



# **Call with C.E. Mechanical, Inc. - Michael Martin**

Ben Bilhorn with C.E. Mechanical, Inc.  
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## **Participants**

### **SERVICETRADE**

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*SDR*

### **C.E. MECHANICAL, INC.**

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# Topics

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# Transcript

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

MICHAEL

0:00 Hello?

BEN

0:01 Hey, Michael.

MICHAEL

0:03 Yes.

BEN

0:04 Hey, this is Benjamin with service trade. How are you doing?

MICHAEL

0:08 I'm doing good.

BEN

0:09 Good. Did I catch you at a better time than last time? I believe we spoke like a week ago a week and a half ago, something like that?

MICHAEL

0:18 Well, yeah, I mean, I'm driving, but there's not going to be much I can help you with because I'm not looking at a computer right now.

BEN

0:25 Okay. Yeah, no worries. I mean, I'll just kinda, I'll get you a little bit up to speed or remind you a little bit about what we spoke about last time, which is that you guys were using BuildOps or started on BuildOps last year, right? BuildOps is a field service management software. They're kind of, a newer one in the game service trade that's us, we've been in the commercial service field service management game for pretty good amount of time now.

BEN

1:01 So, really what I wanted to talk to you about?

MICHAEL

1:01 What is, what is a pretty good amount of time to you? Because that might be something different to me?

BEN

1:06 Yeah. So, we've been around for about 10 years now.

MICHAEL

1:10 Okay. So that's a baby years compared to how long I've been doing this?

BEN

1:10 Yeah.

BEN

1:15 Right. But in the software in the software realm, it's a long time.

MICHAEL

1:20 Really? Okay. I'll...

BEN

1:21 Yeah, 100 percent. I mean, would, you would, you wouldn't want anything older that like you wouldn't want like 20 year technology, right? At this point, because even if it's been updated, you know, a bunch of times it's still is going to be built on, you know, it's going to have been entirely rewritten, you know, every five years or so in order to even be built on the frameworks that are most up to date. Does that make sense?

MICHAEL

1:29 Well, well.

MICHAEL

1:49 Well, so I'm listening to what you're saying and I'm a really technical guy, right? So, I guess what you're saying is if there was a system out there that was 20 years old, it wouldn't be any good, but if they redid it every five years, it possibly could be good.

BEN

1:54 Yes.

BEN

2:08 Yes. But that's not what that's I mean, even within the industry, right? Typically, what companies are gonna do is they're gonna just trash their entire system and release a new product that's why?

MICHAEL

2:21 Are you in sales?

BEN

2:22 Yes, I'm in sales?

MICHAEL

2:24 Okay. How long you been doing sales?

BEN

2:26 I've been doing sales for about five years now?

MICHAEL

2:29 Okay. So you're you just began your career and you're probably sound like a young man. So, like a nice guy and intelligent guy. I've been doing sales for a really long time and I would say it's something I practice. I'm not an expert in. But what I try to do is I sell with something called integrity. Okay. Something called integrity sales. I never focus on what the competitors are doing. I focus only on the value that I bring. Does that make sense? That, that, that's all I focus on, because when you talk negative about the competition, then it sounds kinda like sour apples if that makes sense.

BEN

2:32 Yes.

BEN

2:34 Huh.

BEN

2:42 Go ahead.

BEN

2:49 Okay.

BEN

2:58 Right, right. Definitely.

BEN

3:10 And to be clear, what I'm saying is not... negative. I think that if it's kind of the industry standard of tracking your software, making a new product, it makes sense for a lot of these companies, right? It's not a bad thing that they're doing that. It just that's the way that it is.

MICHAEL

3:29 I started in this industry with paper work orders.

BEN

3:33 Right, right. Understood.

MICHAEL

3:35 In, in 1987, okay. And I've seen a lot of changes over the last 37 years. And by the way, I'm largely happy with the changes. You know, I believe in automation and technology. I think that's the future. I think that's the key.

BEN

3:38 Yeah.

BEN

3:46 Yeah.

MICHAEL

3:54 And...

MICHAEL

3:57 I know, there's a few different systems out there. I'm sure all of them have their strengths. All of them have their weaknesses, right?

BEN

3:59 Okay.

BEN

4:04 Yeah. Well, let...

MICHAEL

4:06 But what I'm interested in hearing about is what you have a value?

BEN

4:12 Right, right. And so, I'll say, I think you're right? Think I did approach this conversation from the wrong angle. So, let's start over.

MICHAEL

4:14 Specifically.

MICHAEL

4:23 Depends on who your audience?

BEN

4:25 Right, right. Understood. So, I guess first of all, Michael, I do wanna ask. So you're in operations management, right? That's your, that's your job.

MICHAEL

4:37 I am the operations manager, the only want for the time being.

BEN

4:38 You're the you're the, okay. Gotcha. Understood, understood some companies, they have like a bunch of operations managers quote unquote. So I wasn't sure. Okay, perfect. So, so are you over service and Construction or are you just over service or just over Construction?

MICHAEL

4:48 No, no, I'm the only one.

MICHAEL

4:57 I'm the operations manager of the company.

BEN

5:00 Of the whole company. Okay. Gotcha.

MICHAEL

5:03 I report directly to the president and the CFO?

BEN

5:06 Okay. Gotcha. And so, in terms of you knowing that you, do you're doing a good job, what are the things that you're most concerned about?

MICHAEL

5:16 You say, so.

BEN

5:19 No, I mean, I said, if you want to, if you want to look at, your, what you've done and you wanna say, okay here's, how, I know, I'm doing a good job. What are the things that you look at?

MICHAEL

5:30 Yeah, I've been doing a good job.

BEN

5:33 Yeah. How do you know that you've been doing a good job?

MICHAEL

5:37 Well, I mean, I don't know that that's really the conversation I want to have the conversation I want to have is.

MICHAEL

5:44 You know, I'm giving you a lot of time out of respect.

BEN

5:48 Understood. Okay. So.

MICHAEL

5:49 What is, what is your value statement? What is your proposition?

BEN

5:53 Yeah. So we're a field service management software built specifically for commercial contractors. The things that what we do best are helping out with, make your technicians, get you more jobs.

BEN

6:05 Do more recurring work. So we're more recurring PMS and then turn those recurring PMS into more repair revenue, overall, right? That's what our system is, really good at... by making it easier for your technician tons to track their, we call them deficiencies, right? Which are basically just problems that they find out in the field, easier to turn those into more... into quotes, faster, make it, make your customers have more visibility into the work that you guys have done more visibility into the work that needs to be done on the like.

BEN

6:45 On those on those quoted pull-through I'm not explaining this well, on those quoted pull through jobs. Does that make sense?

MICHAEL

6:53 Well, you said a lot, but really there wasn't anything there specifically, which is fine. You know, I'm testing you because I'm also mentoring you a little bit, right? So, I sell for a living.

BEN

6:56 Yes.

BEN

7:07 Right.

MICHAEL



7:11 And also, peach part time, I've been teaching the trade for 17 years and I meant for a lot of sales professionals and a lot of other people. And so it sounds like to me specifically, your strength is a service related software. What about a maintenance related software?

BEN

7:16 Huh.

BEN

7:29 Yes.

BEN

7:33 Yes, that's what we work specifically with this company or that's that is our ideal customer profile, right? Is companies that do a lot of recurring service?

MICHAEL

7:45 What about sales? And what about Construction?

BEN

7:50 So, we don't we have project management that only is really good for projects that are under six months, right? So, we mostly leave the like large Construction stuff up to companies like pro core who that's their bread and butter, right? On the sales end of things. Are you familiar with Northboundary at all?

MICHAEL

8:07 Right.

MICHAEL

8:11 No, I am not.

BEN

8:12 Okay. So, Northboundary, they're... we recently acquired them. As of last year. They're basically, as far as I know, the only specifically mechanical based are mechanically geared.

--- Pricing ---

BEN

8:28 Quoting and estimating form, right? So, they do quoting, they do estimating, and they do kind of like some light customer record management work basically. So.

MICHAEL

8:38 Coding and estimating what?

BEN

8:41 So, quoting and estimating the sale of new maintenance contracts and the sale of... like pull-through work, right? So, yeah.

MICHAEL

8:51 Okay. What about Construction work?

BEN

8:55 Construction work? We, we really don't I don't think, no, I don't think Northboundary, is good for large Construction jobs, right? Like, your large new Construction jobs that you would probably be quoting out?

MICHAEL

9:11 Then I don't know that you would be a fit for us.

BEN

9:14 Okay. Gotcha. Do, you do all of your quoting through?

BEN

9:20 BuildOps right now?

MICHAEL

9:22 I do.

BEN

9:23 For both large Construction jobs and service jobs?

MICHAEL

9:28 I do.

BEN

9:29 Okay. Gotcha. Have you found it that it works well for that?

MICHAEL

9:33 I like the system I used before, which was called SP connect better for the sales and the estimating side, but the operations team didn't like it. They didn't have the operations down. So, they wanted to go with BuildOps because it has a better operation supported platform, but the sales side suffers. So... I haven't found the perfect bullet yet. Sounds like you guys would not be a good fit. I just sold a one point 3,000,000 dollar job.

BEN

9:38 Okay.

BEN

9:52 Okay.

BEN

9:56 Gotcha.

BEN

10:06 Right. Well, so.

MICHAEL

10:07 So...

BEN

10:09 Let's let's...

BEN

10:12 Let, me, let me see right there, because the one one thing so Northboundary is it's a product that we offer, it's not our entire suite, it's and it's a sales platform that connects with service trade, but it sit separately from, service trade would handle like you were talking about that.

MICHAEL

10:30 It's an extra cost.

BEN

10:33 Yeah. I mean, I guess you could say that, but you would also for another company, they would just lump that into the main cost of it, right? It's like, you know, it's like with anything. If, if you have more functionality, you're going to have to pay more money. Does that make sense?

MICHAEL

10:51 Absolutely. But we have all that with gold ops now as standard is what I'm trying to say, we don't have, we don't have to pay extra for Northboundary, we have Northboundary already built in.

BEN

10:52 Yeah.

BEN

10:56 Right, right.

BEN

11:01 Right. Because because they lump that cost into their main cost of their product, I would assume, right?

--- Pricing ends ---

MICHAEL

11:08 No, no. It's it comes with a standard. They don't separate out the sales side from... operations or service. It's all in there. It's just the sales side is not very strong. Okay.

BEN

11:15 Right. So.

BEN

11:26 Right, right. Again, I'm assuming that they have to pay for, that they have to have developed that functionality, somehow, right?

--- Pricing ---

BEN

11:35 And that would be, they would have paid for that. And then they're gonna have to pass that cost onto you guys in the form of charging you some amount of money, right?

MICHAEL

11:45 Well, it's not there's no pick her apples. It's it's part of it and, you know, so, you know, you might be, you might be a better fit for what we call a service related company. And we are a service company, but we're more of a Construction company than a service company.

BEN

11:47 Right. It's not an add on product. I understand that it's an all in one product, yeah.

--- Small Talk ---

BEN

12:08 So, we work with a ton of, we have over a 1,000 customers, right? And a lot of those customers do both service and Construction.

MICHAEL

12:15 Name some in this area that I would know.

BEN

12:18 A read JC Castro is actually that's northeast California boiler.

MICHAEL

12:22 So, I do know, I do... okay. So I, so a read, I do know the other two, I would not consider them players... in the industry. I know who California boiler is specifically, the other one, I don't know, but.

BEN

12:32 Okay.

BEN

12:36 Okay.

BEN

12:40 Let me see. I don't...

BEN

12:43 I don't have all of our big players in your area memorized.

--- *Small Talk ends* ---

BEN

12:48 And then on the fire and life safety side, we have, that wouldn't be relevant to you. Are, would probably be the best example in your area.

MICHAEL

12:57 Yeah, but are, doesn't do what we call big work... and are, is a union shop, like we are a union shop too, but they're not, no, known for their large complex projects. They're more of a, what we call a package unit company, but they're no slouch, they're based down in San Diego area. So they don't really, even, we don't even really compete against them. So, but my guess is most of the larger mechanicals we compete with. They have their own in house software that they've developed.

BEN

13:01 Okay.

BEN

13:07 Huh.

BEN

13:14 Right.

BEN

13:26 Yeah.

BEN

13:34 You think so because I don't typically run into that.

MICHAEL

13:38 I know that for a fact.

MICHAEL

13:41 I know that for a fact.

BEN

13:42 Like the name a company?

MICHAEL

13:45 Echo.

BEN

13:46 Echo does not. They're running on ifs...

MICHAEL

13:51 Well, that's they have their own, they have their own internal software. What I'm trying to tell you?

BEN

13:56 Right. Which is if S, which is another is owned by another company we had, I've worked with echo previously. I've talked with him previously.

MICHAEL

14:02 Well, thanks.

MICHAEL

14:09 More energy systems.

BEN

14:11 They, what do they use? I'm trying to remember, they might have their own.

BEN

14:18 System. M, core companies are all weird because everything's determined is top down by M core, right?

BEN

14:26 But that's yeah, yeah, they very well might have their own.

MICHAEL

14:33 Yeah... a PM.

BEN

14:38 ABM, I don't know what ABM is running right now. I can... let me check.

MICHAEL

14:43 It was, they have the software that was developed by link. I used to use it. They bought link.

BEN

14:49 Yeah, I don't know. Well, yeah, I can't talk too much about ABM.

--- Pricing ---

BEN

14:58 I know that.

BEN

15:02 Yeah, I can't talk too much about ABM.

BEN

15:08 But I mean, here's, look here's. What I'll say we work with a lot of like, how many technicians are you guys dealing with right now?

MICHAEL

15:17 We have about 40 guys.

BEN

15:19 Okay. Gotcha. So that's a pretty that's I would say high mid size shop that we deal with. I think the largest companies we're dealing with right now are like four or 500 technician shops, right? So.

MICHAEL

15:25 Okay.

MICHAEL

15:33 Yeah, we're not gonna get that big. We're gonna get about 150 that's where we're at.

BEN

15:38 That's where you're headed. Okay, gotcha. And that's, we have a good number of customers in that range as well. Here's. What I'll...

MICHAEL

15:44 We have an evaluation that we want to get to and we're not gonna go above that.

--- Pricing ends ---

BEN

15:49 Right, right. Understood here's, what I'll say.

BEN

15:54 First of all, you're making me sweat. I'm just gonna be real with you on, trying to, I can tell you're very technically minded person, right? You said that here's, what I'll say I can.

BEN

16:08 Run around till I'm blue in the face trying to prove to you that we have a platform that is gonna meet your needs or I can actually have someone who is a technical expert, sit down with you and actually show you, I'm 100 percent confident that you will like what you see if you take a look at service trade.

BEN

16:28 But I don't know that.

MICHAEL

16:30 Nobody said the same thing by the way.

BEN

16:33 I'm sure they did. I'm sure they did... but we have more receipts to prove it than BuildOps does.

MICHAEL

16:42 Yeah, I'm very unimpressed with gold. Op.

BEN

16:46 Okay. I mean, here's, what I'll say, I don't...

BEN

16:50 You know, you can take my word for it.

BEN



16:54 Or how about this? We have a webinar tomorrow where we discuss, let me actually, let me double check that. Is... that is what I think that is.

BEN

17:07 No. Let's do this. So, my territory manager, her name's Katie main. She's the technical expert kind of on service trade. She's going to be able to talk to you more about?

BEN

17:20 What exactly?

BEN

17:23 How exactly we can show you that we're different from Bill ups, right?

BEN

17:28 What I would like to dig into a little bit more is how we can, how we can actually help you guys. Do you guys have like a pretty extensive service and maintenance program right now?

MICHAEL

17:40 Yes.

BEN

17:41 Okay. How are your people?

BEN

17:48 I guess first of all... keeping track of the?

BEN

17:55 Like pull-through work that they find out on the jobs?

MICHAEL

17:59 Well, we have something called recommendations and we have something that's called quotes needed.

BEN

18:04 Okay. Gotcha. And so your technicians on each job, they're able to go out and like put in like, hey, here's my recommendations for, the specific job?

MICHAEL

18:19 Yeah, or, hey, there is a quote needed. Like I need to quote a new compressor. So, well, hey, I just pulled up to my house.

BEN

18:24 Okay. To motto.

BEN

18:29 No worries.

MICHAEL

18:30 So, I'm gonna have to let you go.

BEN

18:32 Yeah, understood.

MICHAEL

18:34 I would say you can follow up with an e-mail with anything you wanna say, and then I'll consider it and, I'll consider a webinar.

BEN

18:40 Okay.

BEN

18:43 Okay, perfect. That sounds good to me. All right. I appreciate you.

MICHAEL

18:46 All right, you got?

*The End*