



# Call with Ryan Benedek

Alec Ashby with SSM Industries  
Recorded on 4/13/23 via SalesLoft, 6 min.

## Participants

### **SERVICETRADE**

Alec Ashby  
*Territory Manager*

### **SSM INDUSTRIES**

Ryan Benedek  
*Service Manager*

# Topics

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# Transcript

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

*--- Call Setup ---*

ALEC

0:00 Hey, Ryan?

RYAN

0:01 Hey, how you doing?

ALEC

0:03 Doing good, doing good. How are you doing, man?

RYAN

0:06 Fine. Doing fine. Beautiful day in Pittsburgh.

ALEC

0:10 Yeah, it's a beautiful day down here in Raleigh too. What's the weather like out there?

RYAN

0:14 It is 83 degrees and not a cloud in the sky. We don't get too many days like this. So, it's you.

ALEC

0:23 Yeah, that's...

ALEC

0:28 The work outside a little bit. I need to get outside more.

ALEC

0:33 But anyways, I mean, do you just have?

RYAN

0:38 You just broke up a minute there?

ALEC

0:41 You're good? Can you hear me now?

RYAN

0:43 Yeah, I got you. Yep.

ALEC

0:46 Yeah, I was, do you just have a, do you have a couple of minutes?

*--- Call Setup ends ---*

RYAN

0:49 Sure.

ALEC

0:51 Yeah. So the reason I was reaching out is I know that you guys took a look at BuildOps. I just wanted to reach out to see what your guys impressions of them were and how that meeting went for you.

RYAN

1:02 So, I liked everything they had. It looked like it was pretty easy to navigate through.

*--- Small Talk ---*

ALEC

1:10 Huh.

RYAN

1:12 I feel like the guy, I don't know if it was you that did it or not. The guy like accelerated through, it didn't seem like real excited to show it. I don't know.

RYAN

1:25 Yeah, I didn't I don't know everything that he showed me was good. You, what I mean? As far as what it did, what did I need? And some other things... I feel like the price was kinda shocking compared to some other programs we looked at. You're. Not crazy far off as far as the end user is the technicians, but everybody else gives free... office guys. You know what I mean? So, but I guess you guys are charging for the office personnel as well, which kinda caught me off guard. I guess.

ALEC

2:00 No, no service trade. We don't charge based off office. We only charge based on technician.

RYAN

2:06 You are service trade. I thought you were BuildOps and you say BuildOps?

ALEC

2:10 No, no, my bad man. I just say Alex, because I feel like once I reach out to someone enough time, I don't want to just keep saying it's Alec from service trade, but no, I was reaching out from service. Yeah, service trade.

RYAN

2:18 Gotcha. Sorry about that. So, yeah, I'm not real.

ALEC

2:26 No, you're good.

RYAN

2:29 I think we are probably gonna go with service trade. I was actually talking to David about today.

RYAN

2:36 So, we need to get some information over to you guys and I wanted to sit down with them again briefly BuildOps did have some impressive shit. Pretty much they had the same things that you guys had. The only thing ahead better than you, man. I'm not gonna lie. Is there's a way easier to navigate?

ALEC

2:50 Yeah.

ALEC

2:57 Okay.

RYAN

2:59 I'm not gonna lie like, yeah, like getting through their program, and it seemed like it was like a breeze and, you know, man, you got, you gotta know if it's hard for people to use, they're not gonna want to take the time to get into it... that's all, but I believe their price was higher. They're charging for office personnel, which I thought was kinda shitty.

ALEC

3:00 Yeah.

ALEC

3:06 Go on.

ALEC

3:13 Yeah.

RYAN

3:22 So, you know, I think we are gonna end up going with you guys.

ALEC

3:27 Okay. Okay. That's cool. So, as far as that, you said you wanted to send us over some information, could you tell me a little bit more about what you mean by that? Just so I make sure I'm on the same page.

RYAN

3:37 So, I'm gonna basically write down the 10 most important things to me on like what I need just because it's been a couple of, I don't know almost two months since I went through your program as long as you guarantee that your program does that those 10 things then.

ALEC

3:47 Yeah.

RYAN

3:57 You know, life will be good.

ALEC

3:59 Okay. Yeah. Yeah, that sounds good. That's actually a really good idea. And when do you think you could send that over to me?

RYAN

4:07 I don't know, probably not this week, man. I'm a pretty busy, yeah.

ALEC

4:14 Yeah, I can tell man, no worries.

--- *Wrap-up* ---

ALEC

4:17 Well, whenever you get that over to me, either, I guess next week that'll be great. And then, are you saying you just want me to simply answer the questions? Or do you want me to like show you the questions? Meaning that like do you wanna go through it one more time and illustrate how we do that? Or are you just simply saying, hey, can you do this? Can you do this kind of thing or I just wanna make sure we're on the same page?

RYAN

4:35 An illustration? Probably, yeah, an illustration probably wouldn't be a bad idea.

ALEC

4:42 Okay. Okay. So so what about this? Whenever you can? I know you're busy, you send me over those questions. Once, you know, I don't imagine any of them would be too complicated assuming they're mostly straightforward. I don't have to go internally and make sure we can do anything. We could set up one more, you know, demonstration kinda go walk you through what we can do for you guys. And then assuming we check those boxes and everything looks good, we can just, you know, move forward and just kinda get the process going. Does that sound good?

RYAN

5:13 Yeah, it's not gonna be nothing's, crazy. Believe me it's all straightforward shit. I just.

RYAN

5:18 Just wanna make sure before we pull the trigger that's all.

ALEC

5:22 Yeah, no, I think that's important. I think knowing what the most important things are and checking those boxes. I mean, yeah, that's very important. So we can definitely go through some of those things. And, yeah, no, I do appreciate your insight. And one thing I will say too is that I know we've had meetings internally on kind of revamping our UI a bit. There's nothing, you know, bank on or anything. But I do appreciate that feedback. And if I can tell that to anyone here. So when you obviously eventually move forward with us, we can keep working on that and keep improving that experience. We'll look forward to, you know, setting up something here in the next couple of weeks, but look forward to getting that email, kinda looking through that and kinda going from there. Okay?

RYAN

6:06 Cool. I appreciate the call man. I'll be in touch.

ALEC

6:08 Cool. Yeah, no problem. Yeah, you have a good time in that weather, Ryan, you know? Yeah, hope you have a good week. And when I see that email, we'll kinda go from there. Okay?

RYAN

6:18 Sure.

ALEC

6:20 All right. Bye bye.

*The End*