



Call with Cook Mechanical Inc - Jody Vowell

Alec Ashby with Cook Mechanical Inc
Recorded on 10/3/23 via SalesLoft, 8 min.

Participants

SERVICETRADE

Alec Ashby
Territory Manager

COOK MECHANICAL INC

Jody Vowell
Director of Service

Topics

<i>Call Setup</i>	0:00
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Transcript

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

--- Call Setup ---

JODY

0:00 Hello?

ALEC

0:02 Hey, Travis. This is Alec. How are you?

JODY

0:04 Good, good. How are you?

ALEC

0:06 Doing good, man. Doing good. Do you have a good weekend?

JODY

0:09 I did, it was pretty relaxing, pretty chill, didn't do a whole lot, which is kinda how I like it.

ALEC

0:14 I did the same thing. So that's yeah, always good. Always good. Yeah. What, what's happened to me is like of some weekends where I do a lot and then I have some, I do nothing. It's usually nothing in between. So, it's just kinda it's kinda weird how it goes sometimes.

JODY

0:15 How about you? Good?

JODY

0:30 Yeah.

JODY

0:32 Yeah, I know that is exactly.

ALEC

0:35 All right. Cool. Well, I know after our last meeting, you know, you like service quite a bit. You just needed to kinda tell Jody a lot of the things we went over last time. So I just a call to kinda see how those conversations went. I guess what he thought about the new quote and all that good stuff.

JODY

0:46 Yeah, yeah.

--- Call Setup ends ---

JODY

0:55 So, I mean, just to keep it short, it's still more than we're wanting to spend and, I don't think we'll be able to slim it down any anymore for right now. I think that's something that I think ultimately we're going to have to defer it.

JODY

1:11 For a little bit longer, at least get a couple of good months in us, and hopefully go from there. But right now, I think we're just our operational budget needs to be get rebuilt a little bit first?

--- Pricing ---

JODY

1:26 So that's kinda where we're at man.

ALEC

1:29 Yeah, yeah. I know. I get it. Man. I know that there's a lot of other things you're spending money on and stuff like that. Was there a budget that you guys were comfortable with or a budget you had in mind for this year or?

JODY

1:37 Yeah.

JODY

1:42 I think, for the service?

JODY

1:48 That you guys are, you know, the providing, the budget is good. It's just, we can't we're not in a position to spend it essentially anything on that. We got trucks. We're trying to up fit... people trying to onboard as well. So we're going to have to keep it lean and mean and until we get out of this slow season, I think. But, yeah.

ALEC

2:14 Yeah, yeah, that makes sense. I mean, when do you kind of envision you guys getting out of that slow season?

JODY

2:22 I mean, I think, we could probably regroup after. What is it? We're coming in October?

JODY

2:31 I mean, it starts to get jam in and around March.

JODY

2:38 It starts to get real busy.

--- Pricing ends ---

JODY

2:40 I would like, can we circle back? I would say right after the first of the year and see that'll give me some time to kinda make some money here. And then we can, we'll have a little bit more disposable income as it were.

ALEC

2:58 Yeah, we can absolutely do that.

--- Pricing ---

ALEC

3:02 Now, the only thing about that is that, I mean, at that point, assuming, you know, we don't need too many more meetings at that point. If you're in a place financially, you would be probably implementing service trade around February and going live, you know, going in March?

JODY

3:11 Yeah.

JODY

3:15 Yeah.

JODY

3:18 Yeah.

ALEC

3:19 Which I don't know how feasible that is for you, but I mean, we could do that. That's just the only thing if we did that.

JODY

3:26 Right. Yeah. And that's taking into consideration. You know, whenever we start, we have that delay.

JODY

3:34 Before going live. So it's kind of... a consideration where we're you know, yeah, we don't want to go live and dead August, so.

ALEC

3:43 Right.

JODY

3:45 Hopefully we're a little bit more organized just collectively, and going into, you know, around that first of the year conversation, putting us into March.

JODY

3:57 April live, I think, is acceptable. Yeah.

ALEC

4:02 Okay.

ALEC

4:04 Okay. That's fine. And, and I just wanna make sure I'm understanding you guys correctly, it's not that you guys think it's our price is too high or you guys, it's not really to do with the price. It's just simply, you don't have the disposable income to invest, but you don't really have an issue with the actual the service trade, right?

JODY

4:23 Correct. That is correct. That is correct.

ALEC

4:25 Okay. I just wanna be sure.

JODY

4:27 Yeah, that now that's 100 percent, I can, I'll say that in with confidence, yeah.

ALEC

4:31 Okay. So, that makes sense and, you know, if anything changes or you're I mean, do you guys have a plan to acquire the capital necessary to invest in something like service trade? Do you guys have a plan to, you know, fill that gap between now and?

ALEC

4:48 Fanuary?

JODY

4:50 It's it's all dependent on our revenue stream... and what we can accomplish through the service work.

JODY

5:01 I mean, we have pretty ambitious, pretty aggressive goals even going into winter.

JODY

5:09 To, to grow it and to, get it where we want it. So that's we're only limited by our limitations, right? We only have, so much resources at our disposal at this point. So.

JODY

5:24 Service trade was, a cog in the wheel of that. So.

ALEC

5:28 Yeah. So what I'll do is there's this article we have on our website. I think it's called something along the lines of five ways to increase pull-through work. I'll send that to you guys so that, you know, obviously you wouldn't have service, something like service trade to make it easy to capitalize on it. But maybe that would help you guys create the necessary revenue you need so that you could invest in it in January. But yeah, and then also too if anything changes, just so you know, I mean, obviously, we're the most flexible in December. So if anything changes for you guys track a lot faster than you anticipated, you know, definitely reach out. But I'll definitely make a note to reach out to you guys earlier in the year and see if you guys are at a place financially where you can invest in something like service trade.

JODY

5:39 Huh.

JODY

5:46 Right.

JODY

6:02 Yeah.

JODY

6:17 Yeah. That sounds like a good plan. You know, it's my first I'm very at 90 days kinda the first billing month under my belt in September. So... we're on a positive trajectory. I can't ever say that word?

--- Wrap-up ---

ALEC

6:32 You're good?

JODY

6:35 I still try to say it and I'll still mumble through it, but so, I mean, it's positive, right? It's it's all good and it's not like, you know, for your own peace of mind off the record or we're not shopping. Anybody else. We're not taking demos with BuildOps anymore. So, it's you know, for that little peace of mind for you?

ALEC

6:53 I appreciate that. Okay. Yeah, no worries, man. Well, yeah, I hope that all works out for you and I definitely understand that. So I'll reach out to you guys in January. But if anything changes before then don't be afraid to reach back out to me. You guys have my contact information, but I'll go ahead and get out of your hair here. But yeah, I really enjoy talking to you guys though. I do think that, you know, next year you will be a service trade customer. I see you guys is getting a lot of value out of it. So definitely excited for you guys next year.

JODY

7:09 Yeah, definitely.

JODY

7:15 Hey, Ben.

JODY

7:25 Yeah, definitely. Yeah, me too, me to excited all around. So you said I appreciate the effort, you put it put into this. Hopefully, it pays off next year and we can move forward. So... I'll leave you with it and, yeah.

ALEC

7:37 Yeah, no, yeah. You can, I get paid. I get paid to, get, no, I mean, I'll take a no over a AB all day. So, and it didn't even seem like this is a no. This is more of like a yes later. So I totally get that man. No, no need to sweat it. But, yeah, I'll look forward to talking to you guys next year.

JODY

7:49 Yeah.

JODY

7:54 Okay. Yeah. Sounds good, man. Appreciate it and have a good holidays. If we don't talk to you ahead of them.

ALEC

7:59 Yeah, yeah, you too as well, man. You too as well. You have a blast one.

JODY

8:02 All right. Take care.

ALEC

8:04 Bye bye.

The End