



Call with Mall Energy - Kendall Archer

Aaron Ward with Mall Energy
Recorded on 6/2/21 via SalesLoft, 16 min.

Participants

SERVICETRADE

Aaron Ward
Territory Manager

MALL ENERGY

Kendall Archer
President

Topics

<i>Call Setup</i>	4:32
<i>Pricing</i>	8:02
<i>Wrap-up</i>	12:38

Transcript

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

AARON

0:03 Hello, George, or?

KENDALL

0:06 Yeah, this, Aaron?

AARON

0:07 Yeah. Hey, how are you?

KENDALL

0:09 Good. Yeah, your phone number shows up by the span.

AARON

0:15 Sorry to hear that. Yeah, I... I don't know some phones have that saying that now, but I was just calling because I think maybe you all, we had talked to, you... you know, I'm Aaron from service trade by the way. I'm not sure if you knew that or not you had talked. Yeah. Well, I appreciate you get back with me. I know you had talked to Dan at one point. I'm not sure how many months ago that was in you all. Yeah.

KENDALL

0:22 Yeah.

KENDALL

0:30 Yeah, I just saw your email.

KENDALL

0:40 Yeah. Well, I tell you, but let me give it a brief synopsis. We, I think we looked at initially or five years ago, maybe 2018. I talked to Mary Beth and it just didn't seem right for us. We looked again because somebody contacted us. We have been in the process of being on boarded for the last forever with another program and we just, I just drop them, take way too long and kind of promised stuff they couldn't do as we're finding out. So, I'm kinda back end excruciating process kind of narrowed down something that'll work for us and service trade. It was up on the top of the list we were looking at last time.

AARON

0:56 Yeah.

AARON

1:18 Right.

KENDALL

1:35 So, I guess I just want to talk with you, do a little demo. I mean, I know, and I've got notes from the last time we went through it and I've got questions on, I have to refresh my memory what it was, but there were certain things that didn't quite fit for us, I think, and I just wanted to see if it's the same or have been updated or... or what, you know?

AARON

1:55 Well, I, yeah, I have a couple of questions for you, but, yeah, I mean, to answer that, we... we update constantly, I mean, we spend a lotta money and R a D each year and I know if you haven't seen this since 2018. Some things are probably going to be very different but some things will probably be the same. So, I'm not sure what it was exactly that you liked or didn't like, but we'd be happy to show it to you again. What was it that you were looking at that you just dropped? Was a building reports?

KENDALL

1:57 Random.

KENDALL

2:02 Yes.

KENDALL

2:29 The program... is BuildOps?

AARON

2:30 Yeah.

AARON

2:33 Build up, Scott. You? Okay? And what is it exactly you are looking for? And what was it that they over promised on and couldn't deliver?

KENDALL

2:41 Yeah.

KENDALL

2:46 Well, they're... they're just so new. They're just not ready for a whole lot to do. So now, good pushing this and pushing us and then when we finally got him to see exactly what we'd be dealing with their service agreement module, is it really ready

there? Invoicing? Doesn't do it. They said he would do as far as assets. Their... their integration to Quickbooks isn't quite.

KENDALL

3:16 As integrated is, we were led to believe and enough things that aren't really ready to pull the plug on that.

AARON

3:24 Okay. Gotcha. So it sounds like you definitely want a good integration with Quickbooks. And.

KENDALL

3:30 Was that, the... the other key thing is for us is our equipment? No assets or whatever you call it for the customer? And I... know we're... we're mostly commercial. We also do some residential stuff that will mostly commercial, but everything we work on is a piece of equipment. We... we need to track different fields for that piece of equipment. We want all service history for that unit.

AARON

3:37 Yeah.

KENDALL

3:59 You know, all kinds of stuff. And I need to go in my office and see all the notes that I had from last time. Is there a two demos with service trade... and it look good for the most part? It seems like everything I look at is good except for blank and everybody has a different blank and we're trying to find the one that.

KENDALL

4:23 I don't want to do some is painful to use that's kind of what we're using now and we'll just stick with what we got now if it's going to be painful, you know?

AARON

4:30 Right.

--- Call Setup ---

AARON

4:32 Well, I will say our, we're really proud. We have a really good customer success team. So, I mean, I... I feel you on that pain that it took a really long time to onboard and it just wasn't happening. I mean, hopefully, you know, that wouldn't happen with us, but, you know, we just want to make sure that we're a good fit right off the bat because we really don't sell. We actually will not sell our software to someone. It's not going to be a good fit for. So like residential companies that people that do only residential let's say like we will not sell it to them because it's not good for them. And if it's not good for them, it's going to become not good for us. We'll just say put it like

that. So, yeah, we... we would love to put you on another demo... you, but you don't... you don't really recall what? Any specific thing about us wasn't... wasn't good or?

KENDALL

4:32 Anyway.

KENDALL

4:46 Yeah.

KENDALL

4:55 Yeah.

KENDALL

5:13 Yeah.

KENDALL

5:19 Okay.

KENDALL

5:25 Well, hold on. I just pulled up my office with me. I forgot it up to a folder. So, hold on just a sec.

KENDALL

5:37 Bad.

KENDALL

5:46 John speaker phone.

KENDALL

5:49 Can you hear me? All right. Okay?

AARON

5:50 Yeah.

KENDALL

5:54 Let me see.

--- Call Setup ends ---

KENDALL

6:10 I think we've looked at over 30 of the...

KENDALL

6:15 They all start to run together just a little bit.

KENDALL

6:33 Okay.

KENDALL

6:41 Let me see.

KENDALL

6:51 Forms forms for. Okay, I don't know if we would use the form. So I'd like to use the forums, but look like there were no calculations in there. They just kind have a syllable PDF type deal.

KENDALL

7:05 Let's see.

KENDALL

7:11 And payroll. So we'd have, I have notes here that we would have to use something like T sheets to... to keep track of payroll, maybe this change now?

AARON

7:26 Okay. Anything else?

KENDALL

7:28 And just looking through my chicken scratch?

KENDALL

7:38 I have export, we have to do a CSV from Quickbooks and then push to Quickbooks...

KENDALL

7:46 Instead of it actually really just sinking up or is that not the case?

AARON

7:50 I don't... I don't think that's right any more, but don't quote me on that. What I'm doing is I'm taking notes down and then the territory manager that will do the demo, we'll... we'll have all this and so they can hit the ball like just hit the ground running when you all demo.

--- Pricing ---

AARON

8:06 So.

KENDALL

8:09 Okay. Okay. Well.

KENDALL

8:15 Yeah. Like to set up though.

AARON

8:16 Okay. How many... how many service text you'll have right now?

KENDALL

8:22 Services, we have three. No, we're not very large three, and then probably will have a fourth here soon. And then I think that might have been, I know there was a, was there a five tech minimum?

KENDALL

8:37 The time?

AARON

8:38 No, it's not, it's... it's really more like.

AARON

8:43 I believe it's five is the minimum licenses, but we won't sell it to people unless they have at least three service techs. So, you know, you're kind of in the... the range where I mean, it's good. You're about to hire forth. So it should be fine.

KENDALL

8:51 Okay.

KENDALL

8:59 Yeah.

AARON

9:00 Bye. Think the pricing is five licenses, but don't quote me on that, but I'll make sure the territory manager goes over the pricing of course with you for that.

KENDALL

9:07 Yeah.

KENDALL

9:12 And is it away in the field? So like we'll have one person here that will be doing the bulk of it just in the office on the admin side and they will.

AARON

9:23 Right. That person doesn't they, yeah, they don't have to have a license. The person in the back doesn't have to pay the back end. It's free.

KENDALL

9:33 What about like if I want, I'm not a tech, but if I want to in the field lookup history and all that, is that basically a license?

AARON

9:45 I'm not sure if you've log in like you're in the back office, I'm not sure exactly if you be able to do, I think you will, but that's another question. The territory manager will be able to answer for sure. Honestly, I haven't I'm kind of new to service trade just to be honest with you, I've only been here three months, so there's a few things there's a few details. I don't know honestly. And so I'm actually learning the software myself but I can tell you that... yeah, the back office is free. So, if you're using like the desktop app for the back office remotely, I think that will work... but... but I'm not 100 percent sure about that honestly.

KENDALL

10:00 Okay.

KENDALL

10:28 Okay.

KENDALL

10:32 Okay.

AARON

10:34 So...

KENDALL

10:34 Okay.

AARON

10:37 So, okay. Well, that sounds good. Three or four techs, and I think you all I have in the notes for you all.

AARON

10:48 You know, mostly commercial.

AARON

10:52 And what's would you say is the bulk of the service work that you're doing?

KENDALL

11:00 It's...

KENDALL

11:02 And we do generator, you know, says, so generator service, probably, it's about 50 50 preventive maintenance, you know, service agreements and then service calls.

AARON

11:08 Yeah.

AARON

11:17 Okay.

KENDALL

11:18 So, we need a robust service agreement, way to track all that.

--- Pricing ends ---

AARON

11:27 Okay. And you all are still in Texas, correct?

KENDALL

11:33 Yes.

AARON

11:34 Okay. Haven't, moved recently?

KENDALL

11:38 We're no, we're still in Texas, we were in a different location, and then I think when we initially talked.

KENDALL

11:46 In the same city?

AARON

11:46 Okay. Yeah.

AARON

11:52 Alright. So, let's see here. What is your schedule like to do a demo? And... are you... are you the owner as well as the manager or?

KENDALL

12:05 Yep.

AARON

12:06 Your own or hit operator?

KENDALL

12:10 Correct. Yeah. I'm the owner.

AARON

12:11 Okay. Gotcha. Well, let me, yeah.

KENDALL

12:13 And again.

AARON

12:17 Will there be anybody else on the demo or any other people that might be involved in the decision that might need to be?

KENDALL

12:26 Yeah. Well, have Tracy on.

AARON

12:29 Okay.

AARON

12:35 And she's the office manager.

--- *Wrap-up* ---

KENDALL

12:38 Yes.

AARON

12:40 Okay, perfect. Alright. So, let me see here. What's the typically like a good day for you all.

KENDALL

12:51 Well, there's no good typical day. Let me what's your, what you got?

KENDALL

12:57 That's on the end of this week or next week?

AARON

13:00 Well, right now, I'm looking at next week, maybe Wednesday at eight AM. Would that work?

KENDALL

13:07 They...

KENDALL

13:10 Looks fine.

AARON

13:12 Okay. And so this time around you'll be meeting with Charlie... Charlie rentals, the territory manager for Texas. So it'll be pretty much the same. I assume you did it over Zoom last time and that's what we're using now, so.

KENDALL

13:29 Okay.

AARON

13:30 And I'll send you an email calendar, invite it because it's like a week away. I will call you probably the day before just to make sure it's still a good time and nothing came up or we can move it. If something does come up. What, what's a good email for you right now to send the in the Zoom link and invite too?

KENDALL

13:42 Okay.

KENDALL

13:54 It's K, Archer K a RCHER.

KENDALL

14:01 At Mall energy, M, as in Mary, OLL energy, dotcom?

AARON

14:09 Okay.

AARON

14:12 Perfect.

AARON

14:18 Okay. Well, I'll shoot this out to you in just a second. And if you could hit yes on it when they, you get the email invite that way, no, he received it and it should go, it should automatically populate on your Google calendar if you use that. But also, just so I'll know that you got it because sometimes all misspell things by accident, you know, but if anything comes up, you know, just give me a call back. And was there any, anything else I can do for you in the meantime before?

KENDALL

14:45 Okay.

KENDALL

14:52 Nope.

AARON

14:53 Okay. Sounds good. Well, hey, I'm sorry that building ops didn't work out for you. I can't yeah, I mean, it's kind of like a love hate thing for me because here, I work in this job in this position. So it's kinda good for us of course, when these things happen, but I do hate hearing that people have like a horrible experience and software because sometimes what happens also is like people have a bad experience with what software company, they just feel like they've been burned by all the software companies. So I really, I'm sorry to hear that it was bad a bad experience and I hope that we will be a good fit and we'll try to make it so that we can be, so.

AARON

15:31 But I appreciate you call me back and we look forward to seeing you.

KENDALL

15:32 Okay.

KENDALL

15:37 Okay. Well, thank you very much.

AARON

15:39 Alright, Kendall, have a good rest of your day and have a good work week.

KENDALL

15:42 All right, thanks.

AARON

15:44 Great. Yep. See you. Bye bye.

The End