

--- *Type of work* ---

JUSTIN

8:57 I'm back. Sorry.

JUSTIN

9:00 Are you still there?

JORDAN

9:01 Yes, I'm here.

JUSTIN

9:03 Sorry about that. I'm running a late lunch here and the guy guys staring at me?

JUSTIN

9:10 So...

JORDAN

9:10 No, you're totally fine. So, how much of your business is that planned maintenance versus reactive?

JORDAN

9:19 Of your own plan?

JUSTIN

9:19 Right now, right? I mean, are you gonna consider that stuff reactive or planned maintenance? What with what I just explained, what is that? That's to me? It's reactive?

JORDAN

9:26 You know, to be honest... yeah, it's more reactive and third party work. That's why I was asking how much plan maintenance. You know, you have a loan outside of that.

--- *Purchase decision* ---

JORDAN

9:39 Because what I'm gonna do is, I'm just gonna go double confirm because I, you know, would hate to waste your time. I'll be honest with you. You know, I just started about a month or two ago, and this is the first time I'm running into this. And so I just want to make sure that third party work, you know, is something that, you know, we're geared towards. And if not to point you in the right direction.

--- *Type of work* ---

JUSTIN

9:33 Okay.

--- *Purchase decision* ---

JUSTIN

9:49 Okay.

JUSTIN

9:58 Right.

--- *Type of work* ---

JUSTIN

10:00 No, you're fine. And, and that's fine to check. But according to my guys, what you have will do exactly what we need, but that's fine. So, right now, if we're gonna

call that reactive work, I would say that we're 80 percent reactive work and we're 20 percent planned work. But as the business grows, as the business grows, we want those numbers to put, you know?

JORDAN

10:06 MM. HMM.

JORDAN

10:16 Okay. Well, that's still.

--- *Type of work ends* ---

JORDAN

10:23 Okay. So listen, then you are fit, just right there because, you know, that 20 percent plan that you have on your own, you're looking to grow that correct? As you just said?

JUSTIN

10:31 Yeah, right. Yeah, the national account stuff is to get us started as a business, you know, rolling and all that.

JORDAN

10:33 Okay.

--- *Forms* ---

JORDAN

10:37 Okay. Yeah. Then that is completely fine. Then. Yes, you are fit. That's got my question answered. That's your party.

JUSTIN

10:43 I heard a rumor about what your software can do though. Do, you guys have the, so, with these different customers, we get different forms that we have to fill out for job site visits. One of my guys was saying that you guys, I can take a PDF form and import it and then it can be turned into an editable form on your platform.

JORDAN

11:04 Yes, I'm 99 percent. Sure that is doable. We do have a lot of good technology revolving around the forms and getting them into the system for you and personalize at that.

JUSTIN

11:14 BuildOps was supposed to do that, but, their version of that, it is, I import, you know, a form that you gave me, and then I got to go draw all these boxes over top of it to try to make it editable. And I'm not actually editing the form.

JORDAN

11:25 Yeah.

--- *Type of work* ---

JORDAN

11:28 I got you. Yeah.

JORDAN

11:33 I'm familiar with BuildOps. How many texts do you have?

JORDAN

11:38 Out in the field?

JUSTIN

11:39 I have two right now, 10 to be three to four, yeah.

JORDAN

11:41 Okay.

JORDAN

11:44 Okay. So you're looking to grow there? Perfect?

JORDAN

11:50 All right. So, I kinda got a little bit of background and your current process, I guess tell you more about your current process around your 20 percent of those planned maintenance agreements.

JUSTIN

11:51 I need integration with Quickbooks?

JORDAN

12:00 What's it? So you're on BuildOps, are you on any type of accounting software?

--- *Type of work ends* ---

JORDAN

12:10 Do you have Quickbooks now?

JUSTIN

12:12 I do.

JORDAN

12:13 Okay. Do you have desktop or online?

JUSTIN

12:16 Online?

JORDAN

12:17 Okay. Online, and where are you headquartered? Is there a full address?

JORDAN

12:26 I could get from you?

JUSTIN

12:28 Yeah, you can, U, H, you can use 155, detmerdetm, Lane, Milton... Kentucky, four, zero, zero four five.

JORDAN

12:44 Okay.

JORDAN

12:47 So, are you eastern or central time?

JUSTIN

12:50 Eastern...

JORDAN

12:52 Okay. Eastern.

JORDAN

12:55 All righty. Nine. Okay. So, so those problems you were talking about earlier in the conversation that you said you probably aren't the only person facing them? What are those problems that you're facing?

JUSTIN

13:09 So, like this week, I can't send a freaking quote out to my customers because magically, after they did an update, none of my price books will pull into the quote and I can't edit anything.

--- Dispatch ---

JUSTIN

13:24 An ongoing thing. The last two months is okay. We'll have a dispatch board and we'll put our jobs in and everything, and I go over to look at the map and I can have five computers sitting on the desk and I'll be quick at the exact same settings and everything, trying to look at the map to dispatch out people. And this computer will show some jobs on it. This computer will show some jobs but not to, they all have different map page clicked on the exact same thing. So, I've got, I don't even know sometimes I don't even know if I mean, I've been looking at all the calls on the dispatch board on the map to be able, to route anything.

JORDAN

14:03 Okay. So kind of like missing information technology wise?

--- Dispatch ends ---

JUSTIN

14:12 I wouldn't even say that the technology is supposed to be there, but, it, there's so many hiccups with it that... I don't understand.

JUSTIN

14:23 The stuff we're having is basic stuff that you'd think that would be figured out.

JORDAN

14:27 Okay. So you'll running into like a bunch of smaller issues that, you know, creating a big problem as a whole.

JUSTIN

14:30 Yeah.

--- ST app contracts and pricing ---

JUSTIN

14:36 I mean, for instance, now, we just about the quoting thing, the girl from support just called me before you call, she goes, well, you need to change the item code. So, when they first set up our jobs so we could change labor stuff, they put an asterix in front of the word labor and they said then you can change it however you want.

--- ST app contracts and pricing ends ---

JUSTIN

14:54 She calls and tells us today. Well, you guys have your labor all set up wrong and you have asterix put in the front of kind of that stuff. And I'm like you guys are the ones who set all this up.

--- ST app contracts and pricing ---

JORDAN

14:42 MM...

--- *ST app contracts and pricing ends* ---

JORDAN

15:05 Yeah, yeah. No, I hear you. We, we do have, you know, quite a number of people come over from BuildOps.

--- *Pricing* ---

JORDAN

15:13 But let's get you set up. I got a few parts.

JUSTIN

15:16 What I'm not to end up doing there because they made me pay everything upfront for the whole year.

JUSTIN

15:22 So... well, I'm only six months in, but I'm at the point of, I, if I can't quote, then I can't tell where my jobs are. I can't make any money, so.

JORDAN

15:22 Okay. So when does that end?

JORDAN

15:37 Yeah.

JUSTIN

15:39 My attempt is probably going to go back to them is all right. Guys. We're six months in, your to crap. I need my or six months money back, but I don't know.

JORDAN

15:47 Yeah.

JORDAN

15:50 Okay.

JORDAN

15:52 Well, here's another way I like to put it.

JORDAN

15:57 If you had a magic wand, what are three things that you're looking for in your software?

--- Dispatch ---

JUSTIN

16:05 Integrating customer reports. So my guys don't have to print the paperwork out and physically take it with them?

JUSTIN

16:13 Dispatching, which involves having the, being able to look at the map and look at all my jobs, on the board. Like right now in Kentucky, I've got 100, 100 jobs on a Kentucky map if you pulled up, right?

--- Paper process ---

JUSTIN

16:28 And then easy invoicing once. Once I do that, because right now my invoice processes, the guys have to print out the paperwork. So we enter the job and BuildOps, they have to print paperwork which should be able to be pulled up in the tech app and upload it into that into the BuildOps, but it doesn't because it doesn't do that easily. So then they go out. They do the job on the call on BuildOps. They have the physical paperwork. So they get home at the end of the day, they got to scan all that paperwork in, label it and then e-mail it to the office. And then we have to go in and review the job, attempt to get the paperwork, to import in and then get the report out, which involves the patching into physical written out paperwork and then get the invoice to come out.

JORDAN

17:04 MMHMM.

--- Paper process ends ---

JORDAN

17:17 I got you. Yeah. So a lot of steps.

JUSTIN

17:20 Yeah.

JORDAN

17:23 Okay. I think I got you all wrapped up here. Let me make sure I'm not missing anything.

JUSTIN

17:28 At this point, I'm gonna tell you, no, because I'm also in the midst of separating from my business partner... and I will be the sole source and owner of the company. So, no.

JORDAN

17:30 Your current process?

JORDAN

17:35 Problem? Okay. So, my last question, is there anyone else who is the decision maker on this transaction?

JORDAN

17:57 Okay.

JORDAN

18:00 Okay. Gotcha. And then.

JUSTIN

18:03 So, it's Justin dot ost. Ost.

JORDAN

18:06 Justin, what is your e-mail...

JUSTIN

18:14 At safe dash enterprises, dot com.

JORDAN

18:18 Okay. And this is your last name?

JUSTIN

18:20 Yep.

JORDAN

18:21 Okay. Awesome. And then this is your direct line.

JORDAN

18:25 Okay, great. Let's get you scheduled, Harrison or meta will be taking very good care of you. Let's see what is on the counter?

JORDAN

18:39 Get this pulled up one moment.

JORDAN

19:05 We could do nine o'clock next Thursday, february first.

JORDAN

19:14 Nine am.

JUSTIN

19:14 Unless something comes up with a legal meeting or anything like that. Yeah, I should be able to do that.

JORDAN

19:21 Would three PM or four PM work better for you next Thursday?

JUSTIN

19:28 I would probably say the later in the day probably the better?

JORDAN

19:31 Okay.

JORDAN

19:35 How about four o'clock Thursday february first?

JUSTIN

19:38 That'll work. So my calendar invite.

JORDAN

19:40 Yes. So, what I'll do I'll send this counter invite over? Do you want anyone else on this meeting?

JUSTIN

19:46 Yes.

JORDAN

19:47 Okay. Let me get there.

JUSTIN

19:48 The name is the first and last name again. So it's mark?

JUSTIN

19:56 Dot Gibson?

JORDAN

20:01 Okay. Awesome. Well, I'll add mark on there as well. So I'll send this meeting over. I'll follow up with you next week. In the meantime, feel free to reach out if you have any questions or anything you want to add to it. Our territory manager Harrison is gonna get everything covered for you. We block out an hour. The demo is about 30 minutes... and it'll be recorded so you can have it to share with others if needed. And we leave another 30 minutes open, you know, for questions and everything.

JUSTIN

20:24 Yeah.

JORDAN

20:34 Awesome. And it will be a Zoom link. Have you used Zoom before?

JORDAN

20:39 Okay, great. And so it's real simple. You just click on that link. But if you have any questions, feel free to reach out, but I will follow up with you next week, Justin. I appreciate it. And I hope we can get this up and running for you and this all works out.

JUSTIN

20:44 So that's a good question. So let's say we do a demo. I'm assuming you guys already have some can setup for fire company a, what's up time?

JORDAN

20:58 Huh.

JORDAN

21:05 What's the white?

JUSTIN

21:06 What's the uptime if we say, go, let's say Friday morning next week after the demo, what's the up time to get up and running?

JORDAN

21:15 That is something that Harrison can talk more with you. I believe it's 60 days, 60 or 90 days. Please do not quote me on that, but I mean, that's you know, full up and running.

JUSTIN

21:21 Boy. Okay.

JORDAN

21:28 But that's something you could talk more with Harrison. And if I get a definite answer before Thursday, I'll let you know.

JUSTIN

21:28 Okay.

JUSTIN

21:34 Thank you.

JORDAN

21:36 All righty. Take care. And if you wouldn't mind just accepting that meeting when you get it, so we know we sent you to the right e-mail I'd appreciate it. Thank you so much. Justin. Have a great weekend. Take care.

JUSTIN

21:46 You too.

The End