



ServiceTrade Regroup w/ TempCon

Matt Hetrick with Temp-Con Incorporated
Recorded on 7/7/23 via Zoom, 37 min.

Participants

SERVICETRADE

Matt Hetrick
Field Manager

Lauren Rice
Director of Enterprise Sales

TEMP-CON INCORPORATED

David Carlton
Vice President

Topics

<i>Purchase decision</i>	8:12
<i>Purchase decision</i>	9:48
<i>Accounting integrations</i>	12:40
<i>Purchase decision</i>	14:10
<i>Implementation and ongoing support</i>	18:39
<i>Implementation and ongoing support</i>	19:46
<i>Accounting integrations</i>	21:47
<i>Accounting integrations</i>	25:32
<i>Customer engagement</i>	25:54
<i>Pricing</i>	26:15
<i>Accounting integrations</i>	26:34
<i>Type of work</i>	27:54
<i>Purchase decision</i>	31:25
<i>Purchase decision</i>	33:45
<i>Purchase decision</i>	34:41
<i>Implementation and ongoing support</i>	35:42

Transcript

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

LAUREN

0:00 Well, David?

MATT

0:00 Responded to the chili, piper meeting reminder.

MATT

0:10 So, sorry, I've been in a meeting all morning. Yes. I got it. Not sure if I have any more information right now. We just acquired another company in North Carolina and working on another, I have been swamped and have not been able to get with our team.

LAUREN

0:26 So, is he joining or not?

MATT

0:29 Based on that message, but he said, yes, I got it. So, I'm thinking he'll be just a little bit late.

LAUREN

0:36 Sounds like you're gonna drive to their new office in North Carolina?

MATT

0:41 Yeah, that sounds great. Just got to find out where it is.

LAUREN

0:46 Well, wherever it is, you can't be that far from it, no?

LAUREN

0:59 He...

LAUREN

1:06 Who... is your?

MATT

1:15 It was good. It was really good.

LAUREN

1:17 You go somewhere?

MATT

1:19 Yeah. Went to Miami, south beach?

LAUREN

1:24 Nice.

MATT

1:26 Yeah, it's a lot of fun. It's pretty wild out there. Very hot, humid, sweaty. Had you been before? Never been?

LAUREN

1:34 Wow.

MATT

1:36 Yeah.

LAUREN

1:37 You ate some good Cuban food?

MATT

1:40 I did. Yeah, that was the first place we went. Got you. Yeah, it was pretty sweet. We had an air BNB pretty much right on south beach and walking distance to a lot of stuff. Actually, David is now joining? I'll catch you up on the deeds after?

LAUREN

1:58 Deep...

MATT

2:00 Yeah.

LAUREN

2:01 I wanna live vicariously through your Cuban food.

MATT

2:11 Hey, David.

DAVID

2:13 Hey, how's it going? Matt?

MATT

2:14 It's going very well. How are you? Good?

DAVID

2:16 Good. It's Friday?

MATT

2:19 That's right Friday. Hope you had fun with the fam, got some much deserved relaxation.

DAVID

2:27 Yeah. My brother, my brother came in town. He was from Arizona, haven't seen him for a while. So that was fun.

MATT

2:34 That's fair to.

DAVID

2:35 Catching up. Yeah.

MATT

2:37 Was that just the week before, or did you also do some stuff with the fan for the fourth of July?

DAVID

2:42 Yeah, he came in this last weekend for the fourth, so.

MATT

2:47 Awesome.

DAVID

2:48 Yeah.

MATT

2:48 Fantastic.

DAVID

2:49 Fine. Good.

MATT

2:51 Good, good. Well, I got, your response to, the meeting reminder. Sounds like you guys are busy with some acquisitions on top of it being summertime.

DAVID

3:01 My God, it's ridiculous. Yeah, we're looking at there's. Another company we're looking at down south too. So big one real big.

MATT

3:11 Okay. Who's the company? Who? I guess, and where is the company in North Carolina that you just acquired?

DAVID

3:21 What's the name of that company? I don't know. I'd have to look it up. I don't remember the name of it. It's a smaller, it's a smaller company, that just went through. So.

MATT

3:35 Okay. Do you know what?

DAVID

3:38 What's that?

MATT

3:39 You know, where they're located?

DAVID

3:41 I...

LAUREN

3:42 North Carolina.

MATT

3:43 Yeah.

DAVID

3:44 Raleigh.

MATT

3:46 I've heard of that?

DAVID

3:47 Raleigh, North Carolina.

LAUREN

3:49 Matt's being an idiot that's where he lives.

DAVID

3:52 Okay.

LAUREN

3:54 That's all.

DAVID

3:56 Funny. Yeah, I can't remember the name of the company though, even though I've seen it at the top of the header of several documents.

MATT

4:07 Yeah, that's awesome. That's close to home. Yeah, I realize you guys were looking to expand that far east that's great.

DAVID

4:14 Yeah. We're so, since TP is in Ohio, that whole region around Ohio, as well. So.

MATT

4:24 Nice.

DAVID

4:25 Yeah.

MATT

4:27 Install driven by triple point. So, are you guys, are you keeping the like the TP mechanical brand keeping temp con and then the newly acquired companies are just following under your umbrella or are they maintaining their own autonomy and branding?

DAVID

4:42 Yeah, they're maintaining their branding. So, the only reason a company that we acquire would not retain its branding and its name is solely based on... reputation and there's only been one company that we acquired up in Nebraska that we couldn't retain their name because of the reputation and... the source subject. But, yeah.

MATT

5:10 Yeah, it was tarnish ready.

DAVID

5:12 Yeah, yeah. So, we rebranded them as temp con up there and we're just trying to get away from that, so.

MATT

5:20 Fantastic. Okay. Well, that's exciting stuff. I know you send your message. You don't have a lot for updates. We understand that's okay. Really?

DAVID

5:31 Yeah.

MATT

5:31 More about keeping that open line of communication. So, you know, naturally, we have a few questions for you just to see if you are able to answer them and then just give you some updates on our end.

DAVID

5:43 Sure.

MATT

5:44 But I know you spent some time. I believe Ken visited Kansas City the week before last and you guys were able, to talk about the presentation. How did that go? How was your time with Ken?

DAVID

5:56 It went good. It went pretty good, can, so I also told you, did I tell you the BuildOps came in and gave us a presentation?

MATT

6:05 We did not know that.

DAVID

6:06 Yeah. So when Ken was in town, BuildOps came and they gave a presentation. So... that went, it went pretty well. I think, you know, like you.

MATT

6:20 Said they had...

DAVID

6:21 Some, they had some nice things to say about you guys not really, but, you know, aside from them making sure that they let us know how awesome they were. You know, they also tried to point out some things that they thought you guys did not do well that. And, we all took a bunch of notes and we, you know, wrote them all down. And to be honest, we really didn't sit down and kinda go over the differences because Ken had, a, Ken had to scoot, you know, he never stays in town for very long, and

then we've just been swamped with a heat wave here. So we really haven't had a chance to regroup. I think we plan on regrouping here next month. I know Bill our co, it comes in town next Tuesday and we're having a meeting with him. I don't know that it's going to be related to the software, but I'm gonna make sure I bring that up while he's in town. Yup. So Ken will not be there for that one. So, but I think it's I think it's more about getting together with the service team because they're wanting to implement, they're wanting to grow service. And these other branches that we've been acquiring which are primarily strong Construction companies that have a very limited serviceability. So, I believe that's what our meeting is about, which also feeds into the topic of software and everybody getting on the same page. So, I think they're dragging their feet a little bit because of all the acquisitions that they're making and assessing all the platforms that these different companies have.

--- Purchase decision ---

DAVID

8:12 A, and I think that's what might be delaying it a little bit so they can get a little bit better understanding of how they're going to move forward with that, implementing it all across the board timelines, you know, all that. So.

MATT

8:27 Yeah. What we hear a lot of our customers do is, you know, take it, don't eat, the elephant in one sitting, bite size chunks.

--- Purchase decision ends ---

MATT

8:37 So if you guys implement it at home base, you can for a period of time, let those new acquisitions run with their current system concurrently because as, you know, when you acquire a company, there's gonna be some shock loss where naturally you're gonna lose a few of the text.

DAVID

8:53 Yeah.

MATT

8:53 Too much change too soon can accelerate that process. Whereas if you just acquire them, welcome them, a board, let them run as they were doing for a few months while you guys get your processes honed in, then you can make a stronger case, build leverage. Now, a relationship you've built with them and then get them on the software. Usually makes a little bit more sense. I mean, that would be our.

DAVID

9:16 Right. But, we have like three or four companies now that have been operating for a while now under their own. So that's I think that's a consideration that, you know, we've kind of they haven't had a lot of loss. Haven't, had a lot of transition up to this point even though they've been on board for a while and which is probably

because it's not a strong service base, more of a Construction base and not a lot of changes happened.

--- Purchase decision ---

DAVID

9:48 Service tech seem tend to not do as well with changes Construction guys because it doesn't really because of the software and the notes and the timing and all that. It doesn't apply to the Construction guys. So that's probably why.

MATT

10:03 Interesting. That's interesting. Okay?

DAVID

10:13 After I have my meeting with Bill on Tuesday, probably have a little bit better understanding, of a new timeline put in place whether that's gonna still be this year or whether they're thinking about pushing it back, I'm not sure, but I'll know more after Tuesday. So, if you catch up with me after that, I'll I should have a little bit more information.

--- Purchase decision ends ---

MATT

10:36 Okay. How about we schedule something for Wednesday morning? A quick check in like this. We could do same time, 10 o'clock if that works for you.

DAVID

10:46 I'm sick.

DAVID

11:02 It would need to be Wednesday afternoon.

MATT

11:07 Wednesday afternoon. Okay?

DAVID

11:08 Yeah. Like... what about three o'clock central?

MATT

11:15 Three o'clock central works for us? Okay? I'll shoot you an invite for that.

DAVID

11:20 Yeah. Do that. I'll probably be in Nebraska Wednesday. I have a meeting Wednesday morning and then I'm driving to Nebraska, so.

MATT

11:29 Okay.

DAVID

11:29 I should be there. I should be there at least by three, so.

MATT

11:33 Okay. Yeah, that works for us now that you guys have seen, you know, more of BuildOps and I'm guessing, are you still in contact with the other companies that you've looked at? I think service type was one of them.

DAVID

11:46 What the other companies? What are the companies?

MATT

11:49 I thought, you needed four candidates for? I know.

DAVID

11:54 No, no, I've already wrote off the other companies. I've already pretty much wrote them off, Matt. So.

MATT

12:00 Okay.

DAVID

12:01 I would say, the only competition that you guys would have would be BuildOps. Okay? Based on what I've seen up to this point on an initial response that I got from Ken would. So the other ones are pretty much not gonna fit.

MATT

12:21 Okay.

LAUREN

12:22 To sharing which one you personally prefer David?

DAVID

12:27 I prefer you guys. But some of the things that they said, one of the things that they said that I was like made me wonder was... they their platform?

--- Accounting integrations ---

DAVID

12:43 They say we combine everything under one platform, right? And service trade is a bunch of bolt on, right? You got service trade and they both on the parts ledger, they bolt on, the CRM system, the North boundary and they, they've got like a time card thing they've got and what they were alluding to, I think was that you get in with service trade is what they were saying, you get in with service trade and then you find out, well, what about this?

--- Accounting integrations ends ---

DAVID

13:12 And what about that? And then they come back at you like, well, you need this, you need this part that isn't wasn't included in this and you need that part and this part. And I think that was there which everybody was, you know, raise eyebrows on it. You know, like, well, what's in the details or what are we missing? Or what did we not ask that we're gonna find out later was not included? And and now we have to pull that on as well. So, one of the things that they kept saying was everything that you need, everything that we're presenting to you right now is all under one platform. You get it all. There's no extra cost. There's no extra. We're not gonna come back to you later and say, well, that's this other thing that you need to keep time or to approve time or this ad or the other. And that's all included. So those that's the one thing to raise some, I browse, and they were like, well, do we know?

--- Purchase decision ---

DAVID

14:10 And I said, well, why don't we ask them? Like we should ask them, are there other, are there other things that we didn't ask that? Maybe there's something else that we have to add on later to get done? What we need to get done? So.

MATT

14:28 Yeah. Well, that's so, I'm sure Bill ups probably exaggerated that point because that's kinda their mo, slander and scare tactics, but it's a fair concern from a customer perspective.

--- Purchase decision ends ---

MATT

14:45 You should be asking those questions because in software evaluations, you know, as much as you can be diligent and cover all this stuff. Sometimes stuff doesn't come out, come to light until you're actually implementing and something maybe you said in passing during the sales conversation is a bigger deal than it was made apparent during the sales conversation.

DAVID

15:07 Sure.

MATT

15:08 Fortunately for you guys, we address all the add ons, we address Northboundary, we address partsledger, we address, the Sage integration. In fact, I think we're in the opposite position where we're actually trimming things off the order because we had included it all. So you guys have all the pricing for all the stuff that you would need based on the conversation that we had. And it sounds like you wouldn't want to start with Northboundary, if I remember correctly looking at the pricing. Maybe that's something you add on later?

DAVID

15:39 No, no. If, if we're gonna do service trade, it's, gonna include partsledger and Northboundary, no matter what.

MATT

15:48 Okay.

DAVID

15:49 We're not if we're going to implement something new, we want to implement everything that we need and I think we need those as well. So.

MATT

15:57 Yup. The, the other thing is Northboundary.

LAUREN

16:05 Were you on that?

MATT

16:06 Or was it just Todd that's all that?

DAVID

16:09 Tod... I did review it. I did review it. I went over it... Todd, shared it with me. So, I think... I got a pretty good understanding of how it works, so.

MATT

16:25 Yeah. Okay. So the reason that we bought Northboundary is there's literally nothing on the market that compares to it. There's there's no, it's on match, which is why we saw that opportunity, made it ours. We're making it better, seamlessly integrating it, with ServiceTrade. So I don't know what claims BuildOps made as far as like the front end sales aspect of it, but it's just not possible that they can match what Northboundary does. So the feedback that we have gotten from customers who have tried BuildOps, and come to us is particularly, they're much stronger on the Construction side than they are on the service side is works. And it could be, I mean you guys are in such the kind of situation where anything would be an improvement over what you're currently doing. But with your aggressive growth goals for service, you know, with new acquisitions, and in your current service department, if you guys are looking, I remember you saying you've got, a tried and true method for Construction, you've got a proven model so that part doesn't need fixing. But if

you're looking for the very best software to grow your service department... you're thinking the right way and in service trade is purpose built for that. When you get into all in ones companies trying to do everything you get, the all will be small. The other feedback that we've gotten about BuildOps is their sales process is polished. They're very good at presenting it in demo. You'll start to come off. When you get into implementation, they get drawn out much longer. We've had, I think I mentioned we've had one customer try to go to build up because they were lured in by the all in one, the grass being greener and the implementation failed. So they came back to service trade because there were too many features in ServiceTrade they couldn't do without that. They were promised that didn't get delivered. So... just be wary that they're very good at the sales part and in making the promises. But it can be a different picture on the other side.

--- Implementation and ongoing support ---

DAVID

18:39 Well, and that's funny. You say that because when we did talk to them about implementation, they didn't really have a timeline for implementation. You know, they said, well, we keep doing it until it's done, right? Like we're not gonna walk away. We're gonna, we're gonna stick on this, make sure that everybody's trained, make sure that everything's in place where it needs to be.

--- Implementation and ongoing support ends ---

DAVID

19:01 And there's no extra charge for that is what they said. So I could see that, you know, that it takes longer to get on. I think, the thing that they, that the team commented on was that they like the fact that there's no like set time limit for implementation and that there's no extra charge for it. So.

MATT

19:27 And, that makes sense because on paper, it sounds like they have your best interests at heart. But really, you're paying for software that you can't use because you have a never ending implementation. There's no pressure on their end, you know, feels comfortable like, hey, we can just willy nilly this and go at our own pace and not take it seriously.

--- Implementation and ongoing support ---

MATT

19:46 Whereas we put deadlines in place so that you guys can start reaping the benefits a lot sooner. It also creates a sense of urgency from your team so that you're ripping the mandate off, you're not like slowly dragging this out because that's sloppy. It's unproductive and it's not a recipe for success.

DAVID

20:06 Right.

MATT

20:06 The other thing that we do is we set that deadline so, you know, you have enough runway, but understand that you can go live much sooner than that. And I know that there's a stipulation in the agreement that you can be subject to a charge if you go beyond your service window. As I said, I don't know if Lauren, if you know of anybody, but I don't know of any customer that we've ever done that for. And that is more specifically to cover our butts because if you get a company that is not taking this seriously and they're just not showing up at their meetings, they're not providing their data. Nobody's doing training. They just don't care. We can't set the expectation that, hey, you can have a 12 month implementation, you know, but we're never going to leave you out in the cold. It's not like, well, four months is up. Good luck, guys, figure out the rest and that just simply is not, we do business. We couldn't...

--- *Implementation and ongoing support ends* ---

LAUREN

21:01 Yeah. Most often our support team uses that as a stick. If they need it, they generally don't need it unless there's a circumstance like Matt said, where, you know, the implementation is just stalled for some reason. Like there's an internal detractor or someone went out on vacation or sick leave, and there was like unforeseen circumstances. So, I don't think there's, I think maybe once in the last two years, have I heard of that coming up and?

MATT

21:37 Charge for it? And by structuring it that way, we get our customers up and running much faster, we don't have the never ending implementation where you're not getting value out of it.

--- *Accounting integrations* ---

MATT

21:47 And it's just this project that is looming over your head while you're still trying to work on your business. So different philosophy, but, that is a flag. And I'm glad you caught that.

DAVID

21:58 And some, I, it would appear that your Sage integration is better, than the integration they have with Sage. And they had a guy here that apparently he worked at Sage and he's helped build Sage or something like that. I don't know he was talking. Megan was there for maybe about an hour and they were talking about the Sage integration and I think, what it came down to is that Sage and computers which TP uses are both very antiquated programs and that we as a company probably should consider moving to something else completely so that's that put another little monkey wrench, in the fire so to speak, because.

LAUREN

23:01 Did they, did they refer you to Sage intact and a partner grad alliance that's sorta what they generally do there.

DAVID

23:12 No. They... you ever heard of ukg?

LAUREN

23:20 No. I was today years old when I heard of that one.

DAVID

23:26 Yeah.

LAUREN

23:27 Good.

DAVID

23:29 Apparently, there's some other accounting softwares that integrate better with the newer web based platforms, right? And Sage and computers are not that. And then trying to get a web based platform to talk to, he was talking about software and how you push and pull things back and forth between accounting, and the BuildOps or even service trade, right? And that trying to get that information out of the developer, the stages or the computer, is they don't want to share that information with you. So it's apparently what he was saying to us. So I don't know if that's true. It seemed like looking at your integration, you know, how you push and pull things that you provided to us versus their integration is substantially less than yours. And I'm like, well, my question to them was, well, how to service trade, have this? And you guys don't they like service trade better than they like you guys. Like I wouldn't imagine that's the case, but, you know, or you just haven't spent as much time integrating your systems with Sage, right? So I would, I guess that was that's the point, right? They haven't spent as much time trying to integrate with Sage as you guys probably have. So.

MATT

24:52 And the reason for that is David accounting integrations are not easy, right? We've been, we've been at this for over 10 years. So, this is a conversation we've been having for twice as long as they've even been in business. And it's taken us a very long time to get to where we are with all of our accounting integrations.

--- Accounting integrations ends ---

MATT

25:11 We have some fantastic partners, and luckily, because of that hard work, we now have a bunch of tried and true testimonials, people that are using Sage 100 and computer is every day and are very successful with it. Now. I'll give them credit. He's right? That Sage 100 and computer, is a dying technology.

--- Accounting integrations ---

MATT

25:32 They are antiquated, but they're not so far gone that you can't make them work. And it's kind of it's kind of an underdog argument. It's kinda like saying, hey because

our integration isn't where it needs to be. Your accounting platform is the problem. You need to change that so that we become a better option for you guys.

--- Customer engagement ---

MATT

25:54 And that's just backwards because at the end of the day, you, and we've talked about this and, you know, that your accounting system is not gonna drive growth. Your accounting system is not gonna move the needle on your revenue, your technicians, satisfaction and efficiency, your customer experience, that's that is the least of your worries right now.

--- Pricing ---

MATT

26:15 That's that's there to count the money coming in. Now, what matters more to you, the efficiency of counting the money that comes in or having a lot more money to count when it comes in? Yeah... two is that you don't want that much change especially considering all your acquisitions stuff that's going on.

--- Accounting integrations ---

MATT

26:34 So you don't want to have to overhaul the accounting system and the F SM or field service module all at once. Do it in bite size pieces. Your accounting system is not broken. You guys have, a significant need on the service side, get that infrastructure in place, get your acquisitions all on the same page, right?

--- Accounting integrations ends ---

MATT

26:52 Run that for a year, several years and then start your evaluation of an ERP system. The good news is by going with service trade, we integrate with just the...

LAUREN

27:03 Every...

MATT

27:04 Accounting system out there that will allow us.

DAVID

27:07 I...

MATT

27:08 Can't say the same for BuildOps? If you go with BuildOps, they're going to narrow you into a box where it's like, hey, here's, the two that we recommend because it's the only one that we've had success with and without sounding like BuildOps because we are careful not to cast the slander, but I'm giving you just straight feedback that we've gotten from customers that have dabbled on that side of the fence or customers that we know of, that we're looking at us and BuildOps a year or more ago, that are still in implementation because they went with BuildOps. It's the never ending implementation. It is the accounting integration are the two primary areas where the wheels fall off where they can make good promises during the sales conversation. But when it comes down to it, the integrations just don't work and that's where they have a lot of trouble with it. So.

--- Type of work ---

DAVID

27:54 One, one other slander, things, I wanted to share that they said about you guys was that they said that percentage wise, they spend 70 percent of their money on the back office. What do you say? The building of, the main maintenance, of the platform? 70 percent and 30 percent is in sales versus service trade, which is 70 percent sales and 30 percent back office platform. So.

--- Type of work ends ---

MATT

28:28 That's a good one that we've heard for a while too. That is wildly inaccurate. I don't know where they at in fact, Lauren, I don't know if you have updated numbers but.

DAVID

28:38 Good sales tactic, right?

MATT

28:42 And when I heard that, I'm like I was curious because I didn't know the breakdown of our company. So I asked our execs and I don't remember what the stats were, but it wasn't even close to that. I just haven't memorized the actual percentage breakdown, but we have invested heavily in engineers support staff. We are currently investing a ton of R and D into our platform and bug fixes, security. Like there's just a never ending road map that we have going on. It doesn't work to it's funny that they say that because... talking about over selling and under delivering, we just don't have that same reputation and they're gaining that reputation.

DAVID

29:24 Matt, when they walked in, they had probably six people that came with them. Okay, one of them, one of them was the CEO and I'm like the CEO, why is he here? And I looked at them, I said, do you normally come to these things? No, no, no, I don't normally come to these things. I just really would like to partner with you guys. And I'm like man, that just that's crazy. Like I've never heard of such a thing, right?

MATT

29:55 Smelt like desperation.

DAVID

30:00 I don't know, I don't know.

MATT

30:02 I...

DAVID

30:04 I just got, I just started seeing like different little things that they were doing. It seemed very, they claimed not to be salesy but it seemed very salesy to me. I mean, you know, and my team was so impressed that they would, the CEO of their company would come to our presentation. I'm like guys, if I wanted to sell something, what's the best way to sell? I mean, you bring your top dog there, right? To talk about it. And then he talks about the system and they're like man, he knows so much about this. I mean, he's totally invested in this whole process like he's the CEO guy. Of course, he should be right. I mean, the whole point is to make an impression on you. So it seemed like it worked.

LAUREN

30:49 The record, we suggested connecting Billy our CEO with Gordon, and the folks at triple point. So yeah, we just got stalled there. So it wasn't for lack of trying.

MATT

31:06 And even then we'd rather build some value and, you know, we send our lowest dog out there to.

DAVID

31:13 So.

MATT

31:13 You guys, and then if the conversation goes well, then we'd love, to get, you know, Billy our CEO out there because.

DAVID

31:21 You know what? I wasn't overly impressed by that?

--- Purchase decision ---

DAVID

31:25 I, I'm more impressed by the people that are using the systems all the time and getting their feedback then getting some guy that's never gonna use the system, right? You know, having Gordy involved in these conversations to me as a mute

point. I mean, he just has to tell us we have the money to do it that's all right. Other than what the right program is, how to implement it, what it's what, how it's gonna change our business that's all decisions that we make that are using it every day. So, I mean, you know, and if the CEO doesn't see that, I recognize that, then, well, then now, you know, I'm considering who my boss is a.

--- Purchase decision ends ---

MATT

32:08 Yeah, right. Right. Yeah, absolutely.

LAUREN

32:13 Happy to provide a reference who has experience with the service trade and BuildOps?

MATT

32:18 That's going to be my next point is they have, their experience was that bad to where they're willing to openly talk about it? So other people don't make the same mistake. Wasn't there? Another one, Lauren, was it as tech where they actually BuildOps reached out to one of our customers and told them that one of our customers had switched to BuildOps and it was a lie. So we forwarded that email on to our customer and they were livid that BuildOps was telling people that they were switching from service trade and it was just a lie. It's so bold.

LAUREN

32:53 This has been, this has been my customer since August of 2016 and he's fiercely private. He's in a very competitive market. He doesn't like his competitors to use service trade. And like he, he's just like always kinda scoping for the next thing. And he had told me that BuildOps was pursuing them. And when he found out that they were using their name and like marketing material when they hadn't signed an agreement or made any level of commitment, he was... I don't know how to describe his demeanor... unpleasant.

DAVID

33:37 Imagine.

LAUREN

33:38 I felt so bad for the guy because that's just not who he is. So.

--- Purchase decision ends ---

MATT

33:45 Yeah. Well, and, we appreciate, you know, I'm glad we did have today's conversation because it sounds like there was more information to share than, you know, no updates. And.

DAVID

33:58 Yeah, I will freely share with you guys my opinion on how things are. You know, I got nothing to hide. I like being open and honest about things. So I just, you know, that's how I do business. So... yeah.

--- Purchase decision ends ---

MATT

34:16 Well, that's good. And, you know, with BuildOps fresh in your mind if there is an opportunity for us to present to your team again to refresh everyone on service trade and how we'll help you grow and how we have a proven track record where we're more than happy to do that because that will also give us an opportunity to address any of those concerns that were brought up by BuildOps.

--- Purchase decision ---

MATT

34:41 So, I think that would be a really good idea if that's something that you feel your team could benefit from as well?

DAVID

34:49 Sure. Like I said, well, I'll meet with, we've got the whole serve. A lot of our leaders in the service are meeting with Bill on Tuesday. So he didn't really preface me with any information about what it's going to be about. So, I'm just walking into a blind, but we'll see what happens. And then... I'll pull them aside afterwards and talk to him about this, so.

MATT

35:14 Okay. Yeah. So, so may or may not be relevant. But one of the updates from our end that I just wanted to give you based on some of the conversations that we've had, you know, as possible your timeline has been changing with all these things coming into play. But I know you had said back end of may that you're hoping to get, the green light around this time, and that way you can start implementing for September, be live by January.

--- Implementation and ongoing support ---

MATT

35:42 Yeah. Currently, we have one spot left for August fifteenth and in all likelihood that will be gone by the time you guys have your presentation, and get the green light.

DAVID

35:55 Yeah.

MATT

35:56 Some reason we already have zero spots left for September first. I'm currently trying to figure out how many spots we have left for a September fifteenth start date.

I imagine those will be going quickly too, but that would have you guys going live, you know, early to mid January in that area with those two spots, I'm guessing it's two spots, but I'll turn that up.

LAUREN

36:19 September fifteenth, you say?

MATT

36:21 Yeah. Okay.

LAUREN

36:23 And I'm getting a selfish plug in here. I would love to wrap this up before I go out on maternity leave... so that's totally selfish of me.

--- Implementation and ongoing support ends ---

DAVID

36:36 Yeah, right.

LAUREN

36:37 From that perspective, that's kinda driving me to say, what do you need us to do? And we'll do it. So.

DAVID

36:46 Yeah. Right now, I don't right now, I don't know.

LAUREN

36:49 All right. We'll catch up on Wednesday and kinda determine what?

DAVID

36:52 Yeah, that sounds good.

MATT

36:55 Okay. Well, thanks again, David. It's always great talking with you. Thank you for, the information and the time. Let us know if there's anything we can do between now and your meeting with Bill. Otherwise we'll be connecting with you at three o'clock central on Wednesday.

DAVID

37:12 Sounds good.

MATT

37:13 All right. Thanks again weekend.

DAVID

37:16 All right, you too. Bye.

MATT

37:18 Bye.

The End