Call with Grand Rapids Indl Process Svc - Bruce Whipple

Emily Whitehurst with GRIPS, Inc
Recorded on 10/20/23 via SalesLoft, 8 min.

Participants

ServiceTrade

Emily Whitehurst
Territory Manager

Other

Bruce Whipple

Topics

Transcript

EMILY

0:00 Hi, good afternoon. I was calling to speak with Bruce please?

BRUCE

0:00 Good afternoon, grip.

BRUCE

0:05 Is in may I ask who's calling?

EMILY

0:07 Yes, this is Emily whiteherst. I'm calling from service trade. He had put in a request to see a demo of our platform. So I was just calling, following up on that.

BRUCE

0:17 Moment...

BRUCE

0:36 This is Bruce.

EMILY

0:37 Hi, Bruce. This is Emily white Hurst over at service trade. Did I catch you at a good time?

BRUCE

0:42 You did? Yeah, no problem at all.

EMILY

0:44 Awesome. Great. So, I saw you put an end to my request to see our platform. So I just wanted to reach out, get a little bit more information about you guys as business, what you're looking for in a software and then go ahead and get something on the calendar.

--- Paper process ---

BRUCE

0:56 Yeah. So we're commercial industrial, mechanical contractor and we still do everything 100 percent paper and excel spreadsheets and we're getting frustrated.

EMILY

1:11 Okay. Yep. I talk a lot of people that when they're still using paper, you know, they're kinda running into issues like losing them, just like bad handwriting from the technicians.

--- Tech time tracking ---

EMILY

1:22 You know, turnaround time is taking longer than they would like. What are some issues that you guys are running into?

BRUCE

1:28 Well, you know, getting the technicians to fill out the timecards accurately the day they do it, you know, a lot of times they're waiting until Sunday night, they fill out their time cards all week and obviously, the accuracy is gone.

--- Tech time tracking ends ---

BRUCE

1:40 You know, we're missing accuracies, we're missing POS, being attached to the jobs correctly, and, you know, when that's a kind of an issue with, you know, the tax, but we were looking at BuildOps which you know, kinda has a good rundown. And then we've talked to some people locally here. You know, what are you? We just don't want to jump in, and we had a few people to recommend you that they use. So that's what we're doing. Yeah, trying to see, you know, make sure we find something that works in the office and out of the office just as well.

EMILY

1:59 Hum.

EMILY

2:03 Okay. Awesome.

--- Purchase decision ---

EMILY

2:11 Yeah, yeah, absolutely. So, I'm happy to hear that, you know, service trade was recommended to you. And the reason that we do these demos and, you know, the reason I'm asking so many questions to set up the demo is because we know that every business is different and every business has different needs. So, we really take like the qualification process and like making sure that we're a good fit for each other. We take that really seriously. So, I definitely think you came to the right place and I'm excited to set you up with Danny to, you know, take a look at, you know,

missing those purchase orders that's definitely a big deal. And then, are you guys ever like missing out on repair opportunities in the field? Like?

BRUCE

2:25 Sure.

BRUCE

2:43 Yeah.

--- *Access to information* ---

BRUCE

2:51 I'm sure. You know, I don't want to give the field text the opportunity to do their own quoting because, you know, if we were residential, I'd be a lot easier just, you know, all the big stuff we work and I don't want to give them that option. So the scheduling, the tracking the, you know, timecards I guess I'm you know, I looked on your website for a while, I guess I'm assuming a lot of this is, you know, it's sent right to their phones via an app, okay?

EMILY

3:01 Right.

EMILY

3:11 Yes.

EMILY

3:18 Yep. Yeah. The technicians, they do have like a mobile app out in the field that they're able to use like, you know, on their phone or they have iPad or anything like that. And then there is an office view that's like a desktop view, which the office will use. And then, so it's different for the tech and the office.

--- *Type of work* ---

BRUCE

3:36 Sure.

EMILY

3:37 And then how many technicians do you guys have currently?

BRUCE

3:40 About 15? And.

EMILY

3:42 Okay. And then I was looking on your website, I saw that you guys are doing like service and also new Construction. What, what kind of a split there for you guys?

BRUCE

3:49 Are correct.

BRUCE

3:52 It's almost 50 50. So you can cut that right in half and, you know, half of them are service technicians, and the other half are project installers?

EMILY

3:59 Okay. Gotcha. And these projects, is that kind of what you'll consider new Construction like Installation projects? Okay, awesome. And then how long are those projects typically lasting?

BRUCE

4:05 Yes.

BRUCE

4:11 Anywhere from a week to say six, eight months is pretty typical for us... being a smaller company, we're not on big long two, three year projects, but.

EMILY

4:17 Okay. Yup.

EMILY

4:22 Yeah, awesome. Yeah. So we actually have a feature called project management and we are able to handle those like smaller projects that last, you know, a week to six months.

--- Accounting integrations ---

EMILY

4:32 So, yeah, we'll definitely be able to help you out there as well. And then, are you guys, I know you said you're using like paper out in the field. Are you guys using anything for your accounting system?

BRUCE

4:35 Okay.

BRUCE

4:42 Quickbooks? So, we would, you know, that's very important that we keep using Quickbooks?

EMILY

4:45 Yep. Absolutely. We have a direct partnership with Quickbooks. And, you know, a majority of our customers use Quickbooks. So that shouldn't be a problem. Do you happen to know if you guys are on desktop or enterprise?

BRUCE

4:54 Okay.

BRUCE

4:59 Desktop...

EMILY

5:00 Okay, perfect. And then in regards to your service work, are you guys doing more like reactive service or are you guys doing a lot of planned maintenance?

--- Type of work ---

BRUCE

5:12 Yes, on both, you know, reactive service calls and, you know, probably 50 percent of our work on a service side is, you know, PM customers. So program maintenance that's continually, you know, scheduled either once a month or a quarter or twice a year.

EMILY

5:28 Yeah, awesome. That's where, you know, a lot of our customers see a lot of value in service trade is tracking those recurring services and capitalizing on that as well. How are you guys currently tracking europeans?

BRUCE

5:36 Yes, that's huge.

--- Paper process ---

BRUCE

5:42 With a piece of paper with a list on there when it was completed last time and we cross it off when we do in.

EMILY

5:50 Okay. Got ya. So, is that getting a little bit like confusing and frustrating for you guys?

BRUCE

5:54 It is very frustrating, and it has been for a long time.

EMILY

5:58 Okay. Well, I definitely think you came to the right place. I'm super excited for you guys to check it out. I'm gonna go ahead and pull up Danny's calendar if you have your calendar in front of you?

BRUCE

6:06 Huh.

--- *Paper process ends* ---

EMILY

6:22 And then also, what is your role at the company?

BRUCE

6:26 I'm the owner, one of the owners there's two of us, yep.

EMILY

6:27 Okay.

EMILY

6:29 Okay. And then would you guys both be wanting to join the demo or is it just going to be you?

BRUCE

6:33 He'll be with me. He'll just sit next to me at my computer and we'll watch it together.

EMILY

6:38 Okay. Perfect. That sounds good. And then what day were you guys thinking?

BRUCE

6:44 I'm pretty flexible next week, so.

EMILY

6:47 Okay. Gotcha. Danny does have some time here Wednesday, the 20 fifth at nine am, and then if you wanted to push it to next week, he also has the next Wednesday later in the afternoon.

BRUCE

6:57 Okay.

BRUCE

7:04 November first.

EMILY

7:05 Yep. November first.

BRUCE

7:06 Yeah. Let's do that. I know we had next. Wednesday is really the only day I got stuff going on in the morning.

EMILY

7:11 Okay. Yup. Well, that works perfectly. He's wide open on later in the afternoon, Wednesday, November first. Is there a specific time that works best?

BRUCE

7:20 There's not, no. I mean, if you can, I don't know if he wants to send a invite over or whatever. We're wide open right now. We'll we'll make it work.

EMILY

7:29 Okay, awesome. Well, then I will go ahead and send you over a Google calendar invite I have while at grip inc. Dot com. Okay. Awesome. Little bit. I'll go ahead and send this over. I'm gonna put it down here for one PM. Does, does that work for you? Okay, awesome. So it's gonna be a little Google calendar invite with a Zoom link whenever you get it. If you could just click, yes, that will just mark that time off and I'll send you guys a little automatic reminders just leading up to the demo. So, I'm sorry if those get a little frustrating but it's just what this out.

BRUCE

7:37 You got it.

BRUCE

7:44 Yeah, it does.

BRUCE

8:01 That's okay, sure.

EMILY

8:04 Okay, awesome. And then I'll give you a little courtesy call just that morning just to make sure, you know, I know stuff can pop up. So, I'll just check in and make sure that time still works for you guys.

BRUCE

8:10 Yeah.

BRUCE

8:14 That sounds good to me.

EMILY

8:15 Okay. Awesome. Well, Bruce, thanks so much for taking the time to speak with me. I'll fill Danny in on all of this and we look forward to talking to you guys.

BRUCE

8:23 Yeah, I appreciate it. Thank you very much.

EMILY

8:24 Yep. Have a good rest of your day... bye.

BRUCE

8:26 You too. Bye now.

The End