



ServiceTrade/Hoover Refrigeration - Call with Billy and Steve

Lauren Rice with Hoover Commercial Refrigeration, Inc.
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Participants

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Transcript

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

STEVE

0:00 Hey, Billy.

BILLY

0:00 Hey, how are you?

STEVE

0:03 Right. I'm okay. How are you doing?

BILLY

0:05 Good, good. Good to see you again and...

STEVE

0:07 You too.

BILLY

0:08 My video there's...

STEVE

0:09 I don't see there you are.

BILLY

0:11 Yeah. Okay.

STEVE

0:12 And I'm full of shit. Hi, Lauren. I'm full of shit. I'm not good. I am as busy as I've ever been in my life. I've lose my mind. I'm considering walking in traffic.

BILLY

0:24 Yeah. Well, make sure you pay the premium on the life insurance policy first.

STEVE

0:27 Right. Yeah.

BILLY

0:29 Yeah.

STEVE

0:31 Things, how are you been?

BILLY

0:33 Good. You know, we've I mean, just like you, we're blessed to be servicing folks like you. The market's good. There's. Not a, there's a lot of crying in the software world right now, but because we sell to folks where the demand so far outstrips the supply, you know, we're unaffected software is irrelevant. It's who you're selling to and because we're selling to folks like you, our market has remained very robust... you know, just normal wear and terror.

STEVE

1:08 Yeah, right on.

BILLY

1:10 Thanks for.

STEVE

1:11 Taking some time with me. I, you know, I'm not, I am not too proud to admit when I'm wrong and you and Lauren were both right last time we talked a couple of years ago.

--- Accounting integrations ---

BILLY

1:22 When were you? When were you wrong? What did you do wrong?

STEVE

1:26 I bought the software. Well, the last time we talked, I was, I went with an ERP solution which was a huge mistake. I bought Sam pro based on another contractor's recommendation and I thought an ERP was a good idea Bill and wasn't the bookkeeping portion of that software is absolute crap.

--- Accounting integrations ends ---

STEVE

1:50 And everything leading up to that is pretty much crap. So, I got a really unhappy crew around me. I avoided suicide. A couple of be suicide. I avoided murder multiple times in the last year because they all wanted to kill me or quit one of the two, I help the team together. But so that's why I called Lauren so that the team wouldn't kill me, and Lauren and I know each other, from our conferences and we enjoyed

cocktail hour together at those, and I said, well, I got a call Lauren. Yeah, that's how I got here.

BILLY

2:25 Well, it, takes a big woman or a man to admit, you know, if they, if they've gone down the bad path, but we're glad you're back. I hope this time's the charm second time's a charm.

STEVE

2:38 Well, I hope so too, buddy, and it's funny. And Lauren knows, I, when I called Lauren, my mind was made up. I was, it was going to be one of those phone calls and we were gonna look at it and go. And then my service manager, Todd... says, hey, I'm talking to these other people. And now the team here has been looking at BuildOps over the last month as well. So, you know, your competition.

BILLY

3:05 Yeah, I mean, I do and BuildOps is a very different proposition than Sam pro.

STEVE

3:15 Yeah.

BILLY

3:16 And, but bad, for different reasons, you're not dealing with an honest group of people. And I don't want you to believe that for me. I want you to call one of my customers who tried to leave us because they got sold a Bill of goods by those folks. I want you to talk to the owner of the business, Tim Anderson and he's happy to take that call. And he said 50 percent of what you're looking at is not available in the product and they will tell you anything to take your money. And then after they've taken your money, when you tell them, I don't want you to take anymore because it doesn't work, they'll swipe your card again. So that's who you're dealing with. And, I wouldn't be so blunt if you hadn't already had enough problems in your life. You're you're in store for some more if you go the wrong direction on this decision. Okay? That's good. And don't believe me. Call Tim Anderson. I'll give you he's in the Bahamas right now, but he was on the phone with me on Monday from the Bahamas because that's how important our relationship is and he said you guys have never mislead us once and we're going further with you. Now, we were looking to lead because of their quote unquote project management stuff. But, but all the other things that they swore to God that they had when they were, when they were talking about what you did and how you did it, they don't have and they could never show it. They could never deliver it. And then when we called them to say, stop charging our card, guess what they did, they charged.

STEVE

4:50 Wipe that again, right? Well, I would love to talk to him that'll be really helpful.

BILLY

4:55 Yeah.

STEVE

4:55 That's a big decision and it's weighing real heavy on me amongst the other 100 things I got cooking.

--- Purchase decision ---

STEVE

5:01 But it really is weighing heavy on me. And, and, you know, for me, Bill and you got a big team, I've got to make this team happy. It's this isn't even about me. It's about getting people around me happy again and efficient. And, you know.

BILLY

5:19 Well, let me tell you a little bit about my business in terms of people being happy last year.

--- Pricing ---

BILLY

5:26 Our net retention. Our net dollar retention was 127 percent. Which means had I stopped selling new customers, I still would have grown 27 percent last year if you think we're a fit. And I believe we are, you're going to be happy. There's going to be somebody in your organization that cries.

--- Pricing ends ---

BILLY

5:43 I don't know who it is yet. Somebody's gonna cry, but most of the folks in your organization are gonna dance. And, and so we're good at that, right? I mean, our track record speaks for itself. I've got 1,200 customers. I've been doing it longer and better than anybody in the market. And, you know, you're talking to me right now and I would, I wouldn't lead you astray...

STEVE

6:07 I appreciate that. Well, I appreciate that a lot and, I appreciate my relationship with Lauren and Clint been great. I like I say my mind was made up. I know where this team is leaning over here because I asked them and I need some backup like this gentleman you're suggesting I talked to because it's I meant to be very democratic about this here and they know I made a mistake last time. I'm gonna let everyone have their say and their input. So I need to, I need something to sway them and I need real, so someone real to talk to. I would really like to know someone using it and especially an experience like this. That's used both products and was soured by build ups that'll be super valuable to me.

BILLY

6:56 They, they have a terrible reputation in the market and like I said, but don't believe me. I want you to talk to, I want you to talk to Tim and if Tim is not enough, I'll put you in touch with three others. Okay, they do not live up to their sales billing.

They absolutely do not. And, it's a company that's been around since 2018 and they swear to God, they do everything we do, everything service tighten, does everything pro core. Does you don't need another piece of software ever? And that's just not possible? It's not feasible. They, their book of business at the end of last year was 10,000,000. Mine was 25, right? You know, we're just bigger and better. And we're the ones that we're gonna take care of you. They have a very slick sales cycle, but your people are being duped that's all there's to.

STEVE

7:52 Well, I believe you. I do need to talk to, I do need to talk to someone.

BILLY

7:57 Right. So I will through Lauren we'll get you, Tim's mobile number and you can call him on his mobile. He will expect your call. If I'll get your mobile number, and I'll make sure if somehow you don't connect that, Tim calls you.

STEVE

8:15 You bet. That sounds great. And Lawrence got all my contact information. That's not a problem.

BILLY

8:19 Okay. All right. Cool. We're happy to do that. I do not want to see you get hurt again and it's...

STEVE

8:29 It's expensive.

BILLY

8:30 It's likely that's where you're going and I'd hate to see that me too. So. All right. Anything else I can do for you while you got me?

--- Implementation and ongoing support ---

STEVE

8:42 Well, I think we were gonna talk a little bit about, you know, your team, Ryan hard and was part of our call the other day. He showed us some stuff that's coming, some exciting stuff that's coming at the first of the year. And if our go live, I wanna be realistic about it, go live, and I want to be call it January first.

--- Implementation and ongoing support ends ---

STEVE

9:01 So that's six months out in front of us. I think that's realistic. So he said, well, next year, this is what it's gonna look like. It's gonna look like this anywhere. So I asked the question. I said, well, what's project's gonna look like? Because I will tell you... at least 30 percent of our businesses projects. In fact, that's part of my

heartache right now is I just got caught up by the end of the day Saturday and I'm like, well, now what's next week look like? And I've got seven jobs in bidding right now and it's crushing me. But as you said, BuildOps says they could do all these things well. Their projects are dynamic looking from a sales standpoint.

BILLY

9:40 And, and by the way, they might be pretty good at that. Okay? But, but, and I'll give the devil is due, right? That is where they cut their teeth and they probably figured that out, but they haven't figured out service.

--- Quoting ---

BILLY

9:55 They haven't figured out quoting and selling, right? We bought Northboundary. So we, we've double and triple down on your ability to quote and sell the things that you want to quote and sell. Not to mention what you can quote and sell in service trade. The reason Anderson, they swore up and down, they could do maintenance with a deficiency identified deficiency quote to, approval to repair, doesn't exist in the product and they'll swear up and down.

--- Quoting ends ---

BILLY

10:21 They've got it. And, and Tim Anderson finally says show me now how we're going to do that. And then, they eventually said, well, just kidding don't have it said stop charging my card and then they charge this card again. He's like what's wrong with you? Don't you listen anyway. So I look.

STEVE

10:44 Northboundary, it was, I liked it. We had a, we had a breakout set by shells team and they seem to like it too.

BILLY

10:51 Yeah. So, so as it relates to projects, yes, that's new for us, right? It's been around about what Lauren three months, four months.

LAUREN

11:03 And longer than that if you count the lead in time for...

--- ST app contracts and pricing ---

BILLY

11:07 First phase, yeah. So, so, but it's not like it's a huge leap, right? It's basically the same data set but with a different UI to make it easier to make decisions on things that are longstanding that have a lot more data elements, but the data elements are the same labor materials, clock events, right? Customer comments, photos efficiencies instead of a quote. It's a change order now, right? You know?

--- Type of work ---

STEVE

11:39 Yeah, but it's a little more of that Bill. It's it's I mean, I could see where like we've started out growing in hvac department. You might know that, I'm a refrigeration...

BILLY

11:52 I hear you. Yeah.

STEVE

11:54 Yep. So we do grocery primarily, but we're really jumping into commercial hvac, and I'm really invested heavily in it. And I can really see from what I, from the project demonstration we had the other day that there is, it's really useful for equipment, change out, that kind of thing, what our hvac projects look like. But as an example, I mean, I, I've got a couple of small jobs, a couple of 100,000 that last three to five months. And then I've got a 3,000,000 dollar job I'm bidding, but.

--- Type of work ends ---

BILLY

12:26 Yeah, I don't want that do that somewhere else?

STEVE

12:29 That 3,000,000?

BILLY

12:31 I don't want that, that's Construction...

STEVE

12:33 Right. It is contraction.

BILLY

12:35 Yeah. This Construction do it somewhere else.

STEVE

12:38 Well, I got a Bill et here though. I just need simple things as simple as like a schedule of values to Bill from that kind of thing. So, and the reason why I got you here they Bill is there was some indication that this exciting stuff that's coming from the service side is gonna, that maybe there was some siding stuff coming on projects. And so Lauren thought I'd be a good to pull you in to see what's next year look like for projects. Is, is there any changes coming there?

--- Accounting integrations ---

BILLY

13:07 Not much, some, not a lot. But by the way, just what you talking about, revenue recognition or schedule or values not doing it. Is that's accounting, you need an accounting system to do that correctly? We're we're not going there. I don't know what accounting system you're planning on buying using purchasing because I know Sam pro is supposedly doing the financials for you.

STEVE

13:27 It's crap, but we're going back to Quickbooks is.

BILLY

13:30 Okay. And are you doing the Quickbooks enterprise, Quickbooks contractor? Yeah, enterprise. So, and that's not fantastic either for what you're talking about for running a 3,000,000 dollar Construction project that's not ideal. And, and, but I'm not gonna tell you.

--- Type of work ---

BILLY

13:49 I'm not going to lean in on this and say, do, don't worry. I got you because, we're not going to 3,000,000 dollar.

STEVE

13:56 Well, that, that's a one off deal. My Construction projects are primarily... 100. We got those covered.

BILLY

14:07 Right in the zone, we, you know, generally speaking, we call those owner project, right? It's where you've got a loyal customer even if there's a GC involved, they're speck in you. They're saying, look, she's got to do the work, right? And the GC might run it, manage it, but you got specked in as part of the customer relationship, you didn't go bid against 12 other people.

--- Type of work ends ---

STEVE

14:30 No, these are very small lists, you know, one of three within the cro world in the northwest.

BILLY

14:37 Exactly. And, and that's where we're leaning in, you know, pro core owns a Construction world, right? And, and we're just not, we're friendly with them. It's a whole different world, but we are, we will own owner projects and we will be investing there. I mean, my...

STEVE

14:56 My interest is tough because for me to go over a half a 1,000,000 is unusual. It's the 3,000,000 deal is just because there's a big equipment.

BILLY

15:04 Yeah. Okay. Well, you're right in our zone then, right? I mean, you are right in our zone that this is what we do, right? We're we're not going after the next vertical. We do firing life safety, mechanical, right? We're not pursuing the next vertical. We're not saying that we're doing Construction. We're not claiming that we're anything that we're not, and yet we will happily grow 40 percent this year. We grew 50 percent last year and we will happily grow 40 percent this year. And so we're leaning in to the folks that we serve and that love us and we're staying away from anything where we might get our fingers burned.

STEVE

15:46 I can appreciate that. I do the same thing.

BILLY

15:50 Right.

STEVE

15:52 I have, just as you said here, sometimes I have to tell customers we're not the contractor for you.

BILLY

15:59 Yeah, absolutely. Absolutely. But we are the contract. We are the software provider for you.

STEVE

16:04 Yeah, I understand that. That's it. And that's why my, immediately when I made a decision to quit throwing good money after bad, I just immediately grabbed my phone and punched in Lawrence.

BILLY

16:16 Yeah, good. Well, I'm glad she made an impression on you. She made, she makes an impression on me too.

STEVE

16:21 On everyone... shack. Are you really on a boat today or is that just your background? Your?

BILLY

16:30 No, she's on a boat.

LAUREN

16:31 I'm on a boat.

STEVE

16:38 Shoot. Well, boating weather is going to happen here. Soon. It's been raining the last few days, but I'm ready to get on my boat too.

BILLY

16:45 All right. You don't fish off that boat, do you?

STEVE

16:48 I got aluminum a skit for fishing Bill. I just fish the river crab and it'll open up in two weeks. So we'll be pulling crab pots in a couple of weeks.

BILLY

16:58 Okay.

STEVE

16:59 It's just a little open skip, but then we got the lake boat for fresh water.

BILLY

17:04 Are those, are those stone crabs or king crabs you're pulling?

STEVE

17:07 These are dungeons?

BILLY

17:10 Yeah. That's good. Yeah.

STEVE

17:12 Yeah. So that will happen over the fourth July week and that will start.

BILLY

17:16 Yeah.

STEVE

17:17 That'll be fine. Then we got our lake boat that we just go lounge around. I take people on the boat, drop anchor, turn the music up, crack of beer and say, I hope you're not disappointed, but this is it. Yeah.

BILLY

17:30 I hope the weather is not so cold that you can't get in it.

STEVE

17:33 Right. Yeah.

BILLY

17:35 Okay. Cool.

STEVE

17:36 Well, well, if you could get me some people to talk to, it would be much appreciated because I will tell you at this point, I've got to have something to sway the team because it's gonna be democratic and I don't want to disappoint these people again.

BILLY

17:52 Yeah. And so, why do you feel the team is leaning in so hard on build up? You said 30 percent of your business is project?

STEVE

18:00 Yeah.

BILLY

18:01 Okay. So, the other 70 percent is gotta be service, and so, where, where's the big vote coming that's so positive for BuildOps given who we are on what we do, what did we do wrong?

STEVE

18:14 I'm not sure, but I will tell you I broke every session out for, you know, we wanted to see how it integrates with Quickbooks of course. So I got a, Lauren helped me get a breakout session for the books. We had breakout session for service managers. We had breakout session for the field. In fact, once just wrapping up the Clint got going with the field leaders, dispatch looked at it and it's not that everyone's like we don't like service trade as you said, BuildOps is a very slick sales bunch and they're like everyone's like, well, if I had to do it, I think I'm kinda leaning this way.

--- Purchase decision ---

STEVE

18:52 Nobody is nobody is like service trades, horrible. Everybody sees how good it is. They're all, but I'm telling you around this office, I'm taking a little pulls as I walk around. I want to get the pulse of what's going on here.

BILLY

19:05 Yeah.

STEVE

19:06 And, and I know that they're all leaning towards BuildOps, and I'm not exactly sure why.

BILLY

19:12 Yeah, and, you know, kudos to them on the sales thing, but they're not honest.

STEVE

19:17 Right. And that's what I wanna know. I wanna hear that from Tim that you're talking about. I really wanna, before I make any decision, I wanna talk to some customers. I wanna hear some experiences and I will tell you the other day I sent build up an email.

--- *Purchase decision ends* ---

STEVE

19:33 I said I need some names of some people to talk to using your product... that was late last week and I haven't got one yet.

BILLY

19:43 Yeah. How many do you want from me? I got a, I got a mobile phone number here full of them. How many do you want?

STEVE

19:48 What? I would love three of them because I know Jan wants to talk to somebody that's experienced that's using enterprise, right? She.

BILLY

19:56 All Greg, you need to call Greg down in ass?

STEVE

20:04 And I've talked to Jamie a couple of years ago over at ao, Smith, right?

BILLY

20:08 You can call, you can call Jamie.

STEVE

20:09 I've talked to Jamie for she's a great advocate for you.

BILLY

20:13 It's Greg Perry, right?

LAUREN

20:16 Yeah. He actually is retiring. He moved to Arizona to took his last job selling service agreements for training. So he left air systems as of two weeks ago.

BILLY

20:29 Did he? Okay, wait till... yeah, he does a lot with nap in the napa valley. He's historically done a lot of stuff in the napa valley area. You can talk to Greg. You know, you can talk to another one, Brian Crawford. He's a little hard to get a hold of down in Arizona. He tried BuildOps as well, tried to leave.

STEVE

20:51 Those are the kinds of guys. I wanna talk to you, Bill. I wanna know someone is that's so valuable that's someone that's got both experiences.

--- Dispatch ---

BILLY

20:58 Yeah. It probably be easier to get a hold of Chris. What's Chris last name? Aaron, and Chris legal. All right. Let me get a hold of Chris for you to call Chris. You've already spoken to Jamie, you know, Jamie? Have you spoken to guys at western Ali? Do you wanna speak to Jeremy western? Ali?

--- Dispatch ends ---

STEVE

21:17 Sure. I mean, so just shoot me an email with a couple of days, but in particular, this guy that you said was in the Mohammed that's...

BILLY

21:24 Sounds like man, Tim Anderson.

STEVE

21:26 Jim. Sounds like a real good one.

BILLY

21:28 Yeah, Jeremy. Good, goodlind, I'll give you, I can give you Jeremy mobile number.

--- Pricing ---

BILLY

21:32 Now, he runs western allied mechanical out of paloalto. He's also msa, he knows Jamie, they're out about a 50 60 tech shot, Lauren.

LAUREN

21:44 Closer to 70 80. Okay?

BILLY

21:46 I do it and they do a lot of high tech, right? Data center stuff like that. Jeremy's mobile number is six five zero, two, eight, zero, three five zero three. Just just tell him. I told you to call.

--- Pricing ends ---

STEVE

22:01 What's Jeremy's last name?

BILLY

22:04 Good land. Okay? We...

LAUREN

22:07 I'm gonna send all this in an email, Billy, what were the last four digits of that? Just to put everything in the same place?

BILLY

22:13 Five three... you know, Jamie, you know, do you wanna talk to Jamie again? She'd be happy to take your call.

STEVE

22:21 I know she would. And no, I don't need to talk to Jamie again. I know what Jamie is gonna say. She's a great advocate for you. And I think that's awesome.

BILLY

22:30 Yeah. How about Brad bugs? He runs about a 70 tech operation out of Atlanta union shop. Okay?

--- Pricing ---

BILLY

22:37 And it's let me give you Brad's number. Again. You can just call him and tell him I told you to call. Okay? And he'll happily take your call.

STEVE

22:46 Lauren, are you checking these down or I need to jot them down?

LAUREN

22:48 I got him. I got him.

BILLY

22:50 Four, four, nine, two, five, one, nine, five, two.

--- Pricing ends ---

BILLY

22:56 Been with us about seven years. Interesting guy. He used to. He was, he's actually the president, of BW mechanical now, but he was a marine that was on marine one. He flew around with the Clinton's and the bushes, I think.

STEVE

23:14 No.

BILLY

23:14 Kidding. Yeah, and ask him. So, do you, regarding the president? He goes, no, regarding the helicopter.

STEVE

23:20 Right.

STEVE

23:25 I love it.

BILLY

23:26 Great guy. And I do not have Tim's information at my fingertips, but I'll get it for you.

STEVE

23:33 Okay. That sounds good. I'd be really interested to talk to him. I wanna hear that.

BILLY

23:38 Yep. And that's how easy it is for us to give you references because we got plenty of them. I got 1,200 customers and 1,137 of them are happy good.

STEVE

23:49 Glad to hear it. That's good. That's a good percentage.

BILLY

23:56 Anyway, all right. Well, I hope this has helped you. I'll get this information and we'll get that right back to you.

STEVE

24:02 That stuff helps a lot. Thanks for taking some time from, with me, Billy. I appreciate it. Lauren, enjoy yourself on the boat.

LAUREN

24:10 I will, we're probably ahead and home soon, but I will last and I'll get these names and numbers sent over to you. Let me know if I can facilitate any of these conversations, but it should be as easy as just giving them a call and say Billy gave me your number.

--- Access to information ---

LAUREN

24:29 It does sound like Neil was able to connect with someone over at via as well. So he may have, some perspective on share. And yeah, I was on that last call with your, with, the field team about the updates coming to our mobile app and some of them won't be relevant to you all because of the way you guys do your time tracking.

--- Access to information ends ---

LAUREN

24:54 But there are some other step related to tasking and, I think tasking was the main one that we talked about, that we had reviewed last week with, that they seem pretty excited about that. And like the offline capabilities as well as... just things automatically thinking those are all, those are all things your team seem to enjoy.

STEVE

25:20 Thank you for that. You know, by the bottom line is that those guys, those three team leaders and these people in the office, I've gotta make this whole group happy and that's challenging. I will tell you that.

BILLY

25:35 It'll be, you have some.

LAUREN

25:36 Personalities in that office.

BILLY

25:39 It'll be easier than last time.

STEVE

25:42 Yeah, certainly, the bar is not high right now, bell.

LAUREN

25:48 I...

BILLY

25:50 I really do hate that for you. I hate that you got sold on that other thing. I mean.

STEVE

25:54 It was a real, truly a bait and switch. It really was. Yeah, it's been painful, but I've held the team together and now they know that there's something better in the future.

BILLY

26:05 Okay. Good. Well, we're there for you. We'll get it done.

STEVE

26:09 Appreciate it. Thanks you guys.

BILLY

26:11 My pleasure, see.

LAUREN

26:12 Thank you. Take care bye.

The End