Call with Dane & Assoc Electric Co - Jason Watts

Billy Dicken with Dane & Assoc Electric Co
Recorded on 8/26/22 via SalesLoft, 22 min.

Participants

SERVICETRADE

Billy Dicken
Territory Manager

DANE & ASSOC ELECTRIC CO

Jason Watts
Service

Topics

Transcript

JASON

0:01 Good afternoon. Thank you for calling Dane electric. How can I direct your call?

BILLY

0:04 Hi, I was calling for Jason.

JASON

0:07 Jason. He's out of the office today. Would you like to speak to somebody else?

BILLY

0:12 Sure. Maybe this is Billy with service trade. We're a field service management software for commercial contractors. Is there someone else? I mean, I thought it might be, Jason is the one to talk with about it, but is there someone else I can handle that?

JASON

0:29 What kinds of software?

BILLY

0:31 So, it's like a field service management. So it helps with like your work quarter management scheduling, dispatching, quoting invoicing, you know?

JASON

0:42 Okay. It would be with him, but let me see one moment.

BILLY

0:47 Okay.

JASON

0:52 Okay.

JASON

0:54 Here's, a bit of trivia to help you start the school year. Crayola crayons were first introduced in 19 three and cost justified sense about each box contain database,

black, brown, blue, orange, purple, yellow and green will be right with you so please stay on the line.

JASON

1:20 One of the many services that we provide as an employer red scan to detect hot spots, to present equipment failure, outages, damage, will even fire to schedule your end for red scan, four, five, six, eight, six, two nine, or visit our website at WW, W dot Dana electric, dotcom and click on the service tab to submit a service call request.

--- Small Talk ---

JASON

1:49 What that, your time is there to celebrate our day nine friends than the dog days of summer, Thursday, August, the 26 national dog day, celebrating the great things dogs do, forest and promoting adoption. This is national dod day dotcom to learn more.

JASON

2:11 Whether it's a trip to the park playing the game or coping the meal together. Don't miss out on celebrating family fun month in August. This is a great reminder to take time to enjoy, find the activities and make memories with those you love the most.

JASON

2:29 Yeah. Dang. Electric.

BILLY

2:32 Yeah. Hi, Billy. This is Billy with service trade. How are you today?

JASON

2:37 Not too bad.

--- Small Talk ends ---

BILLY

2:39 Cool, man. Cool. Hey, I guess I was calling because we're a field service management software for commercial contractors, you know, to help with the work order management scheduling dispatching, you know, tracking your installs or maybe your maintenance agreements, you know, things of that nature. I was calling you guys currently using a system for that or a software for that?

JASON

3:03 Yeah, we're currently with, yes, see.

BILLY

3:07 Really?

BILLY

3:09 Yeah. I knew that they were kind of stop and, you know, they weren't supporting that. I'm kind of at the beginning of the year, they push you kinda into like FieldEdge or some, or are you still on that platform?

JASON

3:21 No, we're still on the platform, but we're actually when at our options, we're looking at different software companies and kinda been there and that down the guy that would.

BILLY

3:29 Yeah.

JASON

3:36 Be better to talk to you about it. He's out of the office today, Jason, but, yeah, I guess you've talked to Jason before.

BILLY

3:42 Yeah, Jason wants.

BILLY

3:46 Yeah.

BILLY

3:48 Well, yeah, I've been trying to get a hold of Jason and he's been kind of out of the office when I call, you know, what exactly, you know, kind of what you guys are looking for now that you're looking for when you're looking for in a software?

JASON

4:04 Well, we're just looking for something to take place a B and C and improve, you know, the system at the same time, you know, upgrading and change to something different, but I can't really give you the details on what he's wanting.

BILLY

4:17 Yeah, for sure.

JASON

4:24 But I could take a message for him and let him know. I'll talk to you and have him call you when he gets back Monday.

BILLY

4:32 Yeah, be awesome. Your name was dug, right?

JASON

4:36 Yeah. And your name was Billy?

BILLY

4:39 Yep. It's Billy dickens. Do you use and delta, ICKEN and I'm with service trade?

JASON

4:48 Okay.

BILLY

4:48 My numbers four zero, seven, nine, seven, two, zero one, three one... and I'm just so I have a little bit of information when Jason calls me back, how about, how many, you know, electricians are texts you guys have out in the field?

JASON

5:11 Well, we only run about Tim electricians.

JASON

5:17 But we do quite a bit of work or industrial and commercial?

JASON

5:24 We do a lot of sports slotting.

JASON

5:28 Yeah, we're just, we're setup. We don't do residential, so we're just electrically, we are commercial industrial and sports fighting.

BILLY

5:39 Okay, perfect. Because that's exactly what we're built for dug. We don't mess with residential. We understand that the commercial industrial workflows completely different. And so we, that's what we specialize in. So, like if you were to just told me, yeah, we're really more residential out. I said, well, maybe go with, you know, XYZ, but, you know, with being commercial and industrial that's exactly what we do.

JASON

5:45 Okay.

JASON

5:50 Yeah.

JASON

6:08 Okay.

BILLY

6:08 You know, or do you guys do a lot of?

BILLY

6:12 Preventative maintenance as well. And those are probably because it's a sport sliding.

JASON

6:18 I just for preventative maintenance on the sport slotting, we don't...

JASON

6:26 We just, we have, we do have a branch of our department that does preventative maintenance on switch gear like infrared cameras, stuff like that. But on the support sliding, it's mainly estimating and, you know, build a quote and build dispatches.

BILLY

6:39 Yup.

BILLY

6:51 So you're more installed and then like a maintenance agreement.

JASON

6:58 We're we're more maintenance but we don't have a whole lot of preventative maintenance contracts. We just...

BILLY

7:03 They just...

JASON

7:06 We basically just do the repairs as needed like what we get the customer.

JASON

7:13 We gate kind of it's more of a it's not set in stone like we don't sign it in writing, you know, one and a half two year agreement to do your lines would just provide estimates. We get a customer, we use a stick with them or they stick with us but.

--- Pricing ends ---

JASON

7:33 Mainly, we just need something that we can do our estimates on as well as our dispatching. And, you know, move it from like right now we do is we created this batch and Nancy and dispatch maybe just to go do the work. So tying them or we might create a dispatch to do a quote. So, because a lot of our build electrician, they're experienced enough to where they do feel quoted for us. So we might created this batch to provide a quote. We do that quite a bit. And then they basically just take that, did bad build their quote off that. And then we convert that quote to the dispatch. And then we invoice that this batch. So we're just want a system that can be able to handle all that and make that flow, you know, kind of streamline that process.

BILLY

8:30 Yeah, for sure. And what is the accounting software you're using?

JASON

8:39 It's totally and that's one one reason, you know, would it go FieldEdge because... they basically told us that we had to have Quickbooks to use their software and our accounting software is totally irrelevant to what we do. Is there's no way for it to talk to our software and that's the way they want it because of our auditing process. So we have our accounting department. They do their thing. We do there that are dying and we have auditing process on how we communicate that. And they liked the way that works and they're not gonna change that.

BILLY

9:14 Okay. So basically, you kind of take the invoices that you have through whatever through ESC and then you'll put them in, you know, a spreadsheet and send it over to accounting. They plug it into their system.

JASON

9:24 Cool.

JASON

9:28 It's actually it's all hand to hand. It's a physical print off and it's a certain way we audited on the print off. And then it's given by hand to the accounting department than they do their part by in. And then they entered into their software. So it's a physical transaction of paperwork from our invoice for them, their invoice to Bill and the customer. So they just take what we have and they input it into their software and they've been doing it like that for a long time. And if they don't really, they like the system that they have, so they can upgrade to our software, just simply different wouldn't affect us and we could do the same thing. So.

BILLY

9:46 Gotcha.

BILLY

9:50 Okay.

BILLY

10:18 Okay. I gotcha. Yeah, we don't force you to use any kind of accounting they'll want to.

JASON

10:24 Yeah. Yeah. FieldEdge was because we were, that was the first... for a software company that we were trying to have things that was because of ESC refer and everybody to them. And then there's that he finally just said, you know, my people aren't gonna let me sell this to you if you don't have Quickbooks because we've had some really bad experiences. So, and we reassured on that we didn't need it, you know? So that kinda scratch them off the list right away.

BILLY

10:54 Well.

BILLY

10:57 Yeah, he might have bills. Yeah, anyway because FieldEdge is a residential software, you know, they're not.

JASON

11:02 Yeah, that's another thing that we're kind of picking up on that. But, yeah. So right now, I'll just give you a heads up if Jason calls use because we've been through a lot of software companies doing both, you know, like screen shares and they show us what they can do and a lot of it comes down to how the screen looks to us, how the format load because we're on that like I'm the assistant service manager and 90 percent of Monday is looking at three screens all day. So the appearance of the screen on your eyes and just, you know, how that is. I mean, it's just if you liked the look, you know, it's your style. I don't we don't want something that we're straining to navigate to four days, it just rough just wrong, right off the bat. So we've that's really important to us. And then the features basically like a lot of the displays on the screen, like how we view certain thing.

BILLY

11:07 Yeah.

BILLY

11:15 Yeah.

BILLY

11:48 Yeah.

JASON

12:11 Is important to us.

JASON

12:15 Other than that, in the, one of the main things, it's important to us and we have a family by that can't do this or four. But we, you might want to jot this down and bring this up to Jason that we use about five, two, six different supply house that we all have accounts with. We purchased material from all six and we would like to download.

JASON

12:42 All of their inventory.

JASON

12:45 Separately to our system to where our field electricians can access that on their phones for us. When we're building an invoice that we can click into any of our supply houses and get that part number out there. And then it would have updated pricing. We talked to our suppliers that you provided. It's just up to the software company. Can this be inputted? And, you know, navigate it in a way that we're when you're in examples, you can click in and out of different suppliers for different download, you know... to build your invoice. So that, that's one of the really important thing. Now, I know a lot of the residential based software just have general generic pricing and generic product. The actual... you know, nail it down to the actual part number for all this commercial industrial stuff and so forth. Everybody, you know, to the three companies that was narrowed it down to, they're going to be able to do that. So you would have to be able to do that route or we wouldn't you know, we've already. That would be one of the things you would have to be able to provide for sure... is, and, you know what I'm saying? Where they have a spreadsheet, they sent, y'all, download it into our software, and then we can just ask for refreshment every quarter or every two months, if we need. And then they will just send us a new one and we can dump it in there and refresh the price.

BILLY

14:06 Okay. Yup.

BILLY

14:10 Yup.

BILLY

14:30 Gotcha. Yep. Totally understand. So, what are the three companies that you've mountain narrowed it down to?

JASON

14:40 I'm...

JASON

14:43 Trying to think of the things though.

JASON

14:51 Feel that?

JASON

14:54 Feel backs?

BILLY

14:55 Feel that?

JASON

14:57 Yeah. And then there's one called BuildOps.

BILLY

15:00 Yeah.

BILLY

15:04 I haven't heard of FieldEdge. I have heard of BuildOps.

BILLY

15:09 There. Yeah, build up that they're pretty new.

JASON

15:09 Build out.

JASON

15:14 Yeah, they are.

BILLY

15:15 So, okay. Cool. Well, yeah, these are great notes I have when Jason calls me back. Yeah, we would love to set up a little, you know, Zoom meeting with you guys just to see if it's something that would fit, you know, and I think you guys will know right away whether you, it'll fit or not, you know. Yeah. So that's what I would wanna do with you and Jason probably, and, you know, I'll just show you what we can do. And if it's something that you think is a good fit for you, then you can proceed to the next steps. If not, you know, you can chicanes and part ways, you know.

JASON

15:50 Right. So you're with service trade? Is that what you, the name of it is service trade? How long have you all been in business? I'm just curious.

BILLY

15:55 Yup.

BILLY

16:00 Yeah, since 2012, 10 years.

JASON

16:04 Okay.

BILLY

16:05 We've got about a 1,000 customers. We're pretty well known in the commercial industrial industry, you know, because that's what we, that's what we focus on. We don't do anything else, you know?

JASON

16:17 Yeah. Well, that's good to know. And that will, I know that a raise as long, Jason, if he knows that your commercial industrial?

BILLY

16:25 Yeah. Yeah. We didn't mess with the residential like I said, if you were to say residential or even 50 percent residential window, so they're not really our thing, you know?

JASON

16:35 Yeah. Okay. Yeah.

JASON

16:40 I mean, really, we've got a 10 electricians, and we do quite a bit of work with those 10 and like I said, they half of them quoting force and everything. So that's an important feature for them to be able to access quotes invoices, all that on their phone is really important, the functionality of the phone and that analysis on the computer. So.

BILLY

16:57 Yeah.

BILLY

17:04 Your tests can definitely quote if you want them to, it's permission based. So say you have five takes that you feel comfortable quoting, you can have that ability for them and then you can turn it off for the other guys if they're not quality, you know, and it'll go back to the office and you guys can pull it out from there, you know, but you can cool right through the system invoice right through the system, you know? So, yeah, the only thing we really don't do as accounting. I mean, we can integrate with accounting, but it doesn't sound like you want to, which is fine. Allows us no big deal.

JASON

17:15 Okay.

JASON

17:19 Okay.

JASON

17:25 Okay. Well.

JASON

17:30 Okay.

JASON

17:40 Yeah. Okay. Hello, can you tell me? I'm just gonna try to get as much information for Jason as I can. What is your startup fee? It would be, it would basically be, I'll give you these notes real quick. It'll be three, two, four, let's just say for office personnel have an access.

JASON

18:05 And then right now, let's just go with eight service electrician.

BILLY

18:13 Yeah.

JASON

18:14 And then what would be the monthly fee? And then what would be to start up on that?

--- Pricing ---

BILLY

18:22 So that's something that the, I can give you kind of a ballpark pricing is on our website is service trade dotcom, just to give you kind of an idea. You know, the onboarding thing, the startup fee will be a one time deal, but it's usually very reasonable and our onboarding is very extensive to where we're going to make sure that you guys are all trained on it. Get here information. I'll transfer them, you know, whatever it may be the case, but I don't think that's going to be a deal breaker for, you know, the pricing really depends on the level that you want to go. The lowest level, I think is around 70 or 80 80 dollars per test per month. So, if you had eight and it was, you know, 80 bucks, it would be somewhere 640 bucks a month and it will Bill annually.

JASON

18:29 Okay.

BILLY

19:16 But, you know, usually pricing he said all comes down to what you guys want me to use it for anything. Any office personnel is free. I can tell you that.
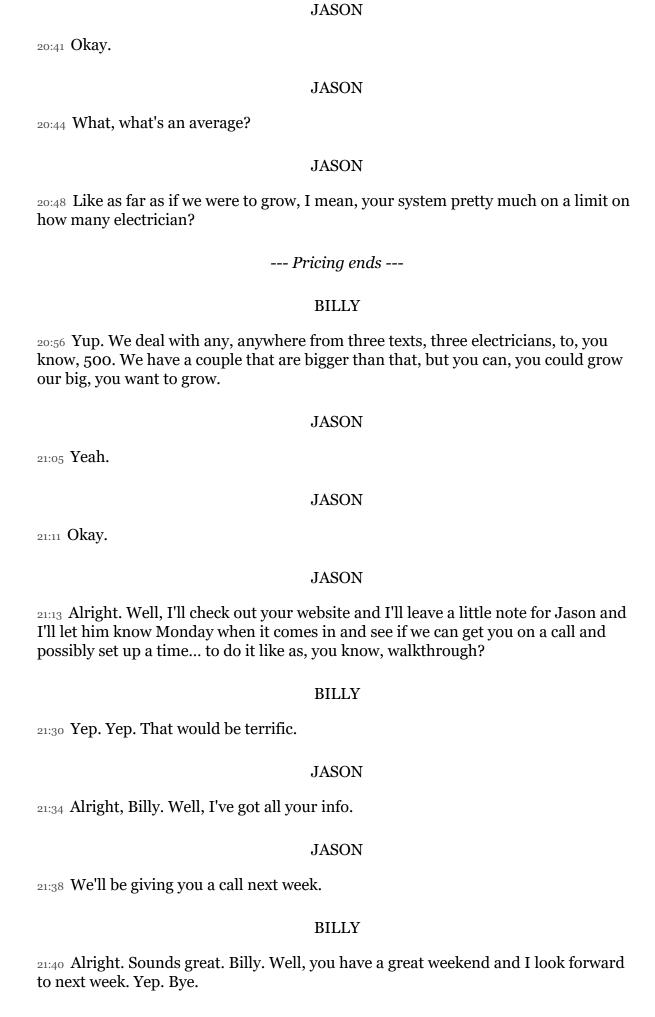
JASON

19:27 Okay.

BILLY

19:28 It's only going to be charged per user in the field.

JASON

19:34 Okay.

BILLY

19:34 So, and then the cool thing is what we're really looking for is to increase your service revenue. So our customers on average, increase their service revenue 23 point four percent per year. So, if we did, if we did half of that, we increase your revenue by 10 percent, we would pay for it several times over. You know what I mean?

JASON

19:47 Okay.

JASON

19:55 Yeah. Yeah. Well, that's...

BILLY

19:57 Because we didn't want to be, you know?

JASON

20:01 That's definitely the kind of stuff I would bring up.

JASON

20:06 Because that, that's important to him on stuff like that, you know, that they actually have figures... they use have recorded on that.

BILLY

20:12 Yeah.

BILLY

20:19 Yeah, absolutely. See what would happen is when we do a demo with you guys and you liked the way it looks to me like the functionality that you liked the features man. Okay. This thing can really.

BILLY

20:31 You know, be something that we can use at the end of that Zoom meeting right then. It'll give you a kind of an estimated price on what can be.

JASON

20:41 Okay.

JASON

20:44 What, what's an average?

JASON

20:48 Like as far as if we were to grow, I mean, your system pretty much on a limit on how many electrician?

--- Pricing ends ---

BILLY

20:56 Yup. We deal with any, anywhere from three texts, three electricians, to, you know, 500. We have a couple that are bigger than that, but you can, you could grow our big, you want to grow.

JASON

21:05 Yeah.

JASON

21:11 Okay.

JASON

21:13 Alright. Well, I'll check out your website and I'll leave a little note for Jason and I'll let him know Monday when it comes in and see if we can get you on a call and possibly set up a time... to do it like as, you know, walkthrough?

BILLY

21:30 Yep. Yep. That would be terrific.

JASON

21:34 Alright, Billy. Well, I've got all your info.

JASON

21:38 We'll be giving you a call next week.

BILLY

21:40 Alright. Sounds great. Billy. Well, you have a great weekend and I look forward to next week. Yep. Bye.

JASON

21:44 Hey, you too. Thank you. Bye.

The End