



ServiceTrade Renewal Review

Logan Engel with Welldone Mechanical
Recorded on 11/17/23 via Zoom, 21 min.

Participants

SERVICETRADE

Logan Engel
Account Manager

WELLDONE MECHANICAL

Sean Gross
President

Topics

<i>Small Talk</i>	0:00
<i>Pricing</i>	3:36
<i>Pricing</i>	12:23
<i>Next Steps</i>	17:47
<i>Small Talk</i>	18:43

Transcript

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

--- Small Talk ---

LOGAN

0:00 Hey, Sean?

SEAN

0:01 Going, Logan?

LOGAN

0:03 Pretty good. How are you?

SEAN

0:05 I'm bad.

LOGAN

0:06 Awesome. Say that again?

SEAN

0:10 And yourself?

LOGAN

0:11 I'm well, I'm doing well. My birthday was last two weeks ago now about... so that was nice. I had some sushi and hung out with a bunch of friends, so.

SEAN

0:23 Nice, very classy. You remember all of it or did the sake get you?

LOGAN

0:29 Surprisingly, I went with the espresso martini instead. I had one in a while and I've been craving one. I don't drink a whole lot. So, I was like, yeah, I'm gonna get that.

SEAN

0:41 Right.

LOGAN

0:42 Yeah.

SEAN

0:42 Very classy. The espresso martini. I used to be a bartender and make those.

LOGAN

0:46 Yeah. Was it where you bar tended in the past? Was it like a like mom and pop kind of setup or was it?

SEAN

0:57 Like a cocktail lounge resting?

LOGAN

1:00 Nice. I've done some bar tending. I used to live in San Diego, California. I did some bar tending at a bar restaurant by day night club at night.

SEAN

1:15 Nice, that have been interesting. That have been fun.

LOGAN

1:18 Yeah, it was fun, but it got stressful once that night crowd came in, it was just go go go nonstop. So, but yeah, well, cool. Thanks for meeting with me today. I know we had played a little bit of phone tag there. So I appreciate, you know, reaching out and scheduling the meeting and whatnot...

SEAN

1:39 No worries.

LOGAN

1:41 So, I'm going to share a slide with you and basically, it's just gonna go over who I am and what's changing and we'll go from there and then talk about your renewal. So, my name's Logan. Obviously, I'm as account manager on Northboundary, are you familiar with, you know, how Northboundary was acquired by service trade last year?

SEAN

2:08 I don't know what you mean by like I'm familiar with it. I know it happened, I dealt with an S, I previously talked with service trade as we were looking to move forward with service trade as an operational platform, but it was not, could not do what we needed it to do.

LOGAN

2:26 Gotcha. Cool. Yeah, that, that's pretty much the gist there. As far as just who service trade is when it comes to Northboundary and service trade... and sorry to hear that it didn't work that well or work out well for your service side. Do you all work with like a lot of national accounts or something?

SEAN

2:46 No, it's just didn't have the capabilities that we needed for our business?

LOGAN

2:51 Gotcha. Makes sense. It's not a fit for everybody. So, yeah, it makes sense there. As far as the service side of things, are you all using software currently or is that just paper? I'm just asking this out of curiosity. I promise. I'm not trying to sell you.

SEAN

3:09 You could try it's. Not gonna work very well.

LOGAN

3:12 Yeah.

SEAN

3:12 We're on, we're on BuildOps.

LOGAN

3:15 Okay. I'm familiar with BuildOps. Okay. Sweet. Well, see a little bit about me. I've worked at service trade for about almost two years now. I travel a lot like all over the us. My whole goal is to buy before I buy a passport, see all 50 states so far.

--- Pricing ---

LOGAN

3:36 I've been a 27. So I'm slacking on my list there, but I blame COVID, and then, yeah, I have a lot of animals between my girlfriend and I, so, yeah.

SEAN

3:50 Five. Yeah, that's a good amount.

LOGAN

3:53 Yeah, I have 104 pound dog and then a four pound cable.

SEAN

4:00 Got both ends of the scale.

LOGAN

4:02 Yeah... cool. So as far as you are concerned and your role there, are you the Northboundary point of contact for renewals, invoicing, things like that?

SEAN

4:18 Currently, yep.

LOGAN

4:20 Perfect. Sweet. And next, I just want to get like a background. It doesn't have to be long and in detail, but I like to learn how each company is using Northboundary because it varies, you know, company to company. So.

SEAN

4:37 Or not. Well. I'm sure you have our account information, but it's been under a year. We're we're still in the setting it up stage. You know, there's is was going to be five six people using it. And, yeah.

LOGAN

4:59 Okay.

LOGAN

5:05 And as far as what you plan to use it for using it for like all preventative maintenance, you know, proposals and estimating and whatnot?

SEAN

5:16 It was gonna function as our CRM proposals. And then the tasking portion of, for the maintenance. Sweet. It was, it was really the tasking side of it. That was, the pricing and the tasking was kinda, the major thing we wanted. But at the time.

LOGAN

5:38 For sure, the tasking I hear that come up a lot as well as the like templates you can use for, between quoting and proposals and what not so awesome. Thank you. Okay. So as far as what's changing, we're moving to a user based pricing instead of her office, current Northboundary customers such as yourselves would not jump up to list price like new customers. You know, walking in the front door would, and then support e-mail I just wanted to make sure that you have that I'll also send this over in an e-mail for you to have. But, yeah, those are like the three main points that I wanted to hit on there. And then as far as distinguishing who's a sales user and who's a free user, this breaks that down. So sales users will be able to be assigned and work on leads, opportunities, proposals, and build out, you know, maintenance proposals, so on and so forth keys to the castle. Essentially the free users will have essentially like a read only view. So they'll still be able to see asset and other data entries. But as far as working on the proposals and changing pricing and whatnot, they won't, be able to do that. Any questions there?

SEAN

7:03 No.

LOGAN

7:05 Okay.

SEAN

7:07 Will meet the road in terms of, you know, when the pricing comes down, what it is for whatever because, you know, that was a major selling feature of Northboundary back and, you know, when we joined it.

LOGAN

7:18 For share for share.

SEAN

7:20 I guarantee you it's not, the price isn't going down. So I, on where it is going?

LOGAN

7:25 I got you. So you said five or six sales users, how many are currently using? Would it be six?

SEAN

7:35 Well, yeah, nobody because we're not using it.

LOGAN

7:37 Yeah. You're still on the setting up phase. Once you know it is set up, it would be five or six just so I can get that pricing for you for renewal.

SEAN

7:59 Six?

LOGAN

8:00 Six? Okay. So your pricing for a one year agreement is 2,312 dollars and 50 cents. New customers would be paying over seven grand, you know, for that many. But it looks like what you paid signing up was 1,850. So the bump is only up to 23,1250. Okay. And as far as the renewal itself goes, would you want a one year or a multi year agreement?

SEAN

8:45 One way or the other?

LOGAN

8:46 Yeah. Let me back up and like, you know, provide some color there. So if you do a multi year, you won't, you'll be locked into pricing, meaning there's still going to be a seven percent lift in price increase year over year. But if you signed a three year agreement, then you're locked into that current pricing.

SEAN

9:09 Got it. You guys are anticipating a seven percent increase year over year?

LOGAN

9:12 Yes.

SEAN

9:15 How do you guys come up with that number?

LOGAN

9:18 That's for only current Northboundary customers?

SEAN

9:21 Like why? Seven percent? How did you guys figure like at the end of the day that seven percent is gonna be what we're going to increase year over year?

LOGAN

9:29 I mean, as far as specifically why it's seven percent, I don't know that's above me. Honestly, I'd like to be transparent on that end. But as far as, you know, what new customers are coming in and paying, we wanted to take care of current Northboundary customers and not, you know, slap the list price on there.

SEAN

9:53 Sure. Understand.

LOGAN

9:56 Okay. So, yeah, as far as that goes, you're more than welcome to pick either, but I just wanted to offer, you know, we do offer a three year.

SEAN

10:06 Gotcha.

LOGAN

10:10 And then let me see... for a three year.

LOGAN

10:27 Bear with me and making sure I have the right. I'll tell you the right pricing here. Okay. Yeah. So for the three year, you would pay on average per year, 2000, 245 dollars and 28 cents.

LOGAN

10:46 So, yeah, as far as that goes, would you prefer the one or three year option?

SEAN

10:52 I'm not sure. I'll have to get back to you on that right now. I'm just leaning towards the one year at the moment. Okay? So that's a 75 percent likelihood.

LOGAN

11:01 Okay. Cool. What I can do is go on ahead and let's see. I could go on ahead and send a one year contract for you to just have and review that way. If you end up going with the one year, you can just go on ahead and sign it. And then if that changes, obviously, don't sign it and let me know. You need a three year, and then I'll get that contract sent out for you.

SEAN

11:25 Sure. Yeah, if you do that, and then just in the e-mail body, if you just tell me if you can just type out with that three year price, was, again, that would be appreciated.

LOGAN

11:34 Yeah, for sure. And as far as contract goes, would you be the signer?

SEAN

11:40 I would be, yeah.

LOGAN

11:41 Perfect. Okay. Well, sweet. That wraps up on my end anyways. What we needed to talk about today. Did you have any questions or anything remaining?

SEAN

12:01 The original contract I have, I shared with you for references the effective date, but it actually nowhere on there does it have an effective date written. So you referenced that our agreement was coming up for renewal and I was just, you know, the counter signed agreement was sent back to me December ninth or twelfth or something like that. So I don't know, you know, did it start December ninth or twelfth or did it round up to January? Because I don't actually know when we started using it because I said the...

LOGAN

12:34 Okay. Yeah. So I won't have the previous contract since that was done through Northboundary prior to the acquisition. But as far as your actual renewal date, you have until 11. So November thirtieth, this month, December first is when you would start the new renewal?

SEAN

12:59 Okay. I would have thought it was January because it wasn't signed and everything until mid December or whatever. But.

LOGAN

13:06 Yeah, I can definitely reach out to our accounting team and... see if there's any like context or anything that they might have. And, yeah, I haven't ran into that before. I'm sorry, I'm a little like stumped on it. I can reach out to accounting and verify that is the renewal date. And if not, then I will definitely be in contact with you and figure out what I need to figure out.

SEAN

13:37 Yeah, I'm just.

LOGAN

13:38 Yeah.

SEAN

13:49 Yeah. So references, the, you know, the agreement is referred to here is the effective date. There's no date on any of things here. We will refer to as effective date. Again, the only thing that actually has a date on it is at the very bottom... you know, software and support services exhibit a, you know, here are the only dates.

LOGAN

14:14 Yeah.

SEAN

14:16 You know, again effective date but nothing actually says what the effective date is, all the exhibit as nothing has a date on it. So, I just assumed as of being, you know, mid December when this was signed, why would we be paying for a couple of weeks when we didn't even have it?

--- Pricing ends ---

LOGAN

14:33 Yeah.

LOGAN

14:38 Yeah. If...

SEAN

14:39 You can forward?

LOGAN

14:39 That to, I mean, I don't think I'm going to be honest. I don't know if I can do much just because that was prior to the acquisition, but I can definitely take that to accounting when I reach out to them after this call, if you would like to forward that to me by all means, feel free to sure. Sweet. Thank you.

SEAN

15:02 Is, so you guys acquired like it's Northboundary was purchased by service trade and then you guys are just kinda making things work and stuff like that interesting?

LOGAN

15:11 Yep. So we now own the product Northboundary and are working on like integrations between service trade and Northboundary right now and other updates in the road map. So.

SEAN

15:25 And is Vincent still kicking around?

LOGAN

15:28 Yes and no. So, he went into early retirement, but he also will still be looped in on certain projects from what I, from my understanding and what I've been told. But for the most part, he's for the most part removed.

SEAN

15:46 Gotcha.

LOGAN

15:48 But, yeah. Did you meet him?

SEAN

15:51 Yeah, I think you as kind of a more of a one man band, I think developed it and you do all the onboarding and the sales and all that other stuff?

LOGAN

16:00 Yeah, yeah, that, we gained a few people that have come over from Northboundary and they work on like the support side for Northboundary as well as onboarding for new customers.

SEAN

16:12 So that e-mail so again, what does support look like? I'm having an issue? I have a question or I just need, you know, because one of the things they have is they have those, he has those tutorial videos, but they're not.

LOGAN

16:23 They're...

SEAN

16:24 Not bad tutorial videos, but a lot of them are missing the real meat potatoes on like, well, how do I do this thing? So like I assume I can reach out to that

Northboundary e-mail address and somebody will get back to me and I could set up a teams meeting or a Zoom meeting to review things with them.

LOGAN

16:40 Yes. So if you have any, hey, how do I do this? Or? Hey, I'm having an issue here, definitely utilize, that e-mail for support, that specific e-mail that I'll send over will take you straight to Northboundary specific support. I'm not gonna include just the service trade one because then they have to re route that ticket over to Northboundary support as far as updated videos, I believe on service trades website, I'll verify that and include it in the e-mail I believe there are more and more videos that have been posted lately. So I'll find that link can also pop that in that e-mail.

SEAN

17:20 What's the expectation? If I do send out an e-mail asking for support, what's the kind of timeline? I can expect to get an answer response, and then hopefully then get a meeting.

LOGAN

17:31 Yeah. So as far as response time, typically, it's about 20 minutes or less as far as far as getting it resolved that, I don't know that's really depending on the complexity of what might be going on.

--- Next Steps ---

LOGAN

17:47 But as far as like meeting and, initial response, about 20 minutes meeting. They'll kinda vet that out via e-mail depending on what's going on.

SEAN

17:58 Okay. Yeah. My expectation would be that like, hey, I was wondering if I could jump on a call with somebody to help walk me through this particular step or something or I'm having this issue. I don't anticipate there being a lot of software glitches. There's nothing we can really do on that or I can do on that. But like if there's a question that, you know, I was hoping in three, four or five days, somebody would be able to schedule a meeting for a half hour, 45 minutes.

--- Next Steps ends ---

LOGAN

18:22 For sure. Yeah, that won't be an issue at all. Perfect. Cool. Awesome.

SEAN

18:29 Cool. No, that's it. Good man. Thanks for reaching out.

LOGAN

18:35 Yeah, thank you. Make sure you send that contract over to me when you get a moment if you haven't already and I'll get all the information to you.

--- Small Talk ---

SEAN

18:43 For sure. I appreciate that. Yeah, good luck. Good luck with your 50 states venture.

LOGAN

18:50 Thank you.

SEAN

18:51 I would recommend personally, you should go see the rest of the world first before you do interior states because, you know, the states will always be there, you never know, but well, I don't know it always be there but, you know.

LOGAN

19:01 Yeah, you never.

SEAN

19:01 Know what'll happen world where free might break out and you might not be allowed in other countries.

LOGAN

19:06 Yeah, honestly. Yeah, you have a very valid point. I might be visiting Japan next year, so I might end up breaking that because keeps moving there. So.

SEAN

19:17 Cool. Nice. So I see you got a real Japanese thing going.

LOGAN

19:23 Yeah, I'll so.

SEAN

19:27 Right. You went for sushi or you're going to go to Japan? I don't know.

LOGAN

19:31 That's fair. Find it all together.

SEAN

19:34 To coincidence. Did you say your girlfriend's parents are moving there?

LOGAN

19:37 Her brother, her.

SEAN

19:38 Brother.

LOGAN

19:39 Yeah. Her brother's wife is from Japan and they had a kid and they go back and forth to visit. He works in crypto currency. So, he's all over but mainly back to Japan and they're like we're just gonna move back there because it's ridiculous, just the back and forth on stop. So.

SEAN

19:59 Cool. Yeah. Fans fan is a beautiful place. Well, sorry, I can't say like I've been there. I flew into their airport that's it, but I have some friends who've been there. So, yeah, they'll have a lot of fun.

LOGAN

20:13 Yeah. I'm looking forward to it so, well, cool. Thank you so much for meeting with me today. It was a pleasure.

SEAN

20:20 Yeah, thanks for setting it up. Yeah. Have a great week. Yeah, you guys have your thanksgiving here coming up. Have a great thanksgiving.

--- *Small Talk ends* ---

LOGAN

20:27 Yeah, thank you. I appreciate it.

SEAN

20:29 All right, get Logan.

LOGAN

20:31 See...

The End