



# Call with TDIndustries Inc. - Franklin Aj

Amanda Vaughan with TDIndustries Inc.  
Recorded on 6/8/23 via SalesLoft, 8 min.

## Participants

### **SERVICE**TRADE

Amanda Vaughan  
*SDR*

### **TDINDUSTRIES INC.**

Franklin Aj  
*Vice President*

# Topics

<i>Purchase decision</i> .....	0:28
<i>Type of work</i> .....	0:53
<i>Type of work</i> .....	2:54
<i>Type of work</i> .....	4:05
<i>Accounting</i> .....	4:33
<i>Type of work</i> .....	4:52

# Transcript

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

AMANDA

0:00 Hi, I'm sorry. Is this Franklin?

FRANKLIN

0:00 Is AJ?

FRANKLIN

0:05 Is AJ?

AMANDA

0:07 I'm so sorry, hey, Jay. I'm sorry?

FRANKLIN

0:10 Yes, yes.

AMANDA

0:13 I apologize. This is Amanda. I'm calling to service trade. Is this a good time for you?

FRANKLIN

0:18 You can with who? I'm sorry?

AMANDA

0:21 Service trade. We're a software platform for mechanical commercial contractors.

*--- Purchase decision ---*

AMANDA

0:28 I was looking, to talk to you about your service operations. I have a field rep who's going to be coming into town and would like to stop by and meet you guys.

FRANKLIN

0:39 Yeah, it's just Matt and I that really run the business.

FRANKLIN

0:45 It's getting peak season. You guys are gonna be. So we just renew, we use ServiceFusion, but we just renewed probably three months ago for a year.

--- *Type of work* ---

FRANKLIN

0:53 So we're not gonna transition. Usually. I think our renewal is every October.

AMANDA

0:58 Okay. So, I know we've had some folks come off to from ServiceFusion to us. Is, is that more, are you more residential based for service then?

FRANKLIN

1:10 No, we're 100 percent commercial business, industrial commercial.

AMANDA

1:15 Have you ever heard of service trade before?

FRANKLIN

1:16 Yeah.

FRANKLIN

1:19 I have there's so there's somebody out there right now. I've heard of ops I've had is back in the day globally my previous life, but no, I haven't heard of yours.

AMANDA

1:28 Okay.

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

AMANDA

1:31 Yeah. We've been around for 10 years. We started off in like the fire and life safety and then soon after converted into commercial and mechanical because they have similar, you know, recurring services and inspections. And so basically, we help increase profit by improving service and project operations, helping text be more productive, selling more service agreements with a strong focus on growing customer loyalty. We've got like customers in Houston which he frequent, Matt comes down like kilgore, I don't know if you've heard of those guys?

FRANKLIN

2:07 Yep. I know the owner of them. I'm very close to him. He was a former executive at TD and they were TD employees that founded.

AMANDA

2:11 Yeah.

AMANDA

2:16 Wow. What a small world. Yeah. Well, I'll tell you what I would love just for, to set up maybe a 15 minute just discussion like over Zoom with you and Matt before he comes down on his next trip, is that something that you would be open to?

FRANKLIN

2:18 Yep.

FRANKLIN

2:35 Yeah, it's quick. I have to be a teams like I said, we were a day to day business. So right now, it's picking up, but you shoot me some email with some date and time. I'll let me just check my schedule and I'll get back to you all.

AMANDA

2:43 Let me, okay. I'm just pulling up.

--- *Type of work* ---

FRANKLIN

2:54 Thing service business. Yeah, same thing. Kilgore.

AMANDA

2:55 So, do you, are you guys heavily focused on preventative maintenance like recurring services or do you do more?

AMANDA

3:05 Okay. Yeah. So that, yep, that kind of aligns with what we got going on?

FRANKLIN

3:09 We just, we don't do project work. We're not that big. So we're not doing any of the commercial Construction project jobs.

AMANDA

3:16 Wow.

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

AMANDA

3:18 Okay. This, yeah, it sounds like it would be a good alignment. Do you have? He actually has a noon central available today if you would have access to your like your

calendar, your Zoom?

FRANKLIN

3:35 Today. Yeah, today won't happen. I'm gonna fill as my guys today, probably today. And tomorrow, we got two really big jobs going on.

AMANDA

3:39 Gotcha.

AMANDA

3:43 Okay. Well, he has a Tuesday morning at nine or afternoon at two. If you'd like me to send over an invite, I'll just attach the Zoom link and.

FRANKLIN

3:53 Yeah, you could do Tuesday morning when it gets after nine, 10 o'clock it's chaos.

AMANDA

4:00 Okay. Well, he has eight o'clock I didn't know if that'd be too early for you.

--- *Type of work* ---

FRANKLIN

4:05 That's preferred to be honest.

AMANDA

4:07 Okay. All right. Perfect. Well, let me just make sure I have your address here and how many service texts do you guys have going currently right now?

FRANKLIN

4:17 Six.

AMANDA

4:19 Six.

AMANDA

4:21 And...

AMANDA

4:25 Let's see, is there a separate division for short term with TD?

FRANKLIN

4:26 I don't work for them.

--- Accounting ---

AMANDA

4:33 Who are you with now? I'm thinking I'm calling TD industries.

FRANKLIN

4:37 No, you're not gonna get TD at all. So, I was an executive for ti, I own my own company now.

AMANDA

4:43 You do what's the name of the company?

FRANKLIN

4:44 Yeah. Under mechanical. So, TD, when I ran that, I ran the Austin area... all the service, but, they have about 30 employees, but I'll tell you right now, you guys won't penetrate TD.

--- Type of work ---

FRANKLIN

4:58 They just dropped hundreds of millions of dollars on a platform last year for a Construction service company wide. Yeah.

AMANDA

4:59 Wow. Well, 100 mechanical is 100 percent commercial and you're focused on recurring and preventative maintenance.

--- Type of work ends ---

AMANDA

5:13 So, you know, how to grow the business obviously. Wow. Okay. You've got six service techs and then obviously office is separate. So, what is your current email?

FRANKLIN

5:16 Huh... yes, man.

FRANKLIN

5:23 It's gonna be Alvin at Hunter mechanical services within TX dot com.

AMANDA

5:34 Okay.

AMANDA

5:39 Dot. Com. So, Alvin, Hunter mechanical service tax dot com, or is it services?  
Okay?

FRANKLIN

5:51 Services? Or?

FRANKLIN

5:54 You?

AMANDA

5:55 Wow. That's so funny. I'm so glad I asked about your email.

FRANKLIN

5:58 Okay. Yep. No, no, I left them a year and a half ago, I think, but.

AMANDA

6:05 Well, good for you getting out there and doing something on your own and you obviously know how to grow a successful business services, recession proof as we always say.

FRANKLIN

6:15 Yeah, yeah. If you, if you're trying to, you won't, I promise you won't get anywhere with. I just, I'm close to all the executive folks still, but you ever want to bend years there's? Just look on LinkedIn there. The VP, the vice president of services out of San Antonio. His name is Brett smart, really good friend of mine, but I know he was talking of BuildOps last year, but they, they're yeah, they still, they're not gonna let service.

AMANDA

6:40 Right.

FRANKLIN

6:41 It's a Construction business. So they won't let them deviate from the platform. They.

AMANDA

6:46 And Bill do is obviously not, I mean, we're actually partners with them, but for the service side, you know, kind of like a few things to be desired.

FRANKLIN

6:51 Okay.

FRANKLIN



6:53 Yeah.

FRANKLIN

6:57 Yeah. I know he was interested in it because I started over here. It's I talked to someone to build off, but we're so new, I didn't have time to do any cut overs.

AMANDA

7:01 So, where are you located then?

FRANKLIN

7:08 So...

FRANKLIN

7:12 Awesome.

AMANDA

7:13 You're in Austin? Okay. All right. Eight am central. I will shoot over the invite because it's not gonna be with my field rep, I'm just gonna make sure that time still works and then I'll call you just to verify the day before, just to confirm that, you know, you got the invite if you'll just do me a favor when you get it hit accept, so we can block that time off for you. All right, man. Well, nice talking to you. Thanks so much for your time.

FRANKLIN

7:35 So that we can connect.

*The End*