



Call with Arctic Air - Mike Flesher

Aaron Ward with Arctic Air
Recorded on 4/26/22 via SalesLoft, 14 min.

Participants

SERVICETRADE

Aaron Ward
Territory Manager

ARCTIC AIR

Mike Flesher
President

Topics

<i>Call Setup</i>	0:00
<i>Pricing</i>	4:29
<i>Wrap-up</i>	9:54

Transcript

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

--- Call Setup ---

MIKE

0:00 Hi, Kerry, this is Matt.

AARON

0:01 Hey, Mike, is Mike in?

MIKE

0:04 May I ask who's calling?

AARON

0:05 Yeah, it's Aaron from service trade. We've been talking, you emailing back and forth?

MIKE

0:11 Okay. Hold on. Let me see if he's available. You said Aaron service. Trade. Okay. Let me find out. Hold on.

AARON

0:16 Yeah.

MIKE

1:15 This is Mike. May I help you?

AARON

1:17 Mike, hi, this is Aaron from service trade. How's it going today? Good? I got the email from a couple of weeks ago. You had said you're you know, been sick?

MIKE

1:20 Hey, good. How are you?

AARON

1:29 Wanted to see how things were going, you know, did you ever decide on a Quickbooks version or?

MIKE

1:35 I have not yet. I was out for a week and then last week... somebody else was out.

MIKE

1:45 So, it's been a little crazy around here.

AARON

1:48 Got you. Okay.

MIKE

1:50 I'm I haven't made a final decision, but I'm kind of leaning towards a Quickbooks online.

AARON

1:55 Yeah.

MIKE

1:57 I think that's the way we're going to end up with Quickbooks?

AARON

2:00 Okay. Well, it sounds like a good decision.

AARON

2:04 In terms of us, I think, hey, you said you've narrowed it down to a few softwares, us and possibly somebody else. Is that right?

MIKE

2:13 Yup. There's two of you on the shortlist. No.

AARON

2:16 Okay. Two others other than us or just to total, okay. Who may I ask who that is?

MIKE

2:19 No, you and one other.

MIKE

2:24 It's a BuildOps.

AARON

2:25 Okay. What was it that you were kind of specifically looking for the us and then both had.

MIKE

2:39 Boy, I don't know if I can answer that.

AARON

2:41 Okay.

MIKE

2:44 Yeah. There, there is a lot that both of you have that I like that we like.

MIKE

2:54 And...

MIKE

2:58 It, it might, it's probably going to boil down to a combination of cost and...

MIKE

3:08 Probably have what somebody doesn't have.

MIKE

3:13 Or what somebody has over the, which one has something over the other that we're more inclined to lean towards.

AARON

3:18 Right. Okay.

AARON

3:23 Okay. Well, is there anything in particular that I could do to, you know, help facilitate the decision.

MIKE

3:35 Probably. But hey, I haven't thought about this for several days, so I can't but I did pull a folder out this morning and I glance through a couple of things, so I, I've tried to get back on track with it.

MIKE

3:55 I've got a, I've got to think about that before you answer. I'm sure there is, but I haven't like I said, I haven't...

--- Call Setup ends ---

MIKE

4:06 Put a whole lot of thought into it the last couple of weeks.

AARON

4:10 Got ya. Well, you know, if there was anything I could do to, you know, help move it forward so we can get you on boarded, you know, as soon as possible because, you know, it usually takes a little bit from the time that you sign up to the onboarding.

--- Pricing ---

AARON

4:29 I think, you know, like right now I'm with you, I'd probably be like a June onboarding time, June first. I believe I'd have to double check on that. So, but usually there's maybe like a few weeks to a month, sometimes two months just depending on how many people were onboarding so well. What was your timeline again for wanting to have something new put in place?

MIKE

4:48 Okay.

MIKE

4:53 I'm I would say immediate.

AARON

4:58 Immediately.

MIKE

5:00 Yeah. I mean, I'm so close to, I want to, I want to make a decision and get moving on this. And I just keep getting pulled different directions and I'm I tend to focus more on immediate customer needs and getting quotes out the door and getting projects.

AARON

5:12 Got ya.

MIKE

5:25 Coordinated, so we can execute in the software every time I start thinking about software that gets pushed to the push to a second or third place in line and just tends to stay there for a little bit.

AARON

5:41 Right.

AARON

5:44 Well, if you want it done, you know, as soon as possible, I mean, I certainly would love to do something. I'm not sure what that is though to, you know, help you all get started moving to moving forward.

AARON

6:00 So, because, you know, I mean immediately means soon as possible in my mind, so.

MIKE

6:03 Well, yeah, yeah. And, you know, the June one or June timeframe certainly fits the Bill for that from my standpoint.

AARON

6:15 Okay.

MIKE

6:17 No, I know we can't do it overnight.

AARON

6:20 Right now, that's when it would start. So, usually, you know.

AARON

6:26 It takes 60 to 90 days usually is the onboarding window. You know, you're assigned a project manager, they build it, they build out a time line like weekly checkup calls. They'll want, you know, your information for your customers and your prices, they're going to create your service trade account, get everything going well, you know, provide you with the certification videos for your staff to be trained.

MIKE

6:30 Okay.

MIKE

6:53 Okay.

AARON

6:54 All within that, you know, 60 to 90 day window, it.

AARON

6:59 It depends on, you know, which plan you end up going with. I think we had talked to you all before about the premium plan, but I think when we were talking about that was because you all we're using.

AARON

7:19 Possibly different Sage options and wanted to integration, but you're going to Quickbooks now.

AARON

7:28 So, I think that you probably could have the select plan.

AARON

7:36 Just kinda depending, but either way, you would have probably about a 90 day window to be on boarded.

AARON

7:45 Where you're provided with a project manager to help facilitate. That usually takes people like 30 to 60 days.

--- Pricing ends ---

MIKE

7:53 Okay.

AARON

7:57 But...

AARON

7:59 Yeah, if there's anything I could do to help make the decision easier for you, please let me know.

MIKE

8:04 I will. Yeah, I will.

MIKE

8:10 I'm hoping, although I've said this before, but... I did pull the folder out and start going through it this morning and it's now on top of my desk. So I will be looking at it more frequently and.

MIKE

8:29 I really would like to have a decision in the next week or so.

AARON

8:35 Well, I, well, the one thing I will say that strikes me about our conversation today is you mentioned you spend a lot of time doing quotes, you know, getting the information gathered together and sitting goes out and that's literally what we're designed to help with. I mean, if that, if that's the thing that's taking a lot of your time up, we're probably really the software for you that's what we are built for, it's top of mind for us is our deficiency quote loop. I'm making it super easy for you to send out quotes to get more pull through revenue from your existing customer base.

MIKE

8:58 Okay.

MIKE

9:09 Okay.

AARON

9:09 Because, you know, it is a lot easier just to pull money out of your existing customers and, you know, the customer acquisition cost is just so much, you know, and then you're having to hire more text and all that, whereas, you know, maximizing the revenue that you have with the customers, you already have that's what we're built for. So, if you're spending a lotta time on the quoting side, I think that we're definitely the platform for you in that case.

MIKE

9:18 Yeah, absolutely.

MIKE

9:26 Okay.

MIKE

9:33 Okay. I remember in one of the demo, somebody kind of focusing on that.

AARON

9:42 Yes.

MIKE

9:42 Can I remember making a mental note that that's something that would be good to have with you guys.

--- Wrap-up ---

MIKE

9:54 Alright.

AARON

9:56 But if you know, you wanna make a decision as soon as possible, I mean, is there anything that I can do price wise? Anything that could make you decided to go today?

MIKE

10:11 Not today, but possibly this week?

MIKE

10:16 Did you, have you sent me an updated quote?

MIKE

10:21 I can't remember, I don't have the file in front of me and I can't remember, I think you did give me some pricing but I can't remember what it was or if it was just notes I made well, talking with you on the phone.

AARON

10:21 I can...

AARON

10:32 I think John had sent one initially.

MIKE

10:41 Okay. I'll take a look at the file. I've...

AARON

10:45 But I can definitely send you another one, no problem. So.

MIKE

10:48 I've kept, I print and some of those emails that I was getting from you guys.

AARON

10:51 Yeah.

MIKE

10:57 We would, we would get Quickbooks on first and then you would come in right behind Quickbooks. Right?

AARON

11:07 Yeah, if that's how you want to do it, just kinda depends. I mean.

MIKE

11:07 Or would be.

AARON

11:12 Did you have a timeline for adopting Quickbooks yet? I know you just decided all online, so maybe not.

MIKE

11:18 Yeah, no, I mean, I kinda thought all along, we would... do Quickbooks and service trade if that's the way we go that same time... and go live with both together while we end up until that point, we continue to use our Sage system.

AARON

11:39 Right. Well, since, you know, the Sage system you have doesn't we don't have integration with it.

AARON

11:47 You'll be, you would be, you can use service trade and start invoicing your customers out, they, they'd be paying for their invoices through service trade. And then once you get Quickbooks that's fine, you know, whenever you get it finished rolling out a, then you can shoot over those paid invoices over to Quickbooks to kind of balance the books. So you can totally use service trade for most things.

AARON

12:19 You know, running invoice reports and knowing, you know, who's paid and who's not paid for like your, you know, Ar.

AARON

12:30 You can totally change out, I think.

AARON

12:35 Your accounting system. No problem in the middle of that. So I don't think it's necessary necessarily for you to have to wait a getting service trade to get an accounting system.

MIKE

12:39 Okay.

AARON

12:48 But it's up to, you know, how you want to do it.

MIKE

12:51 Okay. Alright.

MIKE

12:55 Okay. I've got a, I've got a, an appointment or a meeting in 10 minutes. So, I'm going to have to stop here and get me for that.

AARON

13:01 Okay. No problem.

AARON

13:04 Sure. Well, when can I follow up with you later this week? I could send out another quote for you.

MIKE

13:11 Yeah. Go ahead and do that. And then maybe we can talk again, Thursday or Friday? Okay?

AARON

13:15 Okay. Sounds good. What day on? Well, probably let me see here. Would.

AARON

13:23 Would Friday be okay?

MIKE

13:25 Yes. Yeah. Friday's fine.

AARON

13:27 Any particular time... 12?

MIKE

13:31 No, right right now? I'm pretty open.

MIKE

13:35 Just some, sometimes customer stuff comes up and I shoot out of the office. So then I'm not available, but right now, you know, if you want to... go for some time around early afternoon on Friday.

AARON

13:53 Yeah. Okay. Sounds good. Well, yeah, absolutely. I will talk to you Friday probably around noon.

MIKE

13:57 Okay.

MIKE

14:03 Okay. Alright. Good. Look forward to it. Thanks for calling. Okay. Bye bye.

AARON

14:05 Right. Yeah, I get it. Alright. Bye bye.

The End