



Call with Howe, Inc. Plumbing | Heating | Cooling | Fire - Adam Sundermann

Gino LaManna with Howe, Inc. Plumbing | Heating | Cooling | Fire
Recorded on 3/4/22 via SalesLoft, 14 min.

Participants

SERVICETRADE

Gino LaManna
SDR

HOWE, INC. PLUMBING | HEATING | COOLING | FIRE

Adam Sundermann
Commercial HVAC Service Manager

Topics

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Transcript

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

ADAM

0:00 Thank you for calling Howe. This is Warren.

GINO

0:02 Hey, Lauren. How's it going? Not bad... not bad. I was calling for Adam Sander, man.

ADAM

0:04 I'm all right. How are you?

ADAM

0:09 See if he's in, can I tell him who's calling?

GINO

0:11 Yeah, this is Gino from service trade.

ADAM

0:14 Hi, is this fast and user friendly as our everyday service? You can easily browse customer testimonials recent project and see pictures of our professional service technicians. This is Adam.

--- Call Setup ---

GINO

0:28 Hey, Adam, how's it going? Man? This is Gino.

ADAM

0:31 Good. How are you?

GINO

0:32 I'm very good. Thanks for asking. So, Adam, I'm calling from service trade, I saw your name got passed me. I saw you guys were... were speaking with us maybe like two years ago at the time that you guys want me to Sage and BuildOps, I was just reaching out to you today just to see, you know, kind of where you guys are at, see how the experience with BuildOps, we're going and see if we could, you know, set up another conversation, take a look at service trade.

ADAM

0:56 Thanks for bullets are going good. We've been with them since November. So for the yearly, that means honeymoon period and it means issues, you know... you know, that goes.

GINO

1:06 Gotcha. Yep.

GINO

1:11 Okay. It was last year, I... I see.

ADAM

1:11 We're trying. So you probably did talk to us two years ago, and we were probably on Sage, and then someone probably talked to us, you know, a couple of months ago, and that's when we want to build ups and they, they're working, you know, they're diligent about correcting things and there's a lot of bugs and you... you cannot as you transfer over a, you know, 400,000 service entries and 40 technicians and all the work orders that go with that. It's... it's not the smoothest process but they've made it tolerable and they continue to follow up with as well. And we're moving in the right direction. So, at this time, we're not... we're not going to explore or anything else right now... but, you know, maybe in six months or your call me back and we'll just start the conversation again.

GINO

1:17 Yup.

GINO

1:33 Okay.

GINO

1:52 Okay.

GINO

1:58 Alright, for sure. I had you, they have a team like helping you guys like train your... your technicians perfect.

ADAM

2:03 Yeah, they call it success managers. I think.

GINO

2:08 I think that's what they are at our... at our... at our place too. So.

ADAM

2:11 Right. Yeah. I don't know for sure, success implementation whatever, but yeah, the, so we meet with them. We're down to once a week virtually. I think it's actually been over two weeks now, but it was in person for a couple of weeks and it was every twice a day for a week and it was once a day for a while now, you know? Yeah, yeah. I mean, they've been... they've been all over it. So, and sometimes.

GINO

2:19 Yeah.

GINO

2:32 That's a lot that's a lot.

GINO

2:35 What if I'm curious what... what bugs, where... where are you guys experiencing? I know like, you know, you got that's a lot of documents, but.

ADAM

2:41 I want, yeah, I don't know if bugs is the right word. It's just we're trying to train 10 new office people on a completely new system.

ADAM

2:51 There were so many old work quarters that we want to report over to keep the history that they would have to go in every night import in, you know, 30 40,000 of them and I, because they can't do all half a 1,000,000 of them at one time. So they'd have to go in there. And then in the mornings, we'd have some errors on some on the app. For some people, they have to log out, log back in just because there were so much changing every night.

GINO

3:06 Yeah.

GINO

3:14 Okay.

ADAM

3:18 So, there was some of that and out, bugs was probably the wrong word. It there's just, I mean, we were on Sage for like 10 or 12 years and like I said, we're... we're talking 40 technicians every day. We had so many Judy work orders is unbelievable and we try to, we try to trim it down and only preserve what we needed to, but it was just all the settings, you know, just all the setup, just training the technicians, just, you know, how it is.

GINO

3:34 I see... I see.

GINO

3:44 Right. Why did you guys go with BuildOps, compare to service trade? Like, I guess, like, you know, when, you know, when you guys made a decision last year.

ADAM

3:54 At the time, at least we actually made the decision probably a year and a half ago, I'd say, and then the world stop for obvious reasons with COVID, and we, at the time you guys were more residential, it wasn't gonna fit our commercial and it was, it probably would have been okay for commercial H, racy, but we also have a fire protection division that really needed a better form module the new guys had. Yeah.

GINO

3:55 Okay.

GINO

4:18 Okay. Hey, Adam. Hey, sorry to interrupt you... you might. So I do see like you did do a demo with service trade, but we've never been more residential. We've been built for the commercial service industry. We were built for the fire protection in life safety... and we also.

ADAM

4:42 So, maybe it was the other way around, I'd have to pull up my notes, one of them. So service tighten was that one that was mainly residential. Okay. So then you guys weren't going to be able to handle the residential stuff as well and they were a good mix. But I think you guys have taken some, you know, because I think everybody's kind of seeing that there's companies that do it all.

GINO

4:45 Yep.

GINO

4:48 Yeah. So, and you know, I'm not in the.

GINO

4:53 Makes sense.

GINO

5:01 Yup.

ADAM

5:03 Let me see what... what the guy's name was, he was using like aardvark something was, is.

ADAM

5:11 That was all of his.

GINO

5:12 So, I see you were, or one person I was reaching out to Adam was Paul vendor... vendor? Drift? Yeah.

ADAM

5:17 Yes, yes. He's a no offence. Him like he's a, yeah, yes, I don't know if you want to say it, but yeah, he was great. He was Mexican. Maybe, no, no, no, not at all. You just Mexican or something like that's. All I'm trying to say like I... I can see his face with around guy. Yeah.

GINO

5:36 Yeah.

ADAM

5:40 We were really... really close to signing up with you guys. I'm really close. I'm I remember. Okay, I'm just pull up my, so your guys is integration with Sage, was going to be a challenge and BuildOps had a module to integrate because we only changed our service software. We didn't change our actual, whatever you call your whole like maybe they called us here now, sorry, whatever you call it, whatever you call like your whole companies accounting. So software, we, we're not gonna change that. So we only, we're going to change your service software and you guys could not talk to Sage at the time and maybe you can. Now, that was the problem. Okay... okay?

GINO

6:07 Like connector.

GINO

6:20 We can now, yeah... I just... I just book a demo with someone who they're with... with InspectPoint and InspectPoint won't integrate with Sage, 300 with... with this, which is what they had a where what... what they just got. So.

GINO

6:36 Yeah, I hear you now. That makes sense.

ADAM

6:38 Yeah, that's once I pull up my notes, yep.

GINO

6:40 Yeah, a lot of people get... get us mixed up. I'm lucky, I'm with service trade and they're like, I mean, there's service tighten, yes, serve service, a service that, and.

ADAM

6:44 Service thing.

GINO

6:49 But, yeah, man. So, you know, it sounds like you guys are going through a little bit of a, you know... you know, change period. You know, you said an ad now?

ADAM

6:56 Yeah, we couldn't... we couldn't change now if we wanted to. I mean, we gotta give him a chance and we could put our team through that again right now. There's literally, no, it wouldn't matter. Huh? Not that it's bad, but it wouldn't matter how bad it is. We could change right now?

GINO

6:59 Right.

--- Pricing ---

GINO

7:09 Are you guys, are you, I normally don't ask but we've been talking. I feel comfortable, ask. Are you a like under contract with them for a certain period of time or?

ADAM

7:18 So the reason we signed up when we did is they have this lifetime pricing saying, I don't remember what it was. I'd have to look, but basically, if we add people, it doesn't cost us more money and they claim that for life, but it's not going to be, eventually, we're going to get to 70 people that are gonna be like, come on, he signed up a 30 and I have 70, we're gonna raise rates, but at least for right now, the pricing seems to be about half of everyone else. And that wasn't like the driving factor to any of this. We weren't looking at to save money.

GINO

7:48 Yeah.

ADAM

7:52 But they're pricing is stupid good... with that deal that we locked in with.

GINO

7:55 I bet.

GINO

7:58 I got you. Man. Well, that's all good stuff. And... and to be honest, just in my mind, like, it sounds like we're definitely gonna, well, you know, I don't want to, you

know, BuildOps. I hope everything goes well, but, you know, down the road, we might be a better fit. What would you be interested in... in? You know, taking 2025 minutes to speak to one of our territory managers about like, are, you know how we can talk with Sage now? And how, I mean, obviously, you guys aren't changing, not trying to do any of that, but.

ADAM

8:10 Yeah, no, I... I know how it goes for sure. Yeah, for sure.

ADAM

8:25 So, what we're kind of looking at as a company as a whole for either late 2022 or 2023 is going to Sage insight, it might be called or something. It's like a modern version. So, I don't really know even though I'm talking about, but there's ap, case or something that SP kids, I don't know like the language these things talk, Sage 300 that we are on is antiquated and dying and no one supporting it. So there's two newer ones that are coming out that could handle kind of have all of our needs and they can talk like the modern language. So it's a lot easier. You could kinda just plug in like a service trade or a ServiceTitan use plug any of them and they would just work. So we're looking at changing to that because it's gonna help a lot of different things. So there's a whole going on there, but I think once we get to that point, obviously one of our biggest thing like when I was demoing service software two years ago, my first question would be, can you integrate with Sage? If the answer is no, I had to stop talking to, you... you know what I mean? Like that was kind of and I think we got to a point with you guys where, you... you know, the... the, you're fairly confident you could make it work but not 100 percent sure.

--- Pricing ends ---

ADAM

9:47 Now, it sounds like, you know, well, that's good. So, I guess what I'm trying to say is once we get through this, figure out what we like and don't like about BuildOps. If we did decide we needed to make a change, I wouldn't have to start open the conversation with you. Can you talk to stage 300? Because that basically it made our pool of choices like extremely small. Yeah.

--- Pricing ---

GINO

8:43 I'm familiar.

GINO

9:01 Yup.

GINO

9:11 Okay.

GINO

9:32 Yeah.

--- Pricing ends ---

GINO

10:08 Very limited, right? I mean, yeah, I mean, everything you're telling me, man.

GINO

10:16 I would highly recommend, I think you'll be speaking with clean and being that you guys are having like making these plans towards the end of this year. I think it'll be smart to, you know, talk to one of them just so like, hey, like we have this down the line again, you're not changing what's your calendar look like next week or the week after that?

ADAM

10:36 Next week, my partner and crime is gone. So next week is worth, but the week after that, you know, we can maybe think about doing something I'd... I'd want to keep a real brief because like I said, we are basically, we are not interested at this point. It's going to be honest with you though.

GINO

10:41 That's fine.

--- Next Steps ---

GINO

10:53 That's fine. I mean, it, it's not about like right now you're telling me things down the line. That makes me feel like we're going to be a good fit for you. And Clint schedule is wide open for the week from the fourteenth through the eighteenth. I mean, I can talk to him. He'll we know we can talk about our whole conversation now and.

ADAM

11:15 Yeah. You know, if we wanted to pencil something in the fifteenth in the afternoon looks fairly good.

GINO

11:15 Yeah. With those morning, what... what day would be, that would they would be?

ADAM

11:23 Yeah, sometime the after?

GINO

11:26 You want to do three 30?

ADAM

11:29 Sure, central and I don't want to lead anyone on. I don't want him to come into the thing. You know what I mean? Like I'm not trying to... I'm trying to be transparent. We are not interested at this time. I'm not opposed to seeing a short demo of it.

GINO

11:32 Three 30 central.

GINO

11:38 No.

GINO

11:41 Yeah. And, you know what?

GINO

11:44 Yeah, no, that's... that's absolutely fine because I'm... I'm going to have the conversation with Glenn and be like, hey, here's, what they're looking for and, you know, all these calls are recorded. So I'm able to kind of go back and like kind of sift through things that we've talked about and what I'll do is, so it can be three 30. Alright. Let... let me if it's three 30 your time?

--- Next Steps ends ---

GINO

12:08 It'll be four 30 our time and I don't think that would work for him. Yeah, I'm... I'm in North Carolina. Well, he's in.

ADAM

12:10 You're on the east coast?

GINO

12:17 He's actually in San Diego, I think.

ADAM

12:20 So, it'll be two 30 his time, three 30 my time or four 30 your time?

--- Pricing ---

ADAM

12:27 No, it would be... one 30 his time, three 30 my time and four 30 your time?

GINO

12:39 No, I probably could just pencil something in for the afternoon and then follow up with you like next week just to make sure it's good.

GINO

12:48 So, if we did you, I'm sorry, you said CST?

ADAM

12:53 Yeah, yup. Yeah. What I'll do the math?

GINO

12:54 Okay.

GINO

13:04 All right. Let's do.

GINO

13:11 I'm actually not going to let now, let's do the math. Let's see you said three 30 your time?

ADAM

13:20 Which would be four 30 your time... one 30 his time?

GINO

13:22 Yep. Okay.

GINO

13:25 Perfect.

GINO

13:29 I got your email on file, man.

--- *Wrap-up* ---

GINO

13:30 I'm gonna send you that calendar invite and then I'll... I'll follow up with you next week just to make sure that time is still, you know, just make sure I have time is still good and I'll make sure to tell client like look, this isn't the full thing. They're not interested right now, but you guys are making some big plans because, you know, down the future, so.

ADAM

13:38 Okay.

GINO

^{13:50} Sound good. Awesome, man. Well, hey, I hope you have a good weekend. Okay?
Bye bye.

ADAM

^{13:51} Yes, sir.

The End