



Call with Deesco Fire Protection - Jason Dees

Emily Whitehurst with Deesco Fire Protection
Recorded on 9/20/23 via SalesLoft, 11 min.

Participants

SERVICETRADE

Emily Whitehurst
Territory Manager

DEESCO FIRE PROTECTION

Jason Dees
President

Topics

<i>Type of work</i>	0:59
<i>Pricing</i>	1:28
<i>Purchase decision</i>	3:34
<i>Recurring maintenance</i>	3:50
<i>Customer engagement</i>	4:11
<i>Pricing</i>	4:54
<i>Type of work</i>	5:21
<i>Type of work</i>	6:05
<i>Purchase decision</i>	10:56

Transcript

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

EMILY

0:00 Yep.

JASON

0:00 Hello, this is Jason.

EMILY

0:06 Hey, Jason. It's Emily with over at ServiceTrade. How are you doing?

JASON

0:10 I'm good. How are you?

EMILY

0:11 I'm good. I'm glad to hear that you're doing well. I know we played a little bit of phone tag today. I'm glad we're only able to connect.

--- Purchase decision ---

EMILY

0:19 So, I know you put in that demo request. So I just kinda wanted to, you know, chat with you a little bit about, your current process and a little bit about your business, and then we can go ahead and find a time on our calendar for a quick Zoom demo.

--- Purchase decision ends ---

JASON

0:31 Perfect. Yeah. So.

JASON

0:35 A little bit about the company first. So, I own a fire protection company. I noticed that you'll do several fire protection companies throughout the country on platform. We have 21 employees, and we have two major streams of revenue in our business. We have a new Construction side where we install from ground up, and then we have a service.

EMILY

0:45 Good.

--- *Type of work* ---

JASON

0:59 Repairs and inspection side of the business. The inspections are what we sell. And then the service and repairs come after that, we are currently using a platform called job Memphis and it was designed for a roofing company.

EMILY

1:12 Okay.

JASON

1:18 Or they kind of pitch that, you know, any service trade if you will or trade industry to use the program.

--- *Pricing* ---

JASON

1:28 We've been using job Nis for going on two years now, and we've grown a lot in two years. We're a five year old company and...

JASON

1:38 Right now, at 21 employees here, in the next five years, I'm trying to think long term, we're more than likely going to be around a 2,000,000 dollar company, close to 50 employees.

--- *Pricing ends* ---

JASON

1:49 So, what I'm trying to do is plan for the future. We're already starting to outgrow the job nimbust program. There's. My biggest problem with that program is there's a lot of moving parts in our industry. It's not just, you know, order materials, schedule a job and invoice the job. There are hundreds of moving parts for everything or job and there's no automation behind the job is platform we're using. There's no way to schedule reoccurring appointments.

EMILY

1:49 Yeah.

EMILY

1:56 Is it?

EMILY

2:07 Right.

JASON

2:20 There's you know, no way to really pull job costs or?

JASON

2:26 You know, see.

JASON

2:28 Total sales. Like if I want to go look at, you know, how much we've sold, I have to convert it to a spreadsheet and then input filters and formulas and delete this and add that. And I think we kinda day, it's about 60 clicks to get the numbers.

EMILY

2:40 Wow.

JASON

2:44 So, anyway, long story short, we're trying to figure out something to help the front end and the back end line a little better. If we don't have the information correct on our end in the office, then the guys in the back are not gonna get the correct information and, nor our customers and, you know, our customers are first priority. So we're just trying to find something that's tailored a little bit more to our industry. And one of, our VP of operations Allen is used service, right? In the past, and he... kept saying, man his exact words, it's a bad ass program.

EMILY

3:03 Great.

JASON

3:24 So, I'm like, well, you know, we, we've shopped around a couple of other ones, BuildOps and whatnot, and.

--- Purchase decision ---

JASON

3:34 I haven't personally done a ton of research but I have looked website several times and I love what I see. So I'm just curious to see if this is a good fit for our company and what, where we're at now and where we're gonna be.

EMILY

3:49 Yeah, yeah, absolutely.

--- Recurring maintenance ---

EMILY

3:50 So based on everything you're telling me, I definitely think we would be a great fit for your company and I definitely think we'd be able to help out a lot in the gaps that you were talking about with job numbers and, you know, with no way to see like no way to schedule like those reoccurring services that's one of the things that we, you know, do best or those reoccurring inspections.

--- Customer engagement ---

EMILY

4:11 And then not only that, but when you're out doing inspections and you find deficiencies like reporting those deficiencies in real time and being able to, you know, send out a work order like that same day. So, you know, we know that that's where the money is profit is. So that's one of the main things that we help our customers do and do more of and do really well to help retain those really good customers. So, I definitely think we would be in alignment. So I'd love to go ahead and look at the calendar. I know you said you had 21 employees. How many service technicians do you guys have?

JASON

4:22 Huh.

JASON

4:25 Yup.

--- Customer engagement ends ---

JASON

4:43 Let's see.

--- Pricing ---

JASON

4:54 It's 12.

JASON

4:58 12, but that includes like helpers. So.

EMILY

5:00 Okay.

EMILY

5:04 How many helpers would you say that is?

JASON

5:07 Five?

--- *Type of work* ---

EMILY

5:21 Okay. So you'd say, okay, perfect. And all right. And then I know you said you guys are doing, you know, you have your new installs, new Construction and then you have your service side. Is it about a 50 50 split there?

JASON

5:37 It's 70 30 new Construction, 70 inspection pairs 30.

--- *Type of work ends* ---

JASON

5:42 We are getting out of new Construction, but it's gonna take about a year to complete the five that we have seven projects going on right now.

JASON

5:54 So, once those are done, we're done taking, we're building up the other side. So we've got sales rep that's dedicated to business development and.

--- *Type of work* ---

JASON

6:05 So, yeah, we're building up that side. We're trying to get to 50 50.

EMILY

6:06 Okay. Yeah. Awesome. Yeah, we'd love to hear it. We're a little bit more heavy on the service side for sure. And then I know you've mentioned you have like a sales team as well. Are they currently using a program?

--- *Type of work ends* ---

JASON

6:21 Everyone's using job nimbas, every one of our technicians, every one of our.

EMILY

6:23 Okay.

JASON

6:27 People in the office, the five managers, everyone is using that.

EMILY

6:33 Okay. Gotcha. And so we actually have this other.

EMILY

6:38 Part of our software, we just acquired a company called Northboundary, and it's a CRM built for the, so basically, it's how you can acquire new service agreements. So I could just make a little note here to just kinda check out Northboundary, as well, ServiceTrade Northboundary, kinda talk to each other. So that might be something you guys were interested in if, you know, your core service trade then went well.

JASON

7:00 Yeah, for sure.

EMILY

7:01 Okay. Awesome. And then let's see here. I think I have everything I need here for my manager. So I'm gonna go ahead and pull up his calendar. Do you have your calendar in front of you?

JASON

7:13 I do.

EMILY

7:14 Okay. Awesome.

JASON

7:17 I...

EMILY

7:22 Okay. So it looks like we have some time, do you have any time available next Monday?

EMILY

7:33 Monday, the 20 fifth.

JASON

7:41 Monday is the...

JASON

7:47 Not the second. Hang on.

JASON

7:51 Monday, the 20 fifth.

EMILY

7:53 Think I never work?

JASON

7:54 Sorry, I clicked too far ahead on a second. I've got one meeting at 10 am, but that's flexible.

EMILY

8:01 We can do later in the afternoon.

JASON

8:03 Yeah.

EMILY

8:05 Okay. Yeah, he has a, he has a three o'clock available. And then he also, if you wanted to push it, he also has a four...

JASON

8:14 How long does it take? Because I usually do a workout class Monday afternoon at five 30. So I usually there on four 30, what we can do the morning, I can push my Ar meeting to sooner or later. What time in the morning is an available?

EMILY

8:26 Okay. Yeah. It looks like he has.

EMILY

8:35 He has a 10 am?

JASON

8:37 Perfect.

EMILY

8:38 Okay. 10 am or he also has a nine am, if that would work better. They last about an hour also pertaining to your questions.

JASON

8:47 Nine am is good. I can do nine am.

EMILY

8:48 Okay. Nine am. Perfect. Well, then we'll go ahead and send you over this Google calendar invite. It will just have a Zoom link attached. So, whenever that time comes

around, you can just click into the Zoom link. It'll bring you into the meeting. I mean, is there anyone else you'd like to join in?

JASON

9:04 Yeah, I'll leave the.

JASON

9:08 I'll mention it to my office manager and to...

JASON

9:12 Possibly Allen and Tiffany and Nick, depending on.

EMILY

9:16 Okay.

JASON

9:18 Everyone's don't know everyone's schedule on Monday, but, yeah, I think.

JASON

9:23 We can figure something out. We operate on Mac books.

EMILY

9:24 Okay. Yeah, yeah.

EMILY

9:28 Okay. Yeah.

JASON

9:30 And our Mac books do not like Zoom, but we can try it because I assume this is the video demonstration, right?

EMILY

9:37 Yep. It is. He's gonna like share his screen and kinda talk you through it.

JASON

9:42 I'll just try to log in early and if my computer doesn't work, we'll try it on someone else's, hopefully it works... and if.

EMILY

9:53 Okay. Yeah. And if you're having trouble, you can give me a call and, we can try to help you get logged into the meeting.

JASON

10:01 Okay. Yeah. No, it's something to do with our, Matt. I've had our, it look at it. I've tried it on Google Chrome. I've tried it on safari.

EMILY

10:02 Okay. Awesome.

JASON

10:10 It keeps saying there's this and you know what I have not done, I've not deleted the app and reinstalled it, but I have been using it through the portal. I mean, through the browser. So I don't know.

EMILY

10:14 Yeah.

EMILY

10:19 Yeah, I use the Mac book too, and I've had to delete it before and reinstall it actually a couple of times.

JASON

10:25 Let's see. I wonder if I have the same ap, I think I just use the.

JASON

10:31 I got an app right here.

JASON

10:36 Let me try to do that. I'll try to delete that thing in rental. I'll try to be prepared for the meeting.

EMILY

10:40 Okay. Awesome. Yeah, that sounds good. Well, okay. So I went ahead and sent over that invite and then I'll give you, I'll either give you a call like early Monday morning or just shoot you over an e-mail just to confirm, you know, that time still works and nothing came up.

--- Purchase decision ---

JASON

10:56 Okay.

EMILY

10:57 Okay. Awesome. Well, thanks so much for taking a long time to speak with me and we look forward to showing you on. So I did wanna mention the demo is

recorded. So if you know, all those people you wanted to see it, if they're not able to attend on like the original meeting, they're gonna e-mail you that recorded meeting and so you can pass it along to anyone who didn't have the time to sit in.

--- Purchase decision ends ---

JASON

11:17 Okay.

EMILY

11:18 Okay. Awesome. Well, then we look forward to giving you Monday. Alright. Bye. Have a good rest of your day. Bye.

JASON

11:19 That works.

JASON

11:22 Sounds good. Talk to you soon. Thanks you too. Bye bye.

The End