



ServiceTrade Review

McKenna Nelson with Aztec Fire & Safety
Recorded on 7/7/23 via Zoom, 1 hour 12 min.

Participants

SERVICETRADE

McKenna Nelson
Account Manager

OTHER

Randy A

randall akins

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Transcript

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--- Call Setup ---

MCKENNA

0:00 Hey, Randy. How's it going?

RANDY

0:01 Great. How you doing a?

MCKENNA

0:03 Good. It is Friday. So, can't complain too much?

RANDY

0:07 That's true. Okay.

MCKENNA

0:09 No short. We goes unpunished.

RANDY

0:11 This is true. Yeah, it's been exhausting this week. So at least for me.

MCKENNA

0:15 Thank you, for rescheduling too. I was sick on Wednesday. Still not feeling great. So I'm doing my best.

RANDY

0:23 Okay. Well, thank you because I missed the last meeting totally did not understand it. So, both of us have done it. So no big go.

MCKENNA

0:32 We go.

RANDY

0:34 Okay. So what did you wanna cover?

MCKENNA

0:37 So, we have your renewal coming up and so I wanted to talk about that briefly, but also, you know, did you ever get up with anybody at say Building Reports a BuildOps about that fun email?

RANDY

0:53 I didn't personally, Chris from our office did. Yeah, I don't even know what to say there. They, they don't even they won't even acknowledge that they even put that out even though we forward it. And after talking to Billy, it sounds like this is just how these guys do stuff. And I've talked to a couple of other different business owners in California and nor Cal... and they said that they've seen similar tactics, similar stuff... but, you know, it's one of those things where at the end of the day, I can only control so much... until we find out they're doing something else or using us or anything. I'm kinda having to sit back and just kinda be like you guys handle it because I didn't talk to us when they even looked at their product and all that. So, I'm just like this is why I told you guys we didn't wanna most likely switch right now anyways to any of these companies... you know. And, the tough part for, so, no, on that thing, no one has walked into my office and said they either they have fallen on the sword. They've done that. The only thing is the person that whoever we did our thing with acted like I said, he doesn't know anything. Doesn't doesn't know. Do you guys know who sent that out from our office? Because it was blacked out on the thing, you know, stuff like that. So, we actually had a weekly meeting this morning and that came up because I said I was talking to you and I asked if there was anything else and they said, no, we haven't heard a thing and I'm like, okay, whatever.

--- Call Setup ends ---

RANDY

2:38 And then like I said, I've talking to Bill. It kind of made sense that this is how they're going. But I mean, whatever, yeah.

MCKENNA

2:44 It's honestly not and I used to work, the person who sent it was on their SDR team, their sales development team. And I used to be on that team too and I can't say that we wouldn't say something similar, but we also didn't put names in there. I never, none of us are ever going to say XYZ company switched to service trade or yeah switched to service trade or look to service trade because this other company's XYZ like we don't put people's names out like that... because that's just not how we operate. And so I'm glad, that you talked with Billy about it. And I figured that will make you feel a little bit better. It's it's part of course, it's how they operate and it's unfortunate that you all had to deal with it because I'm sure it was. I'm sure it was very stressful but.

RANDY

3:36 No, it's just push it was.

MCKENNA

3:38 Still on our side.

RANDY

3:39 No, no, yeah, yeah. It, it wasn't stressful for me. It angered me. The stress was on my people who had to go and do something and yell at these people. But I've been fighting for the last three years. I think I already told you there's a company that is literally instead of calling themselves as tech fire and safety, they're calling them as tech fire and security. They have the same red and black pattern. They're designing their vehicles almost identical to ours. So on stuff like that that's what really gets me or I think I told you this too or the people like pie bark or who showed up a couple of weeks ago and just knocks on the door and frequent tells our people there were talking about the acquisition, not to talk to Randy about an acquisition but the acquisition. So in a way I'm kinda used to this in our industry. I mean, you either got people that act like this especially the last couple of years, these companies trying to get into the fire protection thing or all of the mom and pop shop hill abilities that are using paper and pen still that run our industry. You know, I don't know how much for those guys anyways. They're not even running businesses. They're trying to make wages. And so I'm some of this, I'm kinda used to the software thing. I'm not that was a whole new one but competitors are constantly trying to steal our stuff and our name...

MCKENNA

4:57 Yeah. Well, I'm glad that at least some of that, is being held by other people so you can kinda just put it out of sight out of mind. But yeah, it's one of those things that it frustrates all of us like it's not like it's happening to, I mean, it is happening to us but, it's not, it's a little bit different than the effect that it has on you, but it angers us for you because I mean, you all have been customers for a, very, long time.

RANDY

5:24 Yes.

MCKENNA

5:25 So, we feel the pain. We feel frustrated and anger for you when I first saw that in one of our account managers, Dorothy, it was her customer that got that email and they forwarded over to her and they actually replied and said something like what a joke. We are never leaving service trade. We are loyal or something like that. I love to see that. But that was posted in a company wide channel. And so, of course... saw that. And I was like, is there something I did not know about? Like what's going on there? And then people were asking who, is it a customer? All this kind of stuff? And Tim was like, is it our customer? And everybody was like, who's I was like, yes, is mine, let me do this. I just found out about this like two minutes ago. Give me a second to figure out how I'm gonna approach this but everybody was like on pins and needles, Tim posted a gift or something about like somebody was like popcorn.

RANDY

6:34 Yeah.

MCKENNA

6:35 Very interesting to see how this is gonna turn out for them.

RANDY

6:40 Yeah, but.

MCKENNA

6:40 Yeah. I did talk to, I talked to Tim and skip and Billy and everybody about last week. So it is not surprising to us that they would operate that way but.

RANDY

6:49 It's...

MCKENNA

6:50 Further proof to the people who are kind of on the fence that like if you're on the fence, that's fine. But this is how those people do business just so, you know.

RANDY

7:00 Yeah. And, and, you know, log, I would think you guys would think logically when that happened with you guys, the reaction around the office, my think I was in town, I was out in Alabama, and as you guys, I told Billy, I said, go check my record bad. I don't even log into your system. So I just don't it's you know, and I love just poking Billy because, you know, I love my Quickbooks. So that's what I pay attention to multiple times a day is just my accounting software and seeing how my guys are doing and everything else. But, yeah, scrap like that. And that was, my concern was, and I made sure that you guys are on, I want tell people you know, please don't be a, but service trade could start screwing with us if they think that somehow we're doing this. We need them on our side. We need them listening to us because... you know, the biggest complaint that my people have from service trade pre incident is the same thing that they're having now, which is the meeting this morning that comes up is our people are extremely frustrated even though that we're using apple devices because we do know from the beginning that your guys, a software was primarily written for iOS, that the mobile app is brutal to use. I'm gonna get you. I told them I said you guys got to give me stuff, give me stuff that I can put into an email. But one of the good things is that Frank, and so Frank runs all of our service department and a lot more. Ashley is our main salesperson. They actually had an opportunity to use it last week in the field because I got tired of. Okay, you gotta give me something. So don't just tell me that the guys are this or that. So they went out and actually used it last week as field text. And we're just saying it was brutal from constantly having to shut the device down, reset it because time tracking or glitches. And, and I'm gonna get you better stuff because this means nothing coming from me. I told them to put together in a bullet point thing so I can send to you. And, and then the other part was, are three different departments one that does compliance, all the documentation, reports, the scheduling people and the sales. We're saying, hey, yeah, we got 90 percent of the stuff back. So thank you. Service trade. We got 90 percent of it back. 10 percent is still out there. One of the things that's I'm gonna say frustrating comical, for our people is apparently there was a meeting a couple of weeks ago. Our people were on it. You guys were kind of explaining kind of what was going on which was great and what they came out of it, but they keep coming back to, I wasn't on the thing was the service trade told us that we shouldn't be storing stuff on devices for security reasons, but then they tell us to go back to those devices to find the stuff that's missing. So, I, and like I said, all three of them came back in the meeting right after when, what the hell you can't tell us not to save stuff on there for

security? And then you're telling us to go retrieve the data that's been saved on our text devices, like the reports and all that. So I'm gonna get you a better clarification.

MCKENNA

10:08 Yeah, I've been on most of the webinars that they've had and... that may have been how it came off. I mean, you never know, with Billy like how something that he's going to say is going to come off.

RANDY

10:23 I'm similar to you. Got to be careful with me.

MCKENNA

10:26 So, I don't know if that's the actual intention behind what they were saying because I agree with you if that's what was said, that makes no sense. But yeah, we'll get some clarification on that because... yeah, that doesn't make sense. Maybe that's something they were something else they were talking about not storing on their devices. But yeah, any of that you can put in an email. So for the technical stuff like, the glitches and things like that, email me and email the support team. Like you can forward that over to me and then the support service tray dot com because I am the person that will I'm like you, I will pot people, I will get people to do things that they need to do them. But I'm not your fixer when it comes to the app. So yeah, definitely same thing. Tell them the same thing with, when it comes to any of these issues, job numbers because you're exactly right? If we just have like an anecdotal like this isn't working, that isn't working. That's really hard for us to pin down what's actually going on. So you did the right thing by telling them get us the information because we need the job numbers invoice number.

RANDY

11:42 I'm gonna put you on hold for a second or?

MCKENNA

11:44 Yeah.

RANDY

11:45 Hey, mark, we got this stupid new fricking California lighting system. Fricking shuts off everything good. Crazy. I hate being in this building sometimes.

MCKENNA

12:01 In, so I turn the TAM lights on here.

RANDY

12:08 I'm sorry. I picking this state makes me fricking nuts. Yeah. So.

MCKENNA

12:14 Sorry, I shouldn't laugh but you and Billy are like... are so similar.

RANDY

12:22 I guess.

MCKENNA

12:22 We had with you. I'm like I can totally see him walking out of his office in the middle of a meeting black.

MCKENNA

12:35 It's...

RANDY

12:36 It's frustrating, I mean, literally and what save a couple of dollars? I mean, good grief. It cost me like 1,400 dollars to install fricking centers instead of light switches on the... because we have to have this compliance thing in the just and then you're like this is fricking, sorry, this. And then I like it too. I'm yelling and nobody came in to help me in the conference room. He's yelling anyways. All right now that I have lights back.

MCKENNA

13:08 I grew up in one of those situations too because my dos an attorney and had, he was the nice one out of everybody and never yelled, never did anything.

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MCKENNA

13:17 But, the two main guys that he worked with, her father and son were known to be heard from the other side of the office because they were yelling at somebody. So, and I lovely, was not on the receiving end of that, but it was very interesting like sitting outside of their office sometimes and being like somebody's getting the out like.

RANDY

13:41 Yeah. And, I won't go direct. I don't think it's me personally, I don't go direct to someone if I'm upset, but on something like that, I have no problem screen even till this day newer people that will come in and be like, he knows we have like a conference or an intercom system on the phone because I'm in the middle of everything and I just yell out if I need something. And on a regular basis, once every couple of years, someone goes, he knows, and then they just be like, yeah, he knows, and he doesn't...

MCKENNA

14:07 I know how to use it.

RANDY

14:11 We...

MCKENNA

14:13 We dealt with that too. That was one of the fun things at the office because you just hear somebody like, the main guy, the, what we call them daddy mark, but he was the old grumpy one and his assistant didn't want to have an office near him. So she had downstairs, so he would yell out of his office, Nancy knowing that she was downstairs. And so one of us would have to go either page her or walk downstairs and get her to, upstairs and deal with whatever he needed. So like it's I guess.

RANDY

14:52 It's very passive aggressive too. I mean, at least, I know it.

--- Call Setup ends ---

MCKENNA

14:59 I get it. I relate to all of that. It's all very familiar. It brings me back to Summers and school breaks working at my dad's office.

RANDY

15:07 It happened this morning. We had people in here this morning and nobody was moving. The fucking light turns off. Now. We're all staying in the dark. I'm like what the hell is going on there? Like you're the one that basically paid and made us do this. And I'm just like this is ridiculous. So I don't know if they have to add more. I don't know what the hell. I'm just gonna stop coming to work most of the time.

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RANDY

15:27 I'm not even here. I'm only here about 10, 12 hours a week... and then we're somewhere else where I don't have to deal with a ship outside of California. Sorry, anyway. Okay?

MCKENNA

15:39 All right. Well, let's talk about your renewal. So renewal is on 815, so.

RANDY

15:47 Doing just, so you.

MCKENNA

15:49 Know we are.

RANDY

15:50 I...

MCKENNA

15:52 Think we got that sentiment that's what my first conversation with you. And then your conversation with Billy, I was like, okay, good there. I don't have to worry about them jumping ship next week, which is great. Thank you for clarifying. So we have your renewal. So let me look. You all should have already gotten a renewal notice from me.

RANDY

16:19 Yes, I ignored it, somebody. I think Rebecca was also on it and she told me that we got it. But I ignore just so you know, I didn't see an invoice.

MCKENNA

16:30 Yeah, I put other people on it. So the, in the weeds like all of that too. So, I put like Rebecca in some.

RANDY

16:39 Okay, good. Thank you.

MCKENNA

16:41 Lauren, back when you first talked with her months ago, she told me she was like this is the dynamic like Randy is in charge but he's also not in the weeds with service trade. So like he's your decision maker kinda guy like talk to her back here. One of the other people that use the service trade every day if you need something regarding service trade. So that is good. Good to have.

RANDY

17:05 Did she also tell you that I spilt wine on her at the freaking dinner at mayfed?

MCKENNA

17:10 I can.

RANDY

17:12 I got excited we were talking about. I don't know taco or something like that and I felt so bad, I'm like my wife told me already not to do something like this and of course, you sit next to me and I start waving my hands. Good thing, is that I don't know if it was Billy, but somebody kept ordering trick and wine, so it got replaced pretty quick, but.

MCKENNA

17:34 That is really fine. She told me that happened. And then she told me afterwards, she's like you need to email for Rebecca and say that Randy sort of was behaving while he was there, but did spill some. I was like, I will pass that message along. I don't know. I do, I wanna go to more of those conferences and stuff. So our team generally doesn't do them as much, but I do wanna do that. And I hope with the conference coming up next April, I hope I get to go to that. But the more of my customers that sign up to go, the more likely I am to get sent.

RANDY

18:09 Okay. Interesting.

MCKENNA

18:13 Yeah, it makes sense. I mean, if you have a lot of customers there, it makes sense that you would want to be all right. So renewal notice. We're good. Let me see what I put on the renew. So I put 11 on there. So you all had 10 last year and it looks like you're using 11 now. So I know you may not new, no like the accurate count and everything. But if you can just check with Rebecca or anybody, and make.

RANDY

18:43 Just do 11 to 11. I mean, I know it sounds crazy but I'm not gonna... an extra renewal is not going to affect me that much to be honest, but we are hiring now that people are starting to go back to work.

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RANDY

18:58 We're busier than heck. So I'd rather have it there. I also don't want to be some of these and I'm glad you guys finally did some because... from the people that were using the service trade in the industry, it was being talked about that just tells me have this amount because they don't check. So I don't work that way. It's just not who I am. I do a lot of other things that are wrong. So I'm not trying to be, I'm just saying on something like this, people knew that you guys weren't checking and they weren't doing anything. So I'd rather be ahead of it. Hit me for 11 that will force me.

MCKENNA

19:35 You use like, I'm not gonna do it just willy nilly you're using 11. So that makes...

RANDY

19:40 Okay. And, I didn't know we were because I know some of these people either way but I don't want to waste the time going through there. Plus the people in my office are different. Even my wife if I go in and ask them, they're going to be like eight. They just will so let's still.

MCKENNA

19:56 That's fine with me. And yeah, it was as soon as they told us probably mid year last year that they were going to do this license restructuring and kind of putting some walls up and guard rails around users and everything. We were really excited until we realized the conversations that we have with people that we were going to have with people who were way over. And it was like in the short term, it was not very much fun because not everybody's as nice as you with that and we had to split hairs and we had to go back and, it was rough getting, but it has been better in the long term and it wasn't just, you know, I had somebody asked me. I was mid sentence when I was explaining, we did this because, and they got because you wanted to make more money. I was like, well.

20:46 You got to pay for the product dude.

MCKENNA

20:49 That is not the reason why we did this. It has been confusing for everybody for us and for you on what you're paying for and what you're getting. So there we go. I was not, I do not like to be interrupted. So I was like learn with me real quick. We're not gonna play that game otherwise, I will not let you finish one sentence or I will not let you finish one word before I started opting. So yeah, that was fun. But okay. So we'll do that for 11. And the other thing that I would recommend doing probably in the next few months, you honestly would probably like some of this data but, you may have seen it before. How we can pull your usage and quick site, what our business analytics tools and show you all graphs and information and charts and all of that on how you all are using service trade, you can see some really cool stuff on like pull-through work deficiency loop. You can see how much your invoice saying there's a lot of really cool stuff that we can show you in there. So, I, you know, you don't have to be in there but I think from a high level perspective, it will probably you would probably like it and benefit from seeing it too. And then I think it's good for other people who are using ServiceTrade to be in it too, so that we can talk about, you know, here's the data, how are you using this? How are you using this? Then? You know, I can tell you how things are going, that people need to fix X, Y and Z to get XY and Z working. And then they can know this is what we need to fix. So that's what I would do. We also have some really cool stuff thing out soon that I think you and probably everybody will love. So... we've got some really cool things coming up with a what does it call? Or check out, check, clock out, checklist. So when the technicians go to clock out of a job, it will pull up a checklist of the things that they have not done on a job. So like attaching a photo, leaving a comment reporting deficiencies, and it will say, hello, you have not added a comment, a button that says fix this issue, go leave a comment, come back. So that's something that a lot of people have been asking for a long time. So we have that coming. I think in the next couple of weeks. So I think people will really love that.

RANDY

23:19 And the competitors have that already. So that would help. I mean, that's what I've been told is one of the things they like it's exactly that than the other systems. Quick site, quick site is a pain in the ass to use. It's. It is extremely difficult every time I get in front of a service trade person, even an API and I bring up guys. Why can't you just come up with the top five or 10 things that us companies wanna know, kind of pre create those instead of us having to go in and figure out all the data? Because every time our people go into it, which they do on a regular base or just like this is a pain in the ass. And even Billy will admit and other people quick site, you got a really, you kinda got to get that thinker cap on, figure out how to do it, yeah, to get the data and all that. So... because usually what I complain about is with me personally when I'm talking ServiceTrade people is the lack of analytics that I can get... is really brutal. And then when they vetted what two or three companies after the incident, they came back and went, my gosh dude, you ought to see all the analytics we can get for the base price easily done that they showed us now, obviously, they were going through sales presentation. So, who knows how they did it? How it's gathered what you have to do? I mean, I'm realistic to that. But yeah, I keep going over this whole loop right here which is okay. Great. I've seen when you guys create certain quick site things, it's been helpful for us. I mean, a couple of years ago, they identified, hey, this customer from the quick site report is dragging you

guys down. If you look at how much you're billing, how many invoices, we actually fired that customer after you guys presented that meeting. I mean, literally fired.

MCKENNA

24:59 Yeah.

RANDY

25:00 And it was great because, it was something I already felt. But when you, when they put it up there in our annual meeting or whatever it threw it up there. So, yes, we would love to be able to get better analytics and all that. But it comes down to, okay, how much is that gonna cost us? And we're not software engineers and we're busier in hell.

MCKENNA

25:19 Would you need somebody to create the dashboards for you?

RANDY

25:21 And, I even brought that up to forgot his name. He was at Nate. He's been David, no, David.

MCKENNA

25:27 David was there. Yeah.

RANDY

25:29 So David was there, went to dinner. He was there at dinner. We actually, we're staying at the same hotel. So we hooked up at the bar later that night and I had Frank with me and we were able to explain kind of my concept of hey man. And, he basically said, yeah, you're not the only one who struggles with quick site. And then, yeah, and I said, look, I'm not opposed to paying money for good product. I hope I've proved that to now that we're willing to pay for product. We're willing to pay for the stuff. Why don't you guys pre create five to 10 things, figure out a price for doing that part possibly and then give me access. And he went, that's a good idea. And I never heard anything back then. Again people reach out to me and I don't respond back from service trade. So it doesn't mean most likely maybe David did reply back and I just ignored it. It's possible because it, just like I said when it comes to service trade, if it works, you know, I can do a perfect graft. It would be okay. This is before service trade, sales and profit after service trade, sales and profit. That's what I care about service trade. I make more money. People approve quotes faster because of that beautiful green button liability wise. The few incidents we've had the insurance companies love servers trade because everything's in there and we just send the package over and they get a thing that's what I care about the product. But yes, with love analytics, easy.

MCKENNA

27:01 Let me, yes, we know that, you know, at this point that Billy, all of us, we are very transparent about the things that we may not be the best at. So we are very like, I will always be very honest with you. I know that our analytics in the product is not

great. So we have a quick site. So we'll talk about that in a second. But in the core product, what they are planning for, I believe later this year. But everything having to do with roadmap is a separate team. So I can't say for sure when it'll happen. But it is a very huge project that they're working on to build more like dashboards like real dashboards with better analytics in the product. So that is coming... that won't necessarily replace something like quick site that is super customizable, but we have with quick site. So, you know, when did you all start using honestly? It was probably before it was before...

RANDY

28:10 The...

MCKENNA

28:10 Team came along.

RANDY

28:12 It was okay. The last time that we really tried to figure it out was digital wrap in South Carolina.

MCKENNA

28:21 So it's been a while. I've been at ServiceTrade for two years and the only do we've had is the one last year. So.

RANDY

28:33 It was a lot.

MCKENNA

28:35 Yeah. So what we have now is the technical account manager or TAM team filled with people who have industry knowledge and technical knowledge. So it's like me on technical series a, the leader of that team, the technical account director, Chris music before he came to service trade, he was a service trade customer in the fire protection space, and ran a finance and it for one of our... probably mid market size like corporate size accounts in Florida and south Florida. So he has been in your shoes of running a business and he knows the workflows. He knows, I mean, he is one of the biggest assets to service rate in like overall. So what he has done is he's created a team of technical account managers that can do a whole laundry list of things. So they do basically, they take your account and figure out how to get you all using better. So like, you know, they can say for people who are not using assets and it's like why are you not using assets? You need to start using assets? We can, you know, do some bulk data management and upload that, you know, if you need contact, you know, they can do that. If you want to review, they can review new features. They can review kind of best practices for workflows. They have a whole laundry list of things. They get you all using better and getting more out of your investment in service trade. So that is their team. The other thing that they do is they build custom dashboards in quick site. So what I will show you is one of the examples that we have, this is something that is included at enterprise. So you all are at premium. I'm sure you have, you probably have access to the data warehouse, which is what kind of powers quick site. So, and that's usually an enterprise. So you

all kinda have a little bit of a deal on that right now. But at enterprise, there are two included dashboard. So this boost revenue dashboard is one of them, this is sales based. So this is gonna show revenue by job type, revenue by month, biggest.

RANDY

30:51 Yes.

MCKENNA

30:53 This is deficiencies percent. This is the deficiency loop here. This is quote pipeline. Who's owning, these quotes deficiencies found each month, last reporter revenue?

RANDY

31:05 I need this. I need, this is what I manage the business.

MCKENNA

31:10 Yes, this is just the tip of the iceberg we, this is not your data. This is from one of our demo accounts, but this is the customer engagement. This is the other big piece that people are interested in because.

RANDY

31:22 My gosh. Yes, McKenna, yes.

MCKENNA

31:27 So this is what we need to get for you all. And these, are this dashboard or the most revenue dashboard or are included at enterprise? So... what, the other thing that they created recently is persona dashboards. So, you know, it's not, you know, we want one dashboard that every single person in the company is going to use. We want different dashboards for each type of role. So, we have like an overview of revenue.

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MCKENNA

31:56 Cool. Sounds great. This is, I think this is our, yeah, under mifflin, this is one of our demo accounts. But either way revenue by job type, you can see how huge of a dashboard. This is month by month, revenue by job type, locations created. And then that's not even including this is a technician persona dashboard, our tech utilization, tech hours, job analysis, estimated versus total hours, job timeline, appointments, yesterday's, appointments, grants demo account, inspection, summary, inspection hours due by month, inspection dollars, forecast by month, job timeline, job life cycle, like.

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RANDY

32:42 This is what we desperately need. Yeah, this is my biggest frustration other than them talking about the mobile thing which I'll get you stuff. This right here is exactly what I've been asking for years is, can somebody just kinda put together some of this stuff? Because without this, I'm living in my accounting software?

MCKENNA

33:02 We don't want that you should.

RANDY

33:04 Not that it only gives me, it only gives me a partial story too.

MCKENNA

33:07 It only gives you the billing. It doesn't show you what's happening on the jobs?

RANDY

33:12 Exactly.

MCKENNA

33:14 The technical account manager team. So this is what I call the TAM matrix. This shows you for each level. So you can either get two or eight hours per month. If you want dashboards, which you do, then that's only available at four and eight hours because it's not two hours a month is not enough time to build dashboards. So... like I said, they'll do new feature reviews, best practice reviews, full data management, service, portal, set up and maintenance, zap your integration, setup and maintenance, project management, quick side dashboard creation notification, so many cool things. They actually have one thing that you will probably freak out of. They have a Chrome extension that James Jordan, I'm not sure if you've ever talked with him but he's one of the original five that started a service trade. So, he built this Chrome extension that does a couple of really cool things. One of the things is sent to AHJ button... so that you can send reports directly to the HJ so that's one thing that is available to, for an eight hour TAM clients that they can set up for you. So that's huge. The other thing they can do with that extension is tags on service trade, jobs, and locations, and companies, and things like that. There's a way to create custom tags like red tags, blue tags, you can have a flashing blue tag. You can have, he built all of these like randomly one like a tag that's like teetering back and forth, one that spins around like, you know, a lot of really cool kind of extra features that most people don't get access too. So I think this is what we're talking about. So that this is what I would recommend is consultant. And then what I will have to do because I've never talked to anybody that I think has access to the data warehouse and is on premium because typically it's only available enterprise. But you've been here so long and had such a close relationship with people that I can see them being like, you know, what we're just gonna give that to you. So we'll have to do is, check with people and see if we will be talking about an enterprise upgrade too. So that I think is gonna be a good plan for you all. And you often do that at any time. So we don't have to say like we have to make a decision on this before you renew. We don't... but what I would say is I'll send you the information, this matrix that we looked at.

RANDY

35:57 You make sure that a C Harmon at as tech fires on there, Chris is really, Chris and Rebecca are the ones who got us into all this stuff. I fought them for years telling them paper and white boards were totally fine. I've been doing my whole life. You guys know what you're doing... and they're really the ones that are driving all this stuff that we do. So make sure they're on there. As soon as I get done with this, they're going to be like, hey, what did they say? Chris is gonna say, what did we get for free? Rebecca is gonna say, how does this make it better? Because we just aren't in the business anymore. We're we're either between Alabama or Kentucky or Hawaii, most of the time not even in San Diego. So for us stuff like this is where she really likes this type of stuff. So make sure you.

MCKENNA

36:45 I know it. Yeah, it is a, huge beneficial thing. So I'll send you this information. What I can do is I can send you... eds a PDF export of the boost revenue dashboard that I pulled for you.

RANDY

37:08 I need you to present a package like you're sending it to me but with them on it, that gets them to go. That gets them to go. We got to know more about this. I'm just going to be honest that's really what it is because I'm just going to be like, I don't know. Yeah, we're renewing. We're good. We're solid don't piss.

MCKENNA

37:27 Couple of screenshots. I'll do a PDF so that they can kinda see a little bit of what these dashboards show and then that will be attached to. But in the body of the email, I'll put a couple of screenshots so they can see that big boost revenue dashboard like open deals, revenue by months, revenue by job type, all of that and a couple of examples because that's the biggest thing that a lot of people grade enterprise for, and get TAM for, is those custom dashboards. And like you just tell them like, hey, this is the dashboard that I want. Take this dashboard, push it with that dashboard, give us this data like the possibilities are endless with these dashboards and you have somebody to create or that's the thing we want. We want, the technology to work for you and not the other way around how us do the work. You know, we'll fix survey straight for you. I mean, I can't say that.

RANDY

38:19 I got you. I got, I've been around long enough. I got you.

MCKENNA

38:22 But either way, yeah. So, what I'll do is I'll send you that.

RANDY

38:26 Yeah. Take an...

MCKENNA

38:27 Example, I'll send you the price. I'll send you the price.

RANDY

38:31 I don't send the price.

MCKENNA

38:33 Don't send the price.

RANDY

38:34 Let's get them enticed on what you guys have.

MCKENNA

38:38 Okay.

RANDY

38:39 Trust me, I get criticized all day long around here because I will just buy stuff. So, and then that's us with them pushing back on me because, you know, I just, I don't really care to be honest. I'm having fun. I've got a great business. I'm very grateful for what I, my lifestyle, but I need them, I need you to entice them with, hey guys.

--- Call Setup ---

RANDY

39:05 Let's get basically what I'm telling you right now. Let's get these guys deeper into service trade and they need to have a warm fuzzy of one when Randy tells us what the price is which I can tell them or I'll do a follow up and go, you know, and I know this sounds kind of childish, but I'm just telling you how we work around here and listen to Lauren and Billy when you're dealing with Randy because I will forget almost everything we walk away from here.

--- Call Setup ends ---

RANDY

39:30 I need them to get excited about what you're doing. And the reason, is that a couple of years ago when you guys started coming out with the reports or whatever it was, I forget what the heck? You guys, your name for it? Something like the item. So, yeah.

--- Pricing ---

RANDY

39:46 So, it was some cool thing it seemed like and we got everybody on there and they were like, okay, this is good. We need this. This is what, this is what we're seeing like InspectPoint or somebody else has and this would help us this way and migrate went ahead, signed up for it, got it on the renewal. And then we had our first meeting and the person was like, okay, we're going to create these California inspection forms, but you need to pay us to create the forms and, we came back and we hold on

a second. You're going to create these forms. And now you're going to have the forms done so you can sell them to other customers. Why are we paying for something that, you know, we ended up cancelling it and not going forward and we said, no, we're not doing. We're not paying for you guys to set up a form that's going to be used guaranteed by at least one other customer in California 20. Yeah. And really that's kind of the first time where as a group they kinda pulled back and went, what the hell is going on with service trade? It was the first time where there was a negative with service trade. Everything was, positive and that service form building form thing that they added on the way it was presented and then the way it was executed and the open invoice that basically we were giving you guys an open po to go, yeah, create this and let us know if it takes six hours or 12 hours or 14. And then the person that they had doing it was pretty much new to service trade. So we were having to explain basic industry terms and that's where it was like holy crap. This could take 16 hours and we have no control over it. And then they, and then logically they can sell it to somebody else because we already paid for the setup. So just kinda give me a little background on where back then it was. That was the first time I went, hey, come on, man. We, we don't mind paying for stuff, but this seems ridiculous.

MCKENNA

41:40 Yeah. And that situation, now we have standard forms for California and just regular MP.

RANDY

41:47 Yeah, which made sense. So maybe even bring that up, but just kind of giving you the history. So it makes it where you can kind of put your package or email together, give.

MCKENNA

41:56 Benefits before we start talking about price.

RANDY

41:59 Because price, I mean, the pricing just gave me right there. I mean my monthly lease on my test la is 2,300 dollars a month. My general liability insurance is 15,000 a month. Taxes in California are through the roof. We're using 14,000 dollars a month in fuel. So, you know, yes, I have a budget and they keep me under a budget on what my departments are. But let's be honest, the pricing that you just showed or even the stuff compared to what these fricking lights cost me. My God. This is ridiculous. I'm sorry, this is sorry. I have bigger things in the world to worry about than a couple of bucks from service trade, adding on, they'll get them excited, get them in type.

--- Pricing ends ---

RANDY

42:49 Most likely we'll have to get them with the TAM or you or something like that, whatever you call them so they can fill it. But yes, from my standpoint, yes. And from my standpoint, if this was the old days, I would have already said add that thing on the renewal and get my dashboards going. But I'm trying to since I don't touch

service trade. And I really have a limited role here on what I'm doing because they're taking a lot of stuff away from me smartly... get them excited.

MCKENNA

43:14 Yeah. So what we do is an audit. So, I tell Chris, the guy used to work for the company down in Florida. So I say, hey, these people are interested in TAM. So what he's gonna do is do a deep dive into your account and show you like show you a couple of things like, hey, you're not using XY and you're not using this great. You need to do this better. You need to do that there. And then he can also show you some more dashboards that I may not even have access to. And then he will basically tell you a little bit about what life looks like. If you do have a TAM. And then he also kind of us out, you know, sometimes we present people for TAM.

--- Next Steps ---

MCKENNA

43:49 He's like you're maybe not a good fit for TAM. So I don't think that's the case because I've never sold a bad TAM deal. All of my customers love TAM, but that's an opportunity for your team to meet him and say, okay, does TAM do this? Does TAM do that? Can they fix what? I have an issue with the bug in servers? No, but this is what they do. So yes, we will meet with Chris. What I need your help with is just getting people to that meeting because.

RANDY

44:19 Yeah. Every your time.

MCKENNA

44:20 Is valuable. Every like my time is valuable. Your time is valuable. Christmas time is valuable. And I know that it's been a little bit hard to get up with some people sometimes. So what I need your help with is just getting people there.

RANDY

44:31 Absolutely getting.

MCKENNA

44:32 People to respond to me and schedule this meeting and say, okay, we're doing this meeting two weeks from today on Tuesday, and this is where we're meeting. And then people show up and then we go from there because...

--- Next Steps ends ---

RANDY

44:43 People are good with that. I promise you, not me, the rest of them.

MCKENNA

44:47 Then then we're gonna show you. And then I've never had somebody do a TAM audit and be like, no, we don't like this thing. So I will tell you that Chris basically sells TAM and he sells people on like the quick site dashboard creation. So I'll send you over some information so they can see a little bit of a teaser of what that's gonna be. I'm gonna initiate the TAM audit and tell them, go ahead and start doing this stuff that I'm in the email you all with some times that me and Chris are available to do that audit. Then you just schedule it for people show up and then we'll go from there.

RANDY

45:24 Awesome. Good. One more thing and I don't know how this affects anything which is trying to give you one of the things they came back and I hate bringing up these assholes because we just had the issue for some reason and I wasn't on the demo. So I don't know what the hell they keep talking about. But one of the things that my Chris harming who runs all over like pretty much our Construction fire alarm, sprinkler projects is also an owner... was really excited about the project management functions of BuildOps. I don't know anything else to give you on that. I don't know what he liked about it. I don't know what they do and what you guys do, but I kept hearing the project management, the project management. Now, my service department came back with these guys actually don't have a service scheduling software like service trade. So I heard negative at least that's what they walked away with. Chris came out with great for project management for stuff like this. And my scheduling service department went, I don't think they actually have a real scheduling service, the service trade tight part and we are 70 to 80 percent. We're 70 to 80 percent service inspection repair, yeah.

MCKENNA

46:33 So that, that's exactly what we want you to be. We have a lot of great project management features. So far. I will check in your account and see if it's enabled because you're already at premium, it's a premium and enterprise feature only I say feature three different features right now with more coming. And so I can go ahead and enable it in your account. And then I can send you all some information on how to use it because I don't know if anybody is using it yet. We've also had some, yeah, we've had some really cool webinars recently with like showing you how it works, but yeah, creating budgets, creating change orders, and then seeing work in Progress or a whip page of like what have you budgeted? What have you actually used? Really cool? Really sleek. Everybody loves it. So that's another thing that is value that you do not have to pay for. So they're probably gonna want that too.

RANDY

47:30 I don't know. Like I said, I just know I kept hearing it over and over again. And... as far as I'm concerned, anything that would need a project management, I probably don't want our company doing because the margins are going to be lower so, but it will be, it would be nice.

MCKENNA

47:45 It's there that's the thing. You don't have to get another software that's not gonna be good at service. Anyway, you know, you have, the project management. I'll go ahead and enable it in your account. And then if you all need it, use it. If you don't need to use it, don't use it. There's no skin like.

RANDY

48:02 Yeah.

MCKENNA

48:03 The whole thing is you have such a long standing relationship with service rate. So whatever our next project management feature, I don't have an eta on it, but it will be Progress billing, not Aia billing but Progress billing. And so, you already have in with us. So that if I go to the people that were on the product team and I say, hey, I wanna add as tech to the early adopters group, basically the people that kind of like see previews of stuff before it comes and help like test it out, get like a little, get access to it earlier than everybody else. And like an add these people to that. And Billy is like, yeah, these are people that have been around a long time. We need to do this. So you'll...

RANDY

48:53 Okay. Yeah, we would love to be on that type of stuff. Especially, Chris Harmon with our office. It's just how his brain works anyways. I guess from a sales point from you guys. Obviously, you know what to do and you guys that, but... get us a little more ingrained with service trade.

MCKENNA

49:10 You...

RANDY

49:11 Know, I mean get my people more and fuzzy because I don't want to be dealing with this crap every time some new DAM company sends my people an email and they're like look at the new shiny thing. And as far as I'm concerned man, I just want to hear crap. All I wanna see is, the money coming in them happy with service trade. And, you know, just like I don't want another person tell me that they wanna buy me, which is two, three times a day. I really don't want to hear about any other freaking service software, whatever the hell. We call this a double S or, I just, I mean, other than talking to you and talking to Billy and go into a couple of things a year. I really don't really care and my analytics, which I do care.

MCKENNA

49:49 Yes, but my point here is that I've not heard, I know that your people are saying there's a lot of issues. I have not heard from any, anybody. No, just reached out saying that there's issues. I don't see any support tickets from anybody. So.

RANDY

50:03 There's...

MCKENNA

50:04 Something going on if people don't reach out to me like.

RANDY

50:07 That's what I had this morning.

MCKENNA

50:08 If there's a problem, tell me like that is what I'm here for. So, I don't, I will be very straight with you. It, it is a bit frustrating when people come in there like my gosh guys falling down. We've been having these issues for months and I'm like, why is the first time I'm hearing about it? Like you need to tell me if something's going on so that I can help? I can push the right buttons? I can tell the right people to go fix this.

RANDY

50:34 I literally said that this morning in the meeting, I said, I'm talking to you later. And I said, also, so you guys know, the last time I talked to her when I found out about this BuildOps crap, she sent me all the contact information for her. I should probably forward that to you.

MCKENNA

50:52 Not the...

RANDY

50:55 I know. So, I mean, yes... yes, I, you did it super quick. You gave me all the contact and instructions and everything. All I had to do was forward it to my people, which I will do today. So, yes.

MCKENNA

51:12 Yeah. Tell them, tell them to reach out same thing for you. I gave email my cell number. You can call me.

RANDY

51:17 Yes, you do.

MCKENNA

51:17 And people are breaking out. But, if you call me or if they call me saying my gosh, this is wrong. This is bad. This is broken, whatever I'm gonna be like have you put in a support ticket? Because I can push people to fix something if something's wrong, but I can't fix things for them so that, yeah, reach out to us if there's issues, if you don't know whether to go to me or support email both of us? No issues.

RANDY

51:42 Yeah. Just make sure you never email me by myself, as Lauren will tell you. As you said. I mean, literally, it could be anything and I will float off on a tangent that has nothing to do with work or anything else. Yeah, I've got two my three.

MCKENNA

52:01 For three hours, yeah.

RANDY

52:03 You know what, I mean? I, my whole life is totally different like now, right? Our daughter decided to go to university Alabama. So I bought a house because it's my only daughter. I bought a house less than two Miles from campus just so I could have a place for her to have her own room even though she's not staying there and for us to be there for 15 days a year about that's, about it. But right now we got somebody who's decorating the whole thing, doing furniture. We had to paint everything. I am so much more worried into that stuff that I know about, you know, because if, the bank account looks good and the customers seem to be happy and my people are being treated correctly, I really don't care about the rest of this crime... which is bad, you know?

MCKENNA

52:48 Okay. I get a dude. Some some people come to me about problems and I'm like I have a lot going on in my life. I get it. So, what have you met skip before?

RANDY

53:01 You know, if I did, I, I'm not very good at remembering people names. I mean, if I haven't met people back from the South Carolina digital rap... you know? And then also like when we get, when we get a salesperson, if they change somebody on me, I don't learn who they are for six to nine months. It's like if they're still there after nine months, then I'll learn their name.

MCKENNA

53:25 I...

RANDY

53:26 Bet I have, I just probably.

MCKENNA

53:29 Yeah. So skip is, the VP of account management. So he's over our whole team. He works directly under Tim closely with Billy and everybody. So he is big into fishing like that's. His, his big thing being at the beach, going fishing. He's just like a big fishing guy. So, my favorite quote of his is what he told me a while ago when I was dealing with a customer that was just flailing, not doing anything, not doing anything to help themselves and was just complaining moaning. I was trying not to say a bad word, but just complaining to me 24 seven and not there's no value there.

--- Small Talk ends ---

MCKENNA

54:10 I was like you're not there's. No given take here. You're just expecting me to serve you 24 seven. So what he said is you have bigger fish to fry, let him fry himself. That is exactly what I get that like I get what you're saying because, that reminds me of that quote where it's like I have a lot of stuff going on in my life. Don't bother me

with like service trade 24 seven. Like let your other people handle that like talk to me a couple of times a year once a year, just so we might know from a high level, like what's going on. But other than that, we service trade should not be your worry. Your, your people should be, let me know if there's an issue, and then if a, goes wrong, and it does come up to you, call me because then, I can fix that.

RANDY

54:59 Okay. Good. Yeah, I guess that I'll send that email. You already sent me over to them so they know that. So, no, hey, that's why, yeah, that's why I don't look like I want to spend the time or money moving to a different system period. I don't know if I could take that even.

MCKENNA

55:15 And a lot of times, what happens with those systems is one build up specifically their implementation, not good. They.

RANDY

55:23 It was six to nine months.

MCKENNA

55:26 That is a global people. They tell you, it is six to nine months. I've had people, we have had people who came back to service trade because they couldn't get the implementation done in less than a year.

RANDY

55:39 Wholly correct.

MCKENNA

55:41 And so then you are finished with implementation and then you don't hear from anybody, nobody reaches out. Nobody does anything. They just ask for your money. So I would take that as you will. But that is like, I can't say that, you know, service trade has the best, you know, native reporting, but do we work our tails off to make sure that we take care of you all? Yes. Like that is why I'm here. So use me if you need me, call me if you need me. And then, I will send you this meeting recap with this information. I'll give them a little bit of teaser about the things that TAM can do, some of the reports that they can do. And then I will send you some times when me and Chris are available for that audit. And then I'll also put a note in there that the I'll just say, you know, renewal is for 11 texts and then you all should be receiving that invoice probably like late next week or early the following week. It will be sometime around the fifteenth of July.

RANDY

56:55 Okay. No problem.

MCKENNA

56:57 Okay. Cool. Anything else you need from me?

RANDY

56:59 No, thank you. It's the most I've talked to a service trade person because of that crap that the other guys pulled you. So thank you for your stuff. I'm glad that Lauren and Billy can kinda tell you who I am and how I work because I think it's just a better way. So I don't want you to get frustrated. I appreciate everything you've offered... and we got a couple of people that are very excited about a Texas digital wrap. So at least Rebecca and I will be there because we've been looking at land right outside of Austin for the last couple of years and called spicewood.

--- Small Talk ---

RANDY

57:34 So, yeah, I mean, we're just, we're in that part of our life, we're able to do some stuff... yeah. And...

MCKENNA

57:41 That's was able to do now, my mom has traveled more in the last like six months and she has in the last like five years combined. It is, it is so weird to see how you get to a point in your life and you're like, wow, I can actually do stuff now.

RANDY

57:53 Yeah. And that's where we're at. We only have one kid that slept in high school. So we're doing that, but we've got a great life and we have everything else. And so, yeah, we're kinda looking at now it moving our investments out of California and we're putting them in other states where we're seeing the rents are crazy across the country. But I mean, yeah, it's wild what's out there. And, and it's I can't believe this is actually my life where I'm one of these people who's like, hey, interest rates are prices are down, let's go take advantage of it. It's kinda neat.

MCKENNA

58:24 Yeah, I get it. You know, my family is, I mean, we're all out of college. I've been out of college for five years but, my mom has been able to do a lot more of in the last six months. And unfortunately, because of my dad's illness, that was kinda the main thing that was keeping them from doing a lot of traveling. They did a lot of traveling in the last year that he was live. But I hate to say that like it's given my mom her life back a little bit, but I mean, she was a 24 seven care for somebody with a very serious illness for years. So like it's a lot and seeing her live her life now and like traveling and doing all this stuff. I'm like, wow, that is what kids want for their parents. So I'm sure you're I'm sure your daughter's happy to like it's great to see you want the things they want to do.

RANDY

59:17 You mean, she's happy, but she made the statement of how often you guys are going to be at the house? I went 1,800 Miles away from home.

MCKENNA

59:27 And...

RANDY

59:28 I'm just like site. I mean, I give the girl anything literally. She went on a whole horsing thing and I had multiple horses for her and competitions and all that stuff. And, you know, she got a brand new car. When she turned 16. My son got a used car because he's a knucklehead but, yeah, I mean, the ability to just literally go. I don't wanna pay for rooms. And if she, I just want her to have a place that far away where she can just get away from the door if she needs to for a couple of hours, go to a room that we're setting up that looks kinda like the one at home and we'll have her car in the garage even though she can't do it the first year but to be able to do stuff like that. And, and it's we got, our son too. We got him out of the doors. We got him in a house. We got five of his fraternity brothers paying rent with leases. So now we're making a ton of money when we were paying. Yeah, we're in a really cool place. We're in a really neat place. So, yeah.

MCKENNA

1:00:24 I came to visit a lot, when I was in school, I, and see wilmington. I mean, it's right on the beach. My mom lived in wilmington for a few years after college. So she already loves wilmington. Loves the beach. My brother was living there part of the year part of the time, but I was in school there. So they loved coming to this. It was two hours away. So it was enough for like they couldn't just come unannounced like they couldn't just show up but they could come for the weekend, take me out to dinner like give me some groceries, like we had a really good time. So it was really nice and thinking about thinking back on all of that now and like, it was really awesome because, you know, a lot of people go really far away from college and stuff if something goes down, you know, it's hard.

RANDY

1:01:10 The...

MCKENNA

1:01:10 To get here. So my parents were really happy that we didn't none of us went very far from college and we all went to places that they love like my sister went to you and chapel hill, which is where both of my parents went like gone to visit her. Like I went to the beach, they love the beach, my brother went to the beach. They love the beach. Like it's nice to have a place to go. Like it's not just seeing your child. It's also like seeing a place that you love and enjoy like it's...

RANDY

1:01:36 Yeah. Well, it was weird too is we got the first one went to university of Louisville, and then we've got one at Alabama our entire life. We have never been to any of those states. We don't have family in any of those states but after COVID, they were like, we don't wanna, we don't once we, I got all through a Tatum during COVID, went bought a 40 foot brand new deal pusher and put the family in and said, we're getting out of here because I was hearing from other people that states were open and they were doing stuff and I did my kids, I didn't want them to see that. So I said, let's go check out what's going on out there. Let's get a really good perspective on what's going on. So once we got out, they went, my gosh, it's different and, they fell in love with that kind of the south kind of I'll punch you in the face hill, Billy, please. I'm not trying to upset anybody but that kind of.

MCKENNA

1:02:25 They already.

RANDY

1:02:26 Yeah, that's good. I like. But, you know, the way California is looking at everybody else that's what I'm saying because we do that. So once they got out, they were like, man, it seems simpler smarter, just different and they have fallen in love with it. And then, my last one, my baseball player that Billy knows about. He's already said I'm going to university of Florida and playing baseball. I know how we're going to make that happen because we got to actually be at a high level and daddy's money only goes so far but we're gonna try to make it happen. But yeah, we're ending up in these places that we've never been before. I have fallen in love with tuscalusa.

MCKENNA

1:03:02 Awesome.

RANDY

1:03:03 Well, I haven't been there in the humid, in the heat. However other than that, I just kinda like it. It's kinda neat. So, yeah, we're all right.

MCKENNA

1:03:13 I love hearing about people's lives like I'm like it's great to talk business, but I love being able, to meet with people and be like, well, how are you kids doing?

--- *Small Talk ends* ---

MCKENNA

1:03:21 Like, you know, one of my customers, her sister inlaws on your keen. I was like my gosh, how's she doing like, this is what I like. And that's what I like about. I'd love to go like digital rate and do more like onsite visits with customers. So like I can learn more about them on like a personal level.

--- *Small Talk* ---

MCKENNA

1:03:38 I love building these relationships and being able to say like months later from now, like my gosh, how's that person doing, how's this person doing, tell me about, you know, where have you traveled recently? Like have you been out in test? So like this is just what I enjoy. Like that makes my, this is a, great way to spend my Friday.

RANDY

1:03:56 Perfect. Jump on your Salesforce, put all the stuff in there. So you got it in there later.

MCKENNA

1:04:00 I will, that's exactly what I will do. You know, I gotta do it.

RANDY

1:04:04 That's what I do. So I'm gonna go ahead.

MCKENNA

1:04:07 Nothing, nothing happens unless you put it in Salesforce.

RANDY

1:04:10 You said wilmington, right? Is that where you want to still? Okay, perfect.

MCKENNA

1:04:14 Let me to North Carolina. If you haven't been there, you need to go.

RANDY

1:04:18 I haven't but I'm plugging in my system and attaching it to you though.

MCKENNA

1:04:21 Do it, do I do like it is awesome. I was actually there a couple of days ago. My brother has air BNB down there that he owns. So somebody had a last minute cancellation for the last few days like the third through the seventh. So he was like, well, I'm not letting anybody book that. I'm blocking that off for us. So we went down there and had a nice little vacation with him and his girlfriend and me. And like it was awesome. Like wilmington is so awesome. And who can say that? I mean, in North Carolina in the east coast, who can say that they went to college two Miles from the ocean, like two Miles from the beach... downtown area is awesome. Wilmington is awesome. Right? Well, beach, like, it is the best place in the world that's one of those places that I would love to live later?

RANDY

1:05:13 I definitely, I'm gonna tell Rebecca to put that on our, because sometimes we just get, sometimes we literally just get bored or we have a couple of cocktails at night and we just start booking flights. I mean, that's it's literally. We do, we just go.

MCKENNA

1:05:25 Wanna, do I do that on the weekends? I do that too. I'm like do, where are we going next? We've been talking about booking a trip to the mountains like in August or something like that. I just look at air and I'm like this one's nice. I got a place, let's do that. Let's do that. That is the life that I want. It's just like booking flights to places. So what you can do is you can fly into Raleigh to what the airport is. Okay, but fly into Ali, come and visit us at the service at headquarters that are like 10 minutes from the ROI airport, Ali, during airport, come visit us. We'll show you the office. We'll bring some good food. I know everybody would love to see it. And then, you know, drag to wilmington, you know, two hours, stay there, for a week or two. Great. That's the trip there. And then...

RANDY

1:06:22 I...

MCKENNA

1:06:24 Tell you all of the awesome restaurants and breweries, and wineries, all places to go to all along the way. Wilmington, Raleigh is so many awesome places.

RANDY

1:06:35 I like it because we've only been in South Carolina. We, we haven't been North Carolina.

MCKENNA

1:06:39 South Carolina all. So you've been search rate for what like seven years and never been over here.

RANDY

1:06:46 I've got, well, I bought a house in taskalusa, and I'm are, has, they know about it? And they're like, you know, you can just kinda trust to the factory. They've invited me in the last five months, probably four times and they're like you literally or 20 minutes from the factory and I go. Okay. And then I just, yeah, it's just, the longer you know, me, the more you're going to be like, yeah, that's Randy. Just, it's who I...

MCKENNA

1:07:09 I got it.

RANDY

1:07:09 Now, if, you make it difficult and put it in a really crappy part of the country. I probably would have gone.

MCKENNA

1:07:15 But you know what you can also do? So, one of my... when I first joined the team, I was working with like, the small like five tech let shops that the really small guys got really great at that. So, I'm now working with what we call it mid market. And one of the people, on my tier that works with same size customers. But on the east coast, he's great. He's like he can just drive down the road, drive a couple of hours to see customers. I'm like my closest state that I work in is, I think like Nebraska.

--- *Small Talk ends* ---

MCKENNA

1:07:48 I think that's the closest state that I work in. So I'm like I don't get that opportunity. But what he has started to do is he has said, you know, I wanna travel. I wanna like see these customers. He builds it in. He says, okay, like you upgrade, you do this thing. I'll come in and visit your office and we can talk about this stuff for a

day or two. Like I'm like that's what people need to start doing with me is like we are not signing this contract until McKenna agrees to come for two days on site, like.

RANDY

1:08:18 It in writing and send it over so I could give it to Billy. Well, that's how Billy did. Billy. We had a thing and Billy showed up at our office.

MCKENNA

1:08:28 Back when he was selling.

RANDY

1:08:30 Yeah, no, like legit. And then we've been on for a couple of years. He showed up again and said, hey, I wanna meet with you and I'm like, I gotta take my kid to baseball, and it's in the book that he wrote the second one. He literally came over to the baseball facility and hung out with me for an hour and a half while my kid had private pitching lesson. So.

MCKENNA

1:08:47 Exactly. Yeah.

RANDY

1:08:49 That kinda guy. But the thing is, though he and I are similar. So we kinda got like this, so.

MCKENNA

1:08:54 I can hear it the way that you both talk. I'm like you are Billy, but not with a southern accent. Like it is so similar. I'm like, yeah.

RANDY

1:09:08 We are the people that have built this country the last 30 40 years. People like us is what I'm finding out very Billy, is it's a certain mentality that can take on? And yes, sometimes you make it most time these guys don't make it. So, I...

MCKENNA

1:09:20 You are in, you're in southern California, aren't you?

RANDY

1:09:23 We're in San Diego. I went to school two Miles from the beach.

MCKENNA

1:09:27 Thank you. I love that. So what I can do is because what ski is all you said with us traveling and like going to visit customers on site is you need to have a good use case for it. And if you can make multiple onsite visits in one trip because like sending somebody, to New York City, for the weekend or for a couple of days is not a big

thing. But I out to California for a while like that. That takes more. So if I can do multiple trips, I have probably... out of my top 30 customers. I probably have at least a handful within like an hour of you. Like are it's such a good area? So I'm like I'll see you for a day. I'll go see somebody else for a day. Somebody else for a day like that's. How I need to start doing my deal.

RANDY

1:10:16 Yeah, if you do let us know and we'll be more than happy to treat you and show you.

MCKENNA

1:10:21 That sounds awesome. And then we can talk about your, we can talk about service to, we can talk about how to do that we can.

RANDY

1:10:27 Not, we don't need to talk about service. Great. I don't...

MCKENNA

1:10:30 I hear people about so.

RANDY

1:10:32 There you go. Yeah, I...

MCKENNA

1:10:34 That sounds great. Yeah. And then, yeah, that's the thing is, you email Billy and you say I, I'm signing this deal, but I, to come in and visit us and do it on.

RANDY

1:10:46 I'm telling you to do it. I will throw that out here.

MCKENNA

1:10:52 Do it. Then he'll be like skip, why hasn't she going out there?

RANDY

1:10:57 He, you...

MCKENNA

1:10:59 Just increase to you today.

RANDY

1:11:01 Okay. Yeah.

MCKENNA

1:11:03 Friday.

RANDY

1:11:04 It, it really is, thank you for your patience. Thank you. I'm glad you're feeling better from a couple of days ago, and then I'm gonna step out of the way on your next process of selling these people and as soon as they agree on it, send an invoice over and I'll pay it.

MCKENNA

1:11:17 Cool. Well, I mean, I'll need a signature on a contract, but yeah.

RANDY

1:11:20 They can do that too. I don't care about the money, they can sign. All right?

MCKENNA

1:11:24 I mean, if it's worth your money, I'll tell you and it is. So we'll talk about it. Yeah, just, you know, stay on those emails. And then... if you haven't already put my cell number in your phone, and even if you don't remember my name in like two weeks, just put service train underneath search, service train in your phone, my name will pop up. You can call me if you need something.

RANDY

1:11:46 Got it. I appreciate that. Cool. Thank you. Have a good have.

MCKENNA

1:11:50 A good weekend. Bye bye.

The End