



Call with Classic Electric and Consulting - Toby Unknown

Mitchel Snyder with Classic Electric and Consulting
Recorded on 7/23/21 via SalesLoft, 14 min.

Participants

SERVICETRADE

Mitchel Snyder
SDR

CLASSIC ELECTRIC AND CONSULTING

Toby
Service Manager

Topics

<i>Call Setup</i>	0:00
<i>Small Talk</i>	4:51
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Transcript

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--- Call Setup ---

TOBY

0:00 Good morning, Classic services. This is Andrew.

MITCHEL

0:02 Hey, Andrea. I was wondering if I could speak with a service manager please? I just had some preventive maintenance questions.

TOBY

0:08 Okay. Let me see if he's off the phone. Is it was for electrical service? Okay? And your name?

MITCHEL

0:12 Yes.

MITCHEL

0:15 Mitchel?

TOBY

0:16 Okay. And... and we don't work for you before. I just wonder if he'll be familiar with who you are?

MITCHEL

0:21 No, ma'am.

TOBY

0:22 Okay. Hold on just a second for me, Mitchel?

MITCHEL

0:24 Okay. Thank you.

MITCHEL

0:59 Yeah.

TOBY

1:05 Thankfully, Mitchel, Toby is gonna pick you up. It'll just be a minute.

MITCHEL

1:09 Okay.

--- Call Setup ends ---

TOBY

2:28 Hello, Toby.

MITCHEL

2:30 Hey, Toby. This is Mitchel from commissary shares. One. Have you had a quick minute? Great. I can keep it brief. So, I was calling with service trade, like I said, we're a commercial service management platform of some companies like a read JC cadence for, with the tracking, the recurring services and helping them manage your work orders as well as open with the customer relationship. I was just wondering if you guys had anything in place to kind of track your work orders today?

TOBY

2:34 Yeah.

TOBY

2:57 Yeah. Yeah. We already have a software. We use BuildOps, who we use, yeah.

MITCHEL

3:03 Build apps. Gotcha. And I've never really heard of that to the mind. Just kind of explaining that to me. It's called BuildOps. He said... gotcha. And that helps like managers, work orders and such.

TOBY

3:12 Yeah.

TOBY

3:19 Yeah. Who are you with? Again? What company did you say?

MITCHEL

3:21 We sit with service trade.

TOBY

3:23 Service trade. Okay. Yeah. So, are you familiar with like service tighten and those guys, yeah, it's almost the same thing. They're a newer company?

MITCHEL

3:24 Yes, sir.

MITCHEL

3:30 Yes, yes.

MITCHEL

3:35 Okay.

TOBY

3:37 And, but yeah. So they do time tracking, they do our time tracking. They do our jobs. Our service stuff are recurring service stuff. And then they do our projects as well.

TOBY

3:54 And let's see what else do they, do? You know, all the material management and stuff like that?

MITCHEL

3:56 Okay.

MITCHEL

4:00 Okay. Gotcha. So they pretty much do most of it. So, so just... just for my clarification, are you guys... mostly... mostly residential, mostly commercial work or more construction or?

TOBY

4:14 So, we're like 90 percent service based and like design build projects and then probably 10 percent new construction.

MITCHEL

4:19 Okay.

MITCHEL

4:26 Gotcha. And for this?

TOBY

4:27 And we are probably, and when we do a lotta agricultural, which gets lumped in with like commercial industrial.

TOBY

4:35 And that's probably 90 percent commercial if you were to group us in commercial residential, probably 90 percent commercial, 10 percent residential.

MITCHEL

4:46 Gotcha. So 10 percent residential. Okay. So, so it's mostly commercial, gotcha.

--- *Small Talk* ---

MITCHEL

4:52 Okay?

TOBY

4:51 Yeah.

TOBY

4:54 And that's where like BuildOps is really good because they're like service tighten, this stuff is more geared towards like residential and there, and we live in a small area. Are you from California? Where are you from?

MITCHEL

5:00 Right, right.

MITCHEL

5:07 Yeah, yeah. In... in... in California area?

TOBY

5:10 Okay. You know, our business beaches by any chance?

MITCHEL

5:14 He's no beach and I share with.

TOBY

5:16 San Luis obispo.

MITCHEL

5:19 You kind of Boston, santa Barbara?

TOBY

5:19 We're like we're like, yeah, we're in north or an hour north of santa Barbara?

MITCHEL

5:24 Our north? Okay... okay. Gotcha.

TOBY

5:25 Yeah. So... yeah, so, but it's still real small town like, this is still really... really small town like service. Tighten those guys are, you know, we looked into it. We, we've been in the construction software game for probably nine years.

MITCHEL

5:32 Gotcha. Okay.

MITCHEL

5:42 Got it. Okay.

TOBY

5:44 Back when there was nobody, you know, after the big guys like, you know, dexter Cheney and... and like Viewpoint Sage, like, but there was no, there wasn't a whole lot of small stuff.

--- *Small Talk ends* ---

TOBY

5:57 And then there's a bunch of guys. I did apps and stuff like that, you know, small little service apps, but they're all read that they're mainly residential base and they're mainly big city. So, like, they're not like their business models like the companies they're going after, have business models of like, you know, flyers as just one time customer never see him again and try to, you try to get them to renew, but, you know, but like, we have let's say maybe 200 customers, but those 200 customers, we're working on their places every week, you know? So... it's all recurring services. Yeah, we don't advertise any of that stuff. So.

--- *Small Talk* ---

MITCHEL

5:46 Okay.

--- *Small Talk ends* ---

MITCHEL

6:03 Right, right.

MITCHEL

6:21 Right.

MITCHEL

6:33 Gotcha. So it's a lot of recurring services like... like your gotcha. Okay... okay. And just... just sorry... sorry to interrupt you there, but just kinda from my understanding about how many technicians are you guys running with as well?

TOBY

6:48 We run, we run 15 right now, yeah.

MITCHEL

6:51 Fifteenth gotcha.

MITCHEL

6:54 Well, you know, I know you kind of said that she, you know, got BuildOps in place but we or service trade is actually kind of build more towards the commercial service side and that's kind of why we like when people bring up, you know, ServiceTitan because they are like you said more towards your residential side. So kind of based on... based on kind of what you say and I know you guys already have the system in place but I would recommend just seen a demo of our product just to kinda see how it works and how, you know, our product kind of helps out with the text and the field because that's kind of the big thing is... is, you know, we... we help them be able to put in, you know, photos and images of... of these work orders. So it sends it to the home office and also to the customer as well.

TOBY

7:15 Yeah.

MITCHEL

7:42 So, would you be interested in just a 25 minute demo just to kinda see? And, you know, maybe compare to the product that you guys have in place today?

TOBY

7:51 I can... I can do a 20 30 minute demo if you want, but I can guarantee you we're not chain.

MITCHEL

7:57 Okay.

MITCHEL

7:59 Okay. Okay. Well.

TOBY

8:00 So, if you guys are call, is showing if you guys are core, showing it to me and knowing that you're not gonna get a sale out of it, I'm totally cool... totally cool. Checking it out and seeing it. We, since we've been in construction software for so long, we get a lot of people reach out to us and ask us what we think would be best for their business.

MITCHEL

8:12 Okay.

MITCHEL

8:19 Gotcha.

TOBY

8:24 So, I definitely don't mind check now because if it fits for other people who ask us for stuff, then, you know, I... I have no problem doing that, but we're not gonna change ops. So we're we have a great, like we started with them as to when they were still like, they're still a startup technically, but we've been with them for a little over a year now and the system works perfect. Like we're not gonna change. And I mean, we have so much time invested switching to them that there's no way we would switch probably for another four years.

MITCHEL

8:27 Okay.

MITCHEL

8:33 Okay, cool. Okay. Yeah.

MITCHEL

8:48 Gotcha.

MITCHEL

8:54 Okay.

MITCHEL

9:00 Okay. I totally understand. But what would you just at least kinda be open to seeing, you know, kind of how our, okay, great.

TOBY

9:05 No, I... I... I definitely wanna see your guys, his product. I just want to be very upfront with you that there's... there's no way that I'm going to sign up with you guys, but I would love to see what you guys have to offer. Like I said, not just so much for me but if other contractors and stuff reach out to us, you know.

MITCHEL

9:10 Okay. I appreciate that. Yeah.

MITCHEL

9:21 Right, right. Okay. Well, then.

TOBY

9:23 Because, like I said, we've been... we've been in software so long and I know, like it's so, like, especially for us, we're super like, even though we do commercial service,

we're extremely niche, he.

MITCHEL

9:34 Right. Okay.

TOBY

9:36 And so, it's you know, it's really hard to find a software that really meets up. You know, what I'm saying? So.

MITCHEL

9:42 Yeah, no, no, I... I totally understand. And when you say you guys are, you know, kind of an issue like exactly what is a niche market? You guys are kind of looking or looking to target?

TOBY

9:51 So, we do... we do agricultural stuff. We do farming stuff. So, it's a lot of like.

MITCHEL

9:54 Okay.

TOBY

10:00 Like he might have four job scheduled like yesterday, for example, we had to text and they were, you know, scheduled to be on projects or jobs, you know, and they were, they didn't go to either one of those jobs and they were just doing emergency stuff back to back all day.

--- Next Steps ---

TOBY

10:16 So, it's a lot of like the schedule changes every day, like, you know, every morning, every day, it's constantly changing. So, because... everything... everything is like a it's like emergency based, you know, but then at the same time, you can't have guys just sit and wait for an emergency to come in, you know, what I'm saying? So, it's hard to first team member. It's harder for Steve and emergencies coming up, you know? So.

MITCHEL

10:08 Okay.

MITCHEL

10:15 Got it. Okay.

MITCHEL

10:32 Okay.

MITCHEL

10:39 Right.

MITCHEL

10:45 So, so then when you guys have those emergencies come up, do you guys do like create a work order with that? Or just it's... it's kind, have, you know, do it? When it? Okay... okay?

TOBY

10:54 No, yeah, we create a work order. We... we create a work order and it's real fast. Like it's super fast to create a work order especially because... they, especially if they're already in the system and then it's even faster, you know, so, and then it does a lot of the same stuff. The photos, you know, the before and after photos in and then it also does... we don't use it very often.

MITCHEL

11:08 Gotcha. Okay.

MITCHEL

11:14 Right.

TOBY

11:22 What's it called? It's a?

TOBY

11:26 Southern where you can have like a piece of equipment and you can have all the information on the equipment.

MITCHEL

11:31 Okay. That's pretty cool.

TOBY

11:32 So, you can like, so if you go to that, you go to that site again, you can be like, yeah, this is the equipment they have, and this is the last time that was service and stuff like that. So.

MITCHEL

11:42 Gotcha. Okay. So, it keeps... it keeps track of a lot of different types of things. Cool. Very cool.

TOBY

11:46 Yeah. Yeah.

MITCHEL

11:49 Okay. Well, you know, like I said, I would really, you know, kind of like to just put the demo and funny if you don't mind, and I have... I have my calendar up here if.

TOBY

11:57 Yeah, you guys do.

TOBY

12:01 You guys use Zoom. Are you guys use teams or do you guys use?

MITCHEL

12:03 We use Zoom?

TOBY

12:05 Okay. Okay, perfect. Yeah.

MITCHEL

12:06 Does that work for you guys? Okay. Awesome.

MITCHEL

12:11 And then, so I have my... my calendar up here. What is Monday, Tuesday?

TOBY

12:11 But, yeah, how's Monday, Tuesday looks pretty good.

MITCHEL

12:19 So, Monday is a little busy and.

MITCHEL

12:25 Tuesdays a little busy as well. What... what about Wednesday or Friday?

TOBY

12:30 Hi, sue, and you got Wednesday in the morning around 10 or so nine or 10?

MITCHEL

12:34 Wednesday and then, yep. Yeah, that works.

TOBY

12:37 Okay. You wanna do nine?

MITCHEL

12:39 Yeah. Let's do nine and then... and then what would be the best email for me to reach out to you?

TOBY

12:43 It's Toby... Toby Y... at.

MITCHEL

12:45 Okay.

TOBY

12:48 C, as in cat E as an Edward season, cat, eight, zero five dot calm?

MITCHEL

12:55 Eight zero five. Okay. All right.

TOBY

12:57 Yeah. Yeah. South Classic electric consulting and eight five is our area code.

MITCHEL

13:02 Gotcha. Alright, Toby. Well, I will send out that really you guys have been?

TOBY

13:04 That they need to be reference.

TOBY

13:08 Yeah. Yeah. You'd never at eight five, the fires that five year. Yeah, it's it started out just in the area. They only sell it in the eight five area code, which is actually from like Ventura to almost monterey and yeah, and then, yeah.

MITCHEL

13:11 No, I haven't I have to look it up.

MITCHEL

13:23 That's pretty funny, firestone Walker.

MITCHEL

13:28 That's pretty cool.

TOBY

13:30 Yeah, it's a life. It's like... it's like 100 people on the second line here. Yeah... yeah.

MITCHEL

13:34 Okay. Yeah, I like a blank that's awesome. Alright. Well, so, I have your email and I will... send... send the calendar invite with... with that Zoom link and then... and then just... just to clarify, you said next Wednesday at nine?

TOBY

13:49 Yeah.

MITCHEL

13:50 Okay. All right. Toby, I appreciate your time and phone today.

TOBY

13:54 All right. Thanks. Have a good weekend. All right. Bye.

MITCHEL

13:56 You as well. Bye.

The End