



Call with Starnes HVAC - Les Hale

Susan Warren with Starnes HVAC
Recorded on 1/10/24 via SalesLoft, 5 min.

Participants

SERVICETRADE

Susan Warren
Territory Manager

STARNES HVAC

Les Hale
Owner and Sales Manager

Topics

<i>Accounting integrations</i>	0:28
<i>Purchase decision</i>	1:56

Transcript

"This English transcript was generated using Gong's speech-to-text technology"

LES

0:00 Hello?

SUSAN

0:01 Hi, it's this Les?

LES

0:03 Who you?

SUSAN

0:04 Hi, Les, my name is Susan Warren. I'm calling you from a company called Northboundary. Does that name ring a bell at all?

LES

0:08 Not 100 percent, but that don't mean is high.

SUSAN

0:15 Fair enough. So, the reason I'm reaching out Northboundary, it's a tool for folks that sell a good portion of commercial planned maintenance agreements and product proposals.

--- Accounting integrations ---

SUSAN

0:28 It basically helps folks go out in the field, gather that information, put proposed together and track the success of the deal. I was just curious what tool you all are using to handle stuff like that?

LES

0:28 No.

LES

0:39 We do.

LES

0:42 FieldEdge right now, and then we're going to a new system were called BuildOps.

--- Accounting integrations ends ---

SUSAN

0:48 BuildOps. Gotcha. Well, this would actually be something kind of totally different from, you know, your regular field service management system. This would be U, this is just, a sales tool to help you put those proposals together, you know, get the information from the field, track the proposals, make sure the margins are, you know, airtight. All that good stuff. Is that something that you've seen the functionality with BuildOps?

LES

0:57 The...

LES

1:11 One.

LES

1:17 I can quote stuff through it, but I used to do my own report.

SUSAN

1:19 No, no, no. So, this would be something totally different that you would use in conjunction with BuildOps, you'd use Northboundary to sell stuff. And then once it's sold, you execute on it and BuildOps. But the point of my a like, well, let me ask you this actually, are you using like excel spreadsheets and like kind of, you know, document templates on your computer to do that right now?

LES

1:45 You pretty much.

SUSAN

1:47 Well, in light of that, definitely don't want to try sell you anything over the phone, but it just takes a couple of, you know, a few minutes over Zoom just to show you around how it works.

--- Purchase decision ---

SUSAN

1:56 It's it's a pretty straightforward tool. But considering, you know, that's kind of bread and butter, I'd love the opportunity to show you around for a few minutes, on a Zoom meeting. If you got some time coming up.

LES

2:09 You could send me some information, on an e-mail...

SUSAN

2:14 I wish we had some good, you know, kind of like fully comprehensive marketing information like that, but really, if you have, you know, just like 15, 20 minutes, I could just show you around if you're not interested.

--- *Purchase decision ends* ---

SUSAN

2:25 I'm not a sales pressure type of person, you know, no harm, no foul. But I'd love to just show you around over Zoom real fast. If you've got some time, you know, coming up like later on this week or early next.

LES

2:39 I can't think of me right now. I'm pretty tight, you might reach out to me next week, but this week, I'm pretty busy.

SUSAN

2:47 I understand I'm kind of in the same boat especially with a short week coming up. The, the cool thing about our scheduling software because it sounds like I kinda caught you away from your desk. The cool thing with, the scheduling, the tool that we have is, if it's not a good time, you can just click on it and adjust it. But if you're generally like around in the mornings or afternoons, we could throw some time on there and then you could adjust it as needed. But if you generally feel like you might be around you, for example, like I don't know like, you know, Tuesday midday, we could throw some time on there, for them and then we can adjust as needed.

LES

3:07 Yeah.

LES

3:26 Okay. It'd be fine. Yeah, just send me an e-mail and we'll see what we can work at.

SUSAN

3:29 Fine. Sounds good. Let me just make sure I've got the correct e-mail address for you. Let's see. I have got L, Hale at strnesinc dot. Com. Is that correct?

LES

3:50 It's star?

SUSAN

3:53 I was looking right at it and the words coming out of my mouth did not match what I looking T, I apologize and let me ask you real fast, how many technicians are you guys up to at the field just to update my notes?

LES

4:08 This location we're up to?

LES

4:12 17 on.

SUSAN

4:14 17, are there more folks at other locations?

LES

4:18 We've recently merged with a larger company?

LES

4:22 First called mechanical and I think there's about 200, so.

SUSAN

4:27 Got it. But, would you have to run this? Like, is this something that would have to be like global or could you buy this just for stars? Hypothetically, I'm not selling anything right now, don't worry.

LES

4:40 But they even had to be involved. I'm sure the parent company.

SUSAN

4:43 Got you. First call mechanical. All right. Well, that sounds good. I'll go ahead and get something together for you and, we can kind of take it from there.

LES

4:53 All right. Thank you. Bye.

SUSAN

4:54 Thank you. Bye bye.

The End