



# Call with Molina Mechanical - Jose Molina

Emily Whitehurst with Molina Mechanical  
Recorded on 6/5/23 via SalesLoft, 5 min.

## Participants

### **SERVICETRADE**

Emily Whitehurst  
*Territory Manager*

### **MOLINA MECHANICAL**

Jose Molina

# Topics

<i>Pricing</i> .....	1:02
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# Transcript

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EMILY

0:00 Hi, Jose. This is Emily over at service trade. Did I catch you at? Get in?

JOSE

0:00 Just give me one second. Hello. This is.

JOSE

0:09 Yeah. Give me one second. Give me one quick second.

EMILY

0:12 Okay.

JOSE

0:20 Yes. Sorry about that.

EMILY

0:21 Hey, yeah, no worries. So, like I said, I'm reaching out from service trade. I saw you had put in a demo request to see the platform. So I just wanted to touch base with you, get a little bit more information about your business and then see if it makes sense to go ahead and get a time on the calendar, for a demo.

JOSE

0:39 Sure. Yeah.

EMILY

0:40 Okay. Awesome. Well, if you could just kinda walk me through, you know, what you guys are doing, day to day, your workflow?

JOSE

0:47 So, yeah. So it's a brand new business and.

JOSE

0:52 Really, my customer base is gonna be commercial, so targeting, you know, schools government.

JOSE

1:00 And facilities, but it is a startup company.

--- Pricing ---

JOSE

1:04 So, I do residential... you know, when it comes just to kinda, keep it a floating right now, it's just me, the owner and, but looking to expand here within this year, I mean, but I just need something that, so, I was looking at different softwares, you got BuildOps, you know, and then you got, your more residential ones, jobbers and house called pro and that stuff. So, but I really need something. The reason why I even sent something because I saw on the video that you can take pictures and send that to your customer. So, that is something that I see of value for my customers. And then I was looking at your price plan and your price plan for one user or something like that was like 89 dollars a month or something like that, right?

EMILY

1:02 Huh.

EMILY

1:33 Yeah.

EMILY

1:42 Huh.

EMILY

1:45 Okay.

EMILY

1:55 Yep. So our price plays are it starts out at like 89 dollars per technician per month. The one thing is that our pricing packages typically start at five technicians.

JOSE

2:10 Okay. I got you. Yup.

EMILY

2:12 So, I know you said that you are a new business. So, when do you plan on adding more technicians?

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JOSE

2:21 So, great question. No, I got a find one first and they're hard to come by the good ones, they're hard to come by. They're all well taken care of and it's hard to get them

come especially with a startup company. So hopefully, by the end of this year.

EMILY

2:24 Yeah... definitely.

EMILY

2:36 Okay.

EMILY

2:39 So, like I said, and then, are you guys already like have you already grown like your customer base or are you kinda still in the beginning stages? Like do you, still, do you have work planned already?

JOSE

2:51 So, I have a little bit of work planned, but yeah, I'm still in the stage of growing my customer base. Yeah.

EMILY

2:58 Okay. I got you. So like I said with our like five tech minimum, so typically.

EMILY

3:08 You know, obviously, I'd still love to schedule a demo of service trade if it's something you still wanna look into. I just wanna be really transparent about that, that's typically where pricing plans, you know, start off that. So if you were looking to add, you know, three to four text this year, then it may still, you know, be worth taking a look at, but, you know, I wanted to kinda hear your thoughts on that.

JOSE

3:17 Yeah.

JOSE

3:27 Yeah.

JOSE

3:32 Yeah, no... they're just, it's not even, I wouldn't, I hope I could add three or four that be awesome. But what I'm realizing with like your guys type of, you know, like your guys, even your competitor or kind of structured the same way.

JOSE

3:52 So, which is a huge expense at this point. So I'll just continue to do what I'm doing. And then when I'm ready, you know, and I have, that amount of people, I'll sure reach out, I don't think, I don't think it's worth your time, you showing me the demo because I'm not gonna, I'm not gonna buy it, you know, not with just me. It's just a huge expense and I don't want to waste your time or waste mine so.

EMILY

4:05 Yeah, yeah.

EMILY

4:11 Yeah.

EMILY

4:16 Yeah, 100 percent just wanted to go ahead and be really transparent because we have a lot of people, you know, who reach out that are just starting in a new business. And then, you know, by the time they sit through the demo, they realize, you know, it's not something they want to invest in right now, but definitely, you know, down the line in the future whenever you add on a few more technicians and kinda get running on the ground then definitely keep us in mind.

JOSE

4:40 Yeah, I appreciate it. Thank you very much for the call.

EMILY

4:43 Yeah, absolutely. You have a great day.

JOSE

4:45 You have an awesome day too. Thank you.

EMILY

4:47 Yep. Bye.

*The End*