



# Call with Arctic Air - Mike Flesher

Alec Ashby with Arctic Air  
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## Participants

### **SERVICETRADE**

Alec Ashby  
*Territory Manager*

### **ARCTIC AIR**

Mike Flesher  
*President*

# Topics

<i>Call Setup</i> .....	0:00
<i>Pricing</i> .....	9:36

# Transcript

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

--- Call Setup ---

MIKE

0:00 Good afternoon, arctic. May I help you?

ALEC

0:03 Hey, this is Alec. Can I speak to Mike please?

MIKE

0:07 You got him?

ALEC

0:09 Yeah. Hey, Mike. This is Alec with service trade. How you been?

MIKE

0:13 Good. How are you?

ALEC

0:15 Doing good. The reason I was giving you a call, Mike is I saw here that you attended our webinar not too long ago, and I know you were speaking with Billy. I think early, you know, either early this year or late last year. He's actually moved on to a different role. I'm actually the territory manager now for your territory. So I just wanted to call to see what your impressions of where the webinar and I also saw here, that seems like you went forward with BuildOps. So I guess how that implementation was going and if it made sense to talk or if you were just kinda joining the webinar just to kinda learn some more about us or what kind of went on with that?

MIKE

0:54 Well, I was, I joined the webinar because it was sponsored by CIA, if I recall correctly. And I'm a member of that organization. And when they send out notices about webinars, I pay attention and if something strikes my fancy, I sign up for it, which is what happened in this case, I didn't realize right off the bat that you guys were sponsoring it, but.

ALEC

1:02 Okay.

MIKE

1:25 I figured that out fairly quickly and, but stuck around, and listened to it and... got a little bit of value out of it.

ALEC

1:34 Okay. Yeah, that's good to hear because that's why we do them, it's not, you know, just marketing but, you know, stuff like that as well.

*--- Call Setup ends ---*

ALEC

1:42 And as far as you and your business, it seems like you moved forward with BuildOps because they had a integration with service channel. Are you guys like already live with them or how that whole thing go implementing them and stuff like that.

MIKE

1:54 We are.

MIKE

1:57 Yeah, we are live with them and it's moving along. We're working out a couple of the glitches and tweaking things. But so far everybody's pretty happy with it.

ALEC

2:09 Okay. No worries. So, well, I mean, I'm happy you found value in the webinar and I don't know if you signed like a one year, two year with BuildOps, but, you know, maybe up for renewal. If you're having second thoughts, I definitely think you should take a look. But, if you're pretty satisfied with what you're using now and it's just a matter of hashing out a couple of things, then that's totally fine. I just figured I'd give you a call because I, to sometimes people join these webinars, you know, for stuff that you said, but also maybe they're not super satisfied with what they're using now. So if it's working out for you, I'm happy for, you know, what? Shopping for software isn't the easiest thing.

MIKE

2:42 Well...

MIKE

2:48 No, I know, and we took a long time, in searching and evaluating and paused and restarted and paused and restarted as things happened. But, you know, I'm committed. I'm I committed to myself that we're gonna go a year with this. And before making, any decisions...

MIKE

3:14 You know, whether, to change again, but I did since you called, I thought I'd let you know you guys asked me, ask me, you kinda to me for several weeks to sign up for a, to talk with some.

MIKE

3:33 Research person about, our evaluation of service trade, and so forth. And I did, and they sent me a survey which I filled out and they made an appointment with me for a 30 minute telephone interview and they ghosted me on it. Never. They never cancelled it. They never called. That was last week some time. So you might want to pass on to your marketing people that their research group, whoever they hired for that kinda fell down on the job.

ALEC

4:11 Yeah, no, I appreciate that. Yeah, I can definitely look into that a little bit. I don't think with the tools that I'm using, I have access to that information. I mainly just saw here that you talked to Billy earlier this year late last year, but I can definitely relay that over to him because yeah, we don't wanna be wasting people's time because I'm sure when you committed to that, you thought that you were going to be spending, you know, 30 minutes talking to someone. So, yeah, I do apologize if that was what happened.

MIKE

4:45 So, I understand you guys now have some kind of a link with service channel, or a link that's the best way I can describe it.

MIKE

4:57 And is that now part of your standard package?

ALEC

5:03 Yeah, good question. Just so I know who was that something Billy told you? Or when I'm saying Bill, I'm saying Billy Dick and not, our CEO or like who just so I know who told you that?

MIKE

5:18 Well... during our evaluation process, I asked the question about integration with service channel and... I think you guys, were trying to work out the final parts of it but had not released it yet.

ALEC

5:26 Huh.

MIKE

5:39 And...

MIKE

5:41 Over the last few weeks, I have seen ads pop up on my internet that you now have the integration with service channel and implying that it's been released?

ALEC

5:56 Yeah. So what I can say on my end is one on the small business team, we don't really run into that as much just because sometimes from a affordability perspective, people don't want to purchase something like that. I, to my knowledge, we had a, one of our bigger customers actually beta test it for it. To be honest with you. I'm not sure if they're live with it or not, but I don't really run into people wanting service channel integrations too often. But if, you know, I can definitely look into that a little bit more and maybe send you an email to give you an update on that. I do know that's something we were working on at the time you were talking to Billy, but we also have quite a few priorities. So, I'm sure, as you understand, sometimes things get on the road map and they don't go exactly the plan but I can definitely look into that a little bit more for you. I don't know if it's something where I haven't seen too many deals or contracts go out with the service channel integration on it, but I can definitely see if that's because if they're putting ads out for it, you know, maybe it's just it's coming quicker than I know personally, but yeah, I can look into that for you if you want.

MIKE

6:04 Okay.

MIKE

6:09 Okay.

MIKE

6:19 Okay.

MIKE

6:26 Huh.

MIKE

6:31 Okay.

MIKE

6:48 Yeah.

MIKE

7:01 Okay.

MIKE

7:12 Well, no, you don't have to. I mean, I was just curious, and I guess I was leading up to a piece of feedback is, that was one of the biggest reasons we decided to go with BuildOps because they have an integration... and it's part of their base package. When I started evaluating the cost of BuildOps versus service trade and I threw in

the price you wanted for the service channel integration. It blew you guys out of the water.

ALEC

7:51 Right. Yeah. That's that's completely understand.

MIKE

7:52 So, I just thought you'd be, I just thought you'd be interested, in knowing that you're... pretty close competition has included the service channel integration as part of their package. At least they did with us... but I presume nobody on their site ever mentioned that it was an extra charge that, they had built it, and released it several months ago or a year ago or something?

ALEC

8:27 Yeah. And how's that going? Because I know that a service channel isn't the easiest platform to integrate with. You know, I know, you know, I know BuildOps has built quite a bit of funding over these last couple of years, but I mean, is that working for you right now? Is that up in live?

MIKE

8:43 It, it is. I mean, we've been using it since the day we went live with BuildOps and it's working as advertised.

ALEC

8:57 Nice. Yeah. And, I'll definitely take note of that. Yeah. And I, and, you know, BuildOps is a fairly newer company. So I could see why that was a big priority for them because there are a lot of people in the market that are using service channel. What what I will say is that, I think the reason it's not that it's not a, it's definitely on the road map. I don't know the specifics behind it, but typically customers that get the most out of service trade are folks that own their customer relationships. We do have some customers.

--- Pricing ---

ALEC

9:36 They typically, it's like a 10 percent, it's kinda like maybe they get 10 percent of their work from service channel. But the reason that is because service trade, one of the things people like about us is, you know, our quoting and, you know, like some of our customer facing stuff. And when you're doing stuff through service channel, sometimes it's kind of hard to use that it's kind of your kind of a victim to their systems and stuff like that. Although you can always send, you know, emails to your point of contacts as well, obviously. But no, I definitely understand why if that was a big part of your business and I was included in their package, well, it was kind of a no brainer for you to go in that direction. I mean, that makes complete sense to me.

MIKE

10:12 Huh.

MIKE

10:21 You know, I think about 40 or 50 percent of our service calls are through service channel.

ALEC

10:32 Gotcha. Okay. And do you, like, do you like having a good amount of your business through that? Like is that worked out good for you? Because I know that they have a lot of big accounts like I think windy and stuff like that.

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ALEC

10:45 But then some of our customers want to move away from that just because like I said, they want to own the relationship and then some of them are just fine with that because it's consistent work and it's usually from, you know, bigger corporations that now always have money and stuff like that. So.

--- Pricing ---

MIKE

10:43 Yeah.

--- Pricing ends ---

MIKE

11:01 Well, we got into it because one of our large customers went to it and basically told us that if we wanted to continue doing their work, we would, you know, they would assign us the same same batch of work, the same... locations, just sending everything through service channel. So it's not like service channel picks us out of a group.

ALEC

11:05 You really?

ALEC

11:07 Matic?

ALEC

11:33 Yeah.

MIKE

11:33 We were picked by our custom to, and we maintain that relationship with our customer.



ALEC

11:41 Okay. Yeah, yeah.

MIKE

11:41 And they're using it, as a path to, they think streamline their operations.

ALEC

11:51 Yeah.

MIKE

11:52 And, I've heard mixed reviews from them about it. So, some other people like it, some of their people don't like it big time. So, I think they're still evaluating it to see if they're going to continue it and they may be giving it a trial run as well.

ALEC

12:12 Yeah, we've heard similar things but, you know, at the same time as I'm sure you're aware it is kinda the biggest one out there as well as, you know, like you said, I mean, that was one of your biggest customers. I mean, what are you gonna do? Tell them, you know, do it my way or take it or leave it? Yeah, you're gonna, you know, keep working with them. So, yeah, it makes a ton of sense. You know, that's good context too, because it's not like, you kinda got into it that way it wasn't like you hunted it down although I'm sure, you know, maybe you did with other companies that you work with as well, but yeah, all make sense.

MIKE

12:47 All right. Well, hey, I got to get back to some other things, but thanks for calling and.

MIKE

12:55 I wish you luck with, your calls on the webinar.

ALEC

12:57 Yeah, yeah, I appreciate it, Mike. And yeah, if anything ever changes, don't be afraid to reach out, but I definitely think that having the mind set up going all in for a year and making it work. I mean, most likely it'll work out. So, I hope it all works out for you man.

MIKE

13:15 Okay. Thanks for calling. Take care. Bye bye.

ALEC

13:17 Bye.

*The End*