



Value vs Feature Pitching

Mac Gilliam

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Participants

OTHER

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Transcript

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

PHONE CALLER #1

0:00 Big, staying uncomfortable kind of person. We're gonna listen to bad calls like we're gonna.

PHONE CALLER #2

0:07 Yeah, we're...

PHONE CALLER #1

0:07 Gonna share pitch. We're gonna share video. We're gonna do it all and it's gonna be constructive feedback.

PHONE CALLER #2

0:13 Yeah. Now, even with call training last week or two weeks ago, whenever it was a minute call, I was like, thank God I got mine out of the way, okay?

PHONE CALLER #1

0:24 Okay. So today, what we're doing is just reviewing value versus feature pitching. So, you guys have heard me talk about this a little bit on the mid market side too, but it's something that the...

PHONE CALLER #3

0:37 I...

PHONE CALLER #1

0:38 Actually brought up to Ben and I in early Q4 and we started working on it. It's not necessarily like a tough concept in terms of value versus feature but it can be difficult to change habits and to go from a pitch you've been using for a year to hang it up. And also knowing when you need to change it, there are, if you're talking to a gatekeeper, you don't want a value pitch to them, if they need to know why you're calling you're gonna feature pitch all day and give, you know, a quick blurb about service trade and it should be your one liner elevator pitch to them. And so, so you kinda have to like manage that as you, as you're going like as you're as, you know, who you're talking to. But when you're getting to influencers and DMS, we want to raise value. So the first thing here is we're just gonna read this is gonna be probably easy, but we're just gonna look through the first pitch, so which it is this one value or feature.

--- Type of work ---

PHONE CALLER #1

1:44 So, hey, this is Nicole service trade. Do you have a quick minute? Think service trade is field software management tool that helps with scheduling dispatch and work orders built specifically for commercial service companies like yours. What software are you currently using for your field text? Yeah, exactly. And you guys know how much I hate that question. What software that are you currently using for your field?

--- Pricing ---

PHONE CALLER #3

2:11 I'm very guilty for that.

PHONE CALLER #2

2:13 Yeah, are, because that's what we're used to.

PHONE CALLER #1

2:17 Yeah.

PHONE CALLER #3

2:18 What are you guys running on?

PHONE CALLER #1

2:19 Yeah. What are you running on? And it's we don't need to ask it because especially when you get to BDR like this is a great question for your first three months as an SDR, when you get to be an enterprise, I mean, it's gonna be one in a 1,002 1,000. Maybe that are gonna be not using a soft.

--- Pricing ends ---

PHONE CALLER #2

2:44 It up anyways, like...

PHONE CALLER #1

2:46 Exactly. You're gonna find out in your call and it doesn't have to actually be the first thing that you find out you'll find out organically. All right. So, pitch, is this, hey, this is Nicole service trade. Do you have a quick minute? Not sure if you're familiar with us?

--- Type of work ---

PHONE CALLER #1

3:02 But we were built from the ground up for the commercial service industry. We're currently working with companies like X and Y. They found that through service trades, work order and preventative maintenance system, they've increased revenue

and decrease the number of days to get an invoice to the customer. I probably wouldn't do the repair revenue. It's like a lot, but.

--- Type of work ends ---

PHONE CALLER #2

3:21 Yeah, that's really long one... about you.

PHONE CALLER #1

3:26 Yeah. Yeah. So this is gonna be the value one. It doesn't have to be this long. I took this from one of the BDR that has been working there. Their value pitch... you know, at the, this uses social proof so that's part of your research ahead of time, right? And I would really work with your pods on finding out and keeping a list like Amanda on your cork board, Lucas, whatever works for you. If it were me, I got these little post it I'd have on their right? Like have, you know, for areas in your territory have fire mechanical, whatever ones that you're allowed to name drop, have those ready to go because the social proof is ideal when you're talking to especially when you're talking to like higher ups at an enterprise firm, they are interested in what their competition or just other industry leaders that may be not even their competition but near by are doing... it's. Gonna strike accord with them because they want to be in the know and they wanna make sure that they're doing the right stuff. Now, when you get down to this, it doesn't have to be everything right in here, but take a piece of it, right? So, you know, this is a little bit of that field felt found, but it's what it's not doing is just saying... we do dispatch scheduling and work orders.

--- Type of work ---

PHONE CALLER #1

4:53 It does mention work orders, but it brings in preventative maintenance, right? And it brings in that you can pick one. They've increased revenue and increase service repair revenue because of... the ways because of our preventative maintenance system, you can call it a tool also.

--- Customer engagement ---

PHONE CALLER #1

5:10 So calling it a tool can be really helpful instead of a system that's another way to phrase this... or go for decrease the go for the decreased number of days to get an invoice to the customer, right? Overall really helps that customer experience and helps your... front of house streamline their efficiency. If we can talk about the front of house streamlining their efficiency, and that sort of thing that's actually a really big why service trade moment. And those higher ups at these companies are gonna get that and that's going to help them have a good understanding of what's going to happen on the demo.

--- Customer engagement ends ---

PHONE CALLER #1

5:53 And you've given them a WI service trade. And with saying this, most people are going to understand what the platform is doing without you giving those features away. And if they start asking great, then you go into your feature pitch a little bit right? It's not that we're keeping the information from them, but what we're doing is avoiding the objection. Yep we're using something we like it by that's what we wanna avoid. I... like.

PHONE CALLER #2

6:21 Shawn's yesterday where he and I understand it was a Marketo but he kind of was like, what are you guys using to better your customer service experience? Like, okay... now, the guy was kind of a, but hole now, I've got two calls like mixed up in my head but there was one that was kind of a, but hole who was like, well, tell me what you're doing that's different. Like then there was another what's that...

PHONE CALLER #1

6:50 I would live for that. I love.

PHONE CALLER #2

6:54 He handled himself really well on both calls. I think I'm like overlapping the two calls together. But one guy gave a ton of feedback. The other guy was like, what are you doing? It's different. So.

PHONE CALLER #1

7:04 And like if you do get that, like if you get a, when you, when you're using spin questions and certain things, you might get a little sas back, right? Because you're pointing to things that like and you're not doing it rudely and you're not doing anything wrong, but you're pointing to things that may be a pain point.

PHONE CALLER #2

7:23 And so they...

PHONE CALLER #1

7:23 Might like be a little like, well, you tell me then like just tell me what you do. Just tell me that that's okay. Like because what you've done like they're still on the phone with you, you've caught their attention enough to be like, well, what are you guys doing? And Sean could have, I don't remember, I don't I.

PHONE CALLER #2

7:41 Even in bank because that's...

PHONE CALLER #1

7:44 Yeah, whoever it was like you can go into maps. You can go in not the whole like eight plan, eight step thing but like to be like, I'm so glad you ask. We actually just had our annual like D, WC conference, digital rep conference and it's a huge piece where we talk about our customer experience and how we handle that, give an example and be like we'd love to show you more about this on that. If they, and then

if you get into like that whole email, give me an email situation. There's so much WC stuff that we could send them so much MIT stuff that we can send. So don't be afraid to like ask different questions and potentially get that as back because we can be like, thank you so much for answering like this is exactly what like that should be what you wanted to have.

PHONE CALLER #2

8:31 Yeah.

PHONE CALLER #3

8:33 Defensive...

PHONE CALLER #1

8:36 Okay. So again, the value is the why service trade and that's something that has an organization and just an SDR team in general. I'm... really like helping push forward. The feature is what service trade does. And of course, they do need to know that before they get on the demo, it's just not the first thing that we say in the call both are important, right? I remember that with enterprise accounts and what you guys are getting into, they may already be familiar with us. You're gonna notice that if you sort by latest update on your list, you're not gonna have as many that are zero as you are that have had an update, right? And that's just because like it takes an enterprise, it can take multiple opportunity is to get them to close and it's gonna take multiple conversations in a longer time. So, you guys coming in and they're having been, you know, conversations and work already with the account is a good thing and they may be familiar may not. And that's kinda why I like that. Hey, not sure if you're familiar with service trade, you give that quick blurb when you go into value. The other reason that on enterprise, we really need to use the value over just what we do upfront is because they need to hear something unique. You gotta know, BuildOps service in all these other companies are calling them too. And we need to make sure that our pitch stands out and that it doesn't sound like every other F SM pitch that they're getting.

PHONE CALLER #1

10:20 They also already have something that's doing what we're doing, right? We talked about. And I put that in quotes because obviously, we know and believe in service trade and know that it's gonna be most likely the best option for them depending on their IP and what they're all doing that you guys are gonna find out. But... that's really the whole idea here, right? Is avoiding that objection of we got something cool and it's like, yeah, hey, you've you know, I know that you've been in business for 20 years and you'll likely have a great system. I'd love to mention that service trade does differently.

PHONE CALLER #2

11:02 Have you found at least in this tier that sometimes like I've pitched before? Like, okay, you, you've been with these folks for 10 years? Like have, you know, kind of ever gotten outside the comfort zone and looked at other stuff? Have you found that there's like at this level, a good response rate to that kind of question?

PHONE CALLER #1

11:28 Yeah, I don't know that.

--- *Purchase decision* ---

PHONE CALLER #1

11:29 A ton of people are asking that. I like it a lot. I like that you bring up like any time we can talk about the timeline and like how they've been doing. I mean, it makes sense, right? Especially now that we're in Q1, it's like, have you ever evaluated your software? Like, do you know what your software is doing for you? Because it should be, it should be making you money. It shouldn't be costing you money. And so that's always kind of like a nice line that you can throw in. And I don't know how that works. I.

--- *Purchase decision ends* ---

PHONE CALLER #2

11:57 I said that it's more along the lines of like, you know, we've been around for 10 years and, you know, throw in the 23 percent whatever. And if you haven't looked at anything or if you haven't looked at anything, you know, this might be a chance for you to see what else is out there kind of.

PHONE CALLER #1

12:19 Yeah. All right. I think I got one more slide for you guys. So this is just a, this is an example of how we're changing questions up. And this is the tough part because it's habit based and because it takes research. So I always struggle with this when I'm doing like a training because I'm not doing it on a specific account. I haven't talked to people like I haven't looked at their stuff. So I take this and like now that I don't want you to read it word for word except the first one you can. But like feel free to personalize, feel free to put your spin on it.

--- *Paper process* ---

PHONE CALLER #1

12:58 But instead of what software are you using? How are you? How are your text handling deficiencies and communicating in the field? It's gonna give you like they might say, like, man, I wish that we were doing, you know, more deficiency were pulled through revenue like communication. My office manager is constantly on the phone or, hey, yeah, we have a system but it doesn't work without internet or Y5 whatever. So you might learn things that way instead of asking like because a lot of the times we're gonna know or we may think that we know what system they are using, which can be really good when you're calling like computer is or something with a specific like high spot script and you want to bring that up right away?

--- *Type of work* ---

PHONE CALLER #1

13:45 Great. But in general, if you're like, hey, are you guys still using service tighten? How instead can we change that question? Like how is your system automatically tracking recurring services and preventative NPS front of maintenance agreements,

or whatever solution that you guys think would be good to ask about for what they are currently using that's gonna take that little bit of personalization. The question, like does your office manager dispatch or text? This is a little bit longer one, this is a little bit more of like... in the conversation, you might ask this, but like, yeah, I know tech dispatch is something you've had to handle on since you've like you likely have a good handle on since you've been in business for 10 years, 20 years.

--- Dispatch ---

PHONE CALLER #1

14:31 Tell me, do your text have visibility into their schedule for the week? Is that more day to day? Okay? Are you able to get a handle on where they are and how long jobs are taking? So you're just kinda like having more conversational questions instead of that one word answer of like does your office manager dispatch text?

--- Dispatch ends ---

PHONE CALLER #2

14:51 Did you add this to the value doc? I'm looking at my cork board because it's front and center on me. Remember that value doc that trade made because I think some of these would be great to add to it. And then.

PHONE CALLER #1

15:06 Think that I did use that doc. I don't have it up right now, but when I was working on this, I use that doc along with a couple of others. So it definitely could be that they are similar or exact. Yeah, it's that value doc is a good one and I think we can keep working on it and keep adding more... as we listen to calls.

PHONE CALLER #2

15:32 And...

PHONE CALLER #1

15:38 And I can give you guys a copy of this too. It's only a couple of questions and like.

PHONE CALLER #2

15:43 Yeah, I was just, I was trying to see if it's on the dark. It's waiting for.

PHONE CALLER #1

15:47 I'll send it to you... that's it. You all just a quick training here, quick overview on the value versus train. You guys have heard me talk about it before, but I think it's good to just bring it top of mind as you guys are going to get started on dials in the next couple of days and make those calls and start adding in targets to your cadences.

PHONE CALLER #2

16:14 When do you want us to start working on target accounts at some point next week? Tomorrow is going to be target accounts.

PHONE CALLER #1

16:21 It's on the list. I.

PHONE CALLER #2

16:23 I didn't look at tomorrow.

PHONE CALLER #1

16:25 Okay. We'll see like how everything goes and time wise, what we have going. But yeah, you can definitely start adding some targets if you don't have any, like I think that you do already.

PHONE CALLER #3

16:40 To me. So I've been reaching out to.

PHONE CALLER #1

16:43 Yeah. So yeah, we can get started on it tomorrow, and I think you don't have to wait till after you shadow Tommy tomorrow or anything for that, but feel free when you're shadowing to ask questions, like if you want to see them do a target account, ask them.

PHONE CALLER #2

17:01 That's I think.

PHONE CALLER #1

17:03 Like, yeah, just ask them to, if you guys can look at something specific.

PHONE CALLER #3

17:10 Cool.

PHONE CALLER #1

17:13 Nice. All right. Well, I have sales ops in two minutes. So I'm gonna let you all go. I am in meetings pretty much the whole day, but feel free to slack me. And Thursdays are always meeting heavy, but this week is just a little crazy, but feel free to slack me and definitely let me know if you guys are noticing anything wrong with those cadences. I think I did all the multi touch things correctly, but it's always good to get feedback from them for anything. So.

PHONE CALLER #3

17:48 Gotcha. And then, so we're about to use that Brian for so to do on our own today, make up our own value pitch, get that over to you and then do that closed one

account review for our atm. So watch the whole cycle of, you know, from booking call to selling call.

PHONE CALLER #1

18:08 Yep. And then any additional time that you guys have just gone calls, you know, whatever, I trust you guys to be working on what you think is going to be valuable, but yeah, that's it.

PHONE CALLER #3

18:22 Awesome. We will probably reach out to you in touch base a little bit later.

PHONE CALLER #1

18:26 Sounds good. All right. Bye.

PHONE CALLER #3

18:28 Thanks for calling.

PHONE CALLER #1

18:29 Thank you.

The End