



ServiceTrade Demo with Central Fire

Harrison Miller with Central Fire Equipment
Recorded on 10/12/23 via Zoom, 10 min.

Participants

SERVICE TRADE

Harrison Miller
Territory Manager

Chris McCabe
SDR

Trey Wood
SDR Manager

CENTRAL FIRE EQUIPMENT

John Vickers

Topics

<i>Pricing</i>	2:51
<i>Customer engagement</i>	5:51
<i>Purchase decision</i>	6:10
<i>Pricing</i>	6:48

Transcript

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

HARRISON

0:01 Hey...

JOHN

0:01 Can you see me?

HARRISON

0:03 But I can.

JOHN

0:03 Hear you... might be doing something wrong. How are you doing?

HARRISON

0:10 I'm sorry, what was that?

JOHN

0:11 Are you try?

HARRISON

0:13 No, sir. I'm here. So, trade is the one that set up this meeting between me and you?

JOHN

0:18 Okay, great. Great.

HARRISON

0:21 There you go. I can see you now.

JOHN

0:26 Work last night tired everyone planning on it, but it just happened.

HARRISON

0:31 That's that's how it goes. Sometimes you had a late night.

JOHN

0:35 Is...

HARRISON

0:36 Yeah. How are, how are things in Charlotte? You guys get a lot of rain down there as well.

JOHN

0:41 It ran a little bit. I'm north of Charlotte about an hour.

HARRISON

0:45 Okay. What, what part are you from?

JOHN

0:46 In the states Ville, upper harmony are?

HARRISON

0:50 Gotcha. I, well, so I live, well, I'm actually from samford, I don't know if you're familiar with samford at all kinda close to southern pines at the halfway point between Raleigh and southern pines, but... you know, not a whole lot to do up there for a 25 year old. So I decided on, there's a little bit more going on.

JOHN

1:13 I used ServiceTrade before... when I was a general manager at fire control systems. We actually started it out back in 3,617. I like the program. You know, I like, I mean, it's got a lot to offer and that's what I wanna sign up for because I know you can do billing out of it. We never used it for that, but I'm going to, you know, I haven't got really because I've only been up and running a couple of months and I wanna be able to do, you know, like the pictures, keeping it in the cloud, keeping, you know, all your pictures, you know what I mean?

HARRISON

1:51 Absolutely.

JOHN

1:52 I'm familiar, with it. You know, that helps being with somewhat familiar with it. You know?

HARRISON

1:59 Yeah, absolutely. And that's kind of some stuff I had in my notes, so you'll have to forgive me. So, I know you had call it Billy, correct?

JOHN

2:07 Yeah, yeah.

HARRISON

2:08 Yeah. Okay. Yeah. So I have about a 10 second synopsis. You know, Billy, he's in and out of the office all day long every day. So he gave me about the 10 second rundown. So I'm coming in a little bit cold just wanna make sure I have all my is correct and let me know if I'm missing anything. But, you know, you said fire control systems out of Charlotte. You know, you guys joined with more and you use ServiceTrade before and then you started a new company and you're doing sprinklers alarms, portables, and you're starting out with about three texts. Okay, perfect.

JOHN

2:43 To, hopefully I've got, you know, two or three big accounts I'm working on... but I think what Billy told me was is like five users is 3,500 dollars for five users or something like that.

--- Pricing ---

JOHN

2:57 Up to five users a year?

HARRISON

3:00 Yeah. So it's gonna be about 53 40 for five users. Is that something like that with that be in the budget for you? You think?

JOHN

3:10 So about 5,000, 340?

HARRISON

3:13 Yeah, that's a.

JOHN

3:15 A big difference from 3,500.

HARRISON

3:20 Yeah. So it's for the technicians, it's 89 dollars a month build annually. So that would come out to about 53 40. And then that first year because there's going to be an onboarding fee that, you know, we're going to get you set up with it's, going to be about 1,750, so first year, about seven grand. And then every year after that just as technician licenses, that 53 40 cost.

JOHN

3:44 No.

JOHN

3:50 So upfront it's 53 40 for the first year for five users.

HARRISON

3:54 So upfront for the first year, it's going to be about seven seven K. And then because that's gonna cover that onboarding cost. And then obviously, you know, after the first year, you don't eat onboarding anymore. So after that first year, it's just gonna be for those technician licenses. And, you know, I understand, you know, you're coming in a little bit under, that five tech threshold, but it's definitely something that you can grow into as well. You know, I know you had mentioned that you have pretty specific growth plans. So, you know, as, you can keep adding technicians to that as well.

--- Pricing ends ---

JOHN

4:31 I'll have to look at it. I mean, I know there's some other plans out there, you know, I don't one, I don't like, you know, being told it's going to be some double that I don't like that way. I don't do business that way with my customers, you know?

HARRISON

4:45 Yeah, no, I understand. And honestly, that could have been just a misunderstanding or miscommunication on his part. So, you know, I certainly do apologize for that.

JOHN

4:55 I'll tell you what. I don't wanna waste your time. Let me do some research and then I'll reach back out and let you guys know because I know there's some other building ops and other reports out there. I just wanna make sure, you know, starting off with, I've already put a lot of money into this company and, you know... I wanna make sure I'm getting the best deal for the money.

HARRISON

5:18 Yeah, absolutely. I have a question for you. So before you joined marmic, were you using service trade before that or did you?

JOHN

5:33 Think we're the ones that the reason why they ended up doing service trade was because we were already on it?

HARRISON

5:40 Okay. Gotcha. I mean, so it's definitely one of those things. I mean, like you mentioned, you understand the value of it, right? You know, being able to add the pictures, you know, Bill quote directly for it.

--- Customer engagement ---

HARRISON

5:51 And really, that's how it's going to be a revenue generating source. It's helping you guys get more quotes out and, you know, really driving more of that pull-through revenue. And I don't know necessarily how long it's been since you used it last, but we have pretty recently made, some updates to it.

--- Purchase decision ---

HARRISON

6:10 You know, do you think it'll be worth our time today just to kinda walkthrough it? And, you know, kinda give you a refresher on the platform.

JOHN

6:17 Probably not today. I don't wanna waste your time. I wanna make sure because, you know, I've got a couple of other companies that I've heard about and, you know, the, I think a fire sent me... they're using service trade, but they're looking at this other company.

--- Purchase decision ends ---

JOHN

6:33 I wanna look at just everything because I know what service trade is about. I do like the program. I do like, you know, the software, but I don't I wanna make sure you know what I mean? Hell, I think back in when we first set up in 2016, we had 50.

--- Pricing ---

JOHN

6:48 So it was only 18,000 dollars or 17. I mean, you're looking at 7,000 dollars that's almost half of that, you know, I know, and all that, but it's no hard feelings. I'll just have to look at it and do my research. I don't just make visions based on just, you know what I mean? But.

HARRISON

7:06 I absolutely understand that. And your E, okay.

JOHN

7:10 I talked to Billy twice and both times you tell me it's 3,500 for up to five users, you know, and I just, I don't like doing business that way. I mean, just be upfront with me and honest if you tell me upfront, you know, and...

--- Pricing ends ---

HARRISON

7:24 You...

JOHN

7:25 Know, I'm...

HARRISON

7:26 And, you know, it could be one of those things as well because I haven't really spoke with Billy either, you know, he hasn't been in the office this week, so, you know, he might have something in mind. Obviously, you're familiar with it. We know that you guys would be a great customer for service trade and there might be, you know, information gap from me to him about what he had in mind for price and, you know, kind of what our standard price is. I'm just kinda going offer what I know of our standard price, if that makes sense?

JOHN

7:55 Yeah, because I can on having probably in the next year, at least 20 tax 25 tags, you know?

HARRISON

8:02 Really?

JOHN

8:03 Hands up.

HARRISON

8:05 Absolutely.

JOHN

8:06 No big deal. No. I mean, I'll let me do some research and I'll reach back out, you know?

HARRISON

8:12 And what I'll do on my end, I haven't seen him this morning, but I'll see if Billy comes in today and I'll try to get with him and see what his ideas are. You know, obviously we never want price, you know, you're familiar with service trade. You know, if you decided to go with this again, you would be a great long term customer. So, I'm not worried about that at all. So I don't want pricing to be a factor by, any stretch of the imagination. So I'll get with him as well and kinda see what his plans were, what his ideas were, because again, it could just be kind of information lapse between me and him if that makes sense.

JOHN

8:46 I mean, there used to ServiceTrade the only thing out there, but there's a couple more companies out there now, you're probably aware of it, that's...

HARRISON

8:54 Yeah.

JOHN

8:54 Maybe they copied off a Billy, I don't know, you know.

HARRISON

8:58 The, the market is getting a lot more saturated now that there's no doubt about that. There's definitely a lot of other companies out there, but, you know, I like to think, you know, we've been in the fire space for a little over a decade now, so we definitely have that area of expertise and, you know, kind of that wealth of knowledge. I don't think a lot of other companies can offer what we can right now.

JOHN

9:19 Right. Well, Harrison, I appreciate your time and I'll get back with you. Let me look at it and look at all my options and, you know, starting out of company, I've already put a lot of money in this company in the last couple of months, you know, I think I've been open two months, okay? And... I'll get back with you. I mean, you know... just, let me do some research on it. I don't wanna waste your time either, you know?

HARRISON

9:49 Like a plan. And like I said, on my end, I'll get with Billy and see if we can figure out where this, you know, discrepancy came from. And if I figure something out, I'll give you a shout as well.

JOHN

10:01 Sure. I appreciate it. Thank you, sir.

HARRISON

10:03 Thank you, John. You have a good one.

JOHN

10:05 You too.

HARRISON

10:06 All right. Bye.

The End