



# Great Service Forums/ ServiceTrade

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## Participants

### **SERVICE**TRADE

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### **OTHER**

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# Transcript

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

TANYA

0:00 Hey, hey, how are you?

FREDERIC

0:02 Hi. How are you? My God. I let... let me fix my background. I'm looking a little fuzzy.

FREDERIC

0:11 I did that. We did this the other day with three of us. We're getting on the, we make our decor match would be to do the fuzzy wasn't there so well, right on time. Yeah.

TANYA

0:23 Hello? Thanks for joining. Me. Probably can get together today.

FREDERIC

0:27 Yeah. Well, usually, what I do at this point, Tanya is I use this as a time for a little reflection, you know, and, you know, read the Bible and.

TANYA

0:39 Yeah, I liked that. All the sticky notes in it.

FREDERIC

0:43 Well, you know... you know the story and.

TANYA

0:45 Nope.

FREDERIC

0:47 When I was a kid, I was taught in school, you can't make them work in a book. I cannot make a marketing.

TANYA

0:55 That's fine.

FREDERIC

0:56 Stickies on area. Yeah, the... the peel off. So, hey, well, tell me what we can cover, what can we get into their?

--- Purchase decision ---

TANYA

1:05 So, I guess I just wanted to circle back with you about, you know, one, I'm kind of the relationship that we can have and then understand, you know, we were also wondering a little more about the BuildOps relationship sure as well. And then, you know, if you would be interested in which we talked about briefly an email on presenting at our beer and learn because we know electrical... electrical is an area that we're getting into more.

--- Purchase decision ends ---

TANYA

1:32 And so we've got a lot of the... the team, the way that our sales works. We've got like these young kids that are doing like the inbound outbound calls and so just being able to provide them some more content, they can understand a little more about these folks are talking to.

FREDERIC

1:48 I just second ie, I last year.

TANYA

1:52 Can you hear me?

FREDERIC

1:53 Let me, let me do it again. I went back to the planes for you there. Okay? So.

TANYA

1:58 Yeah. Can you hear me?

FREDERIC

2:01 I could certainly hear you? Yeah.

TANYA

2:03 Okay, good. So talking about our... our, what we call our afternoon I'm on Fridays. Okay. We've actually calling beer and learn. I don't know if anybody actually has done the beer part of it, but there's a lot of learning and so we, it's a... it's a good opportunity to bring different topics to all the sales folks to keep them educated on it, not only our product but also on the industry that we work with. And so, Tim and I thought you would be a great addition to that to kind of talk about the electrical industry and kinds of things that are important to them, what they look for, how they

operate etcetera, that would make sense why service trade to be so product like service trade would be so valuable business like there's sure.

FREDERIC

2:47 Sure. I'll be glad to do it. So, all you have to do is while we have to do is get together, decide when, you know.

TANYA

2:53 How was that something you typically charge for sure? Is that something you typically charge for?

FREDERIC

3:00 I have to do a presentation like this.

TANYA

3:02 Yeah.

FREDERIC

3:03 I Tanya, I ordinarily charged 25,000 dollars, but.

TANYA

3:09 My God. Thank you. Thank you.

FREDERIC

3:13 No, I don't charge for that.

TANYA

3:15 Okay.

FREDERIC

3:18 No, I, but when you want to do it.

TANYA

3:20 We were thinking sometime in August Toronto, it's on your calendar at any particular Friday in August, work better. It's in the afternoon. It's three 30. We do ends at three 30 for an hour.

FREDERIC

3:33 Okay. Well, right now, August is way out for me, so I can't think of a reason we can't do something in August. You know... I might be going to a friend's place. So I think I'm okay. On the third piece of the twentieth.

TANYA

3:52 Okay. So.

FREDERIC

3:53 Let me let me know when you want to do it. Okay?

TANYA

3:55 Okay. Hello those two days out and see if we don't have anything else that was planned and if not, we'll... we'll pick one and I'll let you know. And then we were working on kind of have a, you know, sort of like... opportunity discount for your customers that if they were to look at service trade and so, you know, we were to say that we would offer great service forums customers like a 20 percent off discount on the software if they were... they were interested in.

FREDERIC

4:28 You know, just to put it in context, I guess they really are customers, but we like to think of them as.

TANYA

4:34 Okay. Members. Okay?

FREDERIC

4:36 Yeah. It's something we've been doing for well in the... in the president iteration about five years straight now and we'll be the whole premise originally was day help service managers get better, what they do because there's not, there's no school, there's no books or I think for them. And then the electrical field, there's more to do and service, there's more kinds of things you can get involved in that or electrical than any other kinds of contracting service. However, the world thinks that... that that's I'm talking about the mechanical business when I say that and we used to have been thinking about it with a mechanical.

--- Assets ---

FREDERIC

5:24 I don't want to worse. I don't want to over simplify it but you have boilers, you have rooftop units and you have air handlers and you have, and I can list them all on a page, you know, and tell you what they all work. I would use up many... many tablets and want to go get more if I'm just gonna list all the things you could do electrical, feel.

--- Assets ends ---

TANYA

5:43 That's true.

FREDERIC

5:44 And people say, well, you know, with a... with a... with a mechanical stuff that... that helps break and all kinds of things happen and things like that, you have to fix them because they, all these moving parts, electrical systems have moving parts. Your switch on the wall there in your room has some wires. It would just really like to get loose as they could. And they're trying every day to do that. And if you go by transformers in place which is humming, it's moving.

TANYA

6:17 Yeah.

FREDERIC

6:18 And so what I like to say is electrical stuff is moving it just moving so slowly... slowly or so quickly, you can't tell.

TANYA

6:27 Yeah.

FREDERIC

6:28 And so there's... there's but there's lots of doing electrical field. Electrical contractors don't fully appreciate it. But so that's part of our... our short two of us have had a call. I'm an electrical contracting magazine for 10 years calls, service and maintenance. Electrical contracting is magazine for electrical contractors pretty good, you know, button. And so we've had the service and maintenance column in there and we do that and we've been doing an even number of months. We might, we, I think we might get, would be doing it on every month this year coming up. But any case, this is... this is kind of what we do and it's all about service and maintenance is the best part of the business.

TANYA

7:12 It really is.

FREDERIC

7:13 Yeah. And so... what were... what were helpful for is to go to our members and say, hey, here is a good software product for you to schedule and dispatch and... and is your service business and it's kinda intend to just for service. No, it back to your question by Bill. Ups... got to know the BuildOps guys a few years ago. Love them. They're a great, yes, they're not to their place in California and so on and so forth and grocery space. They're expanding a little bit more, get beyond just service their product. And that doesn't change my mind about too much. But... but here's the thing when we have some members are going towards getting BuildOps products and we have some people who are going in your direction.

--- Paper process ---

FREDERIC

8:13 And the main thing for us is to be able to say to people. It's really time to get rid of the whiteboard or the excel spreadsheets and...

TANYA

8:22 Shared...

FREDERIC

8:22 Like that... that juvenile. So if you're doing and up, yeah, I don't see a conflict. I think that you guys are almost 100 percent. I think would it be fair to say or service? And, yeah, and I have two different approaches but I like to, I like to think that, you know, we... we can keep two thoughts in our heads at the same time. And so that's the idea. Okay? Because I say is I'm going to have a, we have two groups Columbus are... we have some and, you know, of course, the people let disappeared here... and they're one of our favorites that have been added a long time. We want to expand to Sacramento, that's our next jumping off point where we're gonna do we, we'd be there now if it weren't for COVID.

--- Implementation and ongoing support ---

FREDERIC

9:22 So we'll probably be in Sacramento in February. I think that's our first meeting... because we may February and June and October.

TANYA

9:34 What do you mean is this like a user you got to group? So is it just like they're like members about like your, what maybe a small to medium size? And then you've got like the larger guys or something like that.

--- Implementation and ongoing support ends ---

FREDERIC

9:45 We don't differentiate that, right? And I'll tell you there's a reason for, no, we have one group that comes in that typically at... at noon on Tuesday and get right into it. And then at noon on Wednesday, we have a switch over in the next group comes in. We do have a joint luncheon the whole day. The thought behind this is you should never be in a room with somebody who you're in direct competition with.

TANYA

10:13 Okay. So if you have to be one Columbus, you put them in different groups.

FREDERIC

10:16 Yeah. Now you can have lunch with somebody and there's a difference, but we don't have people... basically sit and talk about how they run their businesses. So forth bird saying, I'm having trouble with this version or something like that. So that was... that was the original thought. Now, what... what else can I tell you? Other than... as far as the size? Sure, whatever we got all different kinds, we have... we have small, smaller, bigger contractors or we have their contractors, are smaller service organizations, in smaller contractors is relatively larger service organizations. The



reality is we can all learn from each other... let they'd be less vitality in the, you may challenge, right? Same size, you know, color and everything else. It's same idea. I think they're just an awful lot more on vitality. Nothing that way. And, you know, the guys can learn from the small guys... small guys from the big guys. And so we don't... we don't and he, I think we started, we wanted to start this off to be for service managers. And like, yeah, all other good ideas that one died early simply because we have a... guys would come in or, you know, heads of their companies or owner.

TANYA

11:47 Yeah, there's...

FREDERIC

11:47 Some guys service managers, and then some guys or vice president. So we got away from making this just for the service managers and it's mainly for the people were interested in driving the service operation.

TANYA

12:01 I know other peer groups I've been involved with a lot of times. They have, you know, before you come, you fill out like a document about, you know, different information about your company, whether it's financials and then you share it.

FREDERIC

12:14 Hello?

TANYA

12:14 To be able to benchmark, prepare yourself, do you guys do something similar?

FREDERIC

12:18 Yeah. Well, just to kind of go back a ways, our original plan was to make our February meeting and meeting was involved in sales and marketing meeting. A meeting was involved in the operations of the support of the operations. And then our October meeting basically look at scorekeeping in other words, analytics accounting, whatever you wanna call it. We haven't... we haven't been absolutely true to that concept for a couple of reasons. But basically, that was... that was the, I need to begin with. We, along the way, I have thought that the... the... the thing you really should do is have that opportunity for people to, you know, see anonymous scores and have other companies and get an idea of where they are and so forth. It's still even from premature for that. You know, we got one client honestly, Tanya, we have people who really don't appreciate how much of a margin they should be making. And there's business, they kinda translate their construction experience over to their service maintenance operator.

TANYA

13:30 Yeah.

FREDERIC

13:31 Because... and so... and answer your question, we don't do that yet. I... I spent a lot of time in peer groups over the years where they did that and we know exactly, you know, how to go about it. It's just that we haven't... haven't really launched that part we want to, but it's even at this point a little soon for.

--- *Customer engagement* ---

TANYA

13:59 Do, are you, I was asking is because we have some are providing tools and one is through like a... a BI or business intelligence type thing. And I was thinking talking to, it sounds like maybe that could be something that we can help with your members is producing like you have stats that you guys like to compare each other against having like a dashboard with all of yours, you know, kind of stats so you can pull up and print, you'd be like a real easy like I go and run the great service forms, you know, dashboard and outcomes, all the information that they're gonna wanna see.

--- *Customer engagement ends* ---

FREDERIC

14:35 Yeah. Well, yeah. Yeah. And I understand. Can we have we, yeah, we, it's not that we haven't touched on the subject or having a lot of discussion and, but we are at a point at this point in time where we have taken and made it a rigorous annual or periodic?

--- *Type of work* ---

TANYA

14:55 Yeah, we do have.

FREDERIC

14:55 Those numbers but yeah, those are all this is good. The biggest problem with most of these guys. Is there shyness about margins? The mechanical guys are kind of accustomed to the idea that you can get the kind of margins you really should get the business. Electrical guys are a little bit... yeah, a little bit more reticent about that kind of thing.

TANYA

15:21 Interesting.

FREDERIC

15:27 But, but the thing is quite frankly, in my lifetime, I've what I've seen in the businesses, general contractors have gone from being people who did some of the work on a project to guys who are pretty much just brokers.

TANYA

15:43 Yeah.

FREDERIC

15:44 And the business has become very cut and dry as far as lots of things are concerned and... you have to be totally up to want to go do a construction project. For most of the things that these guys get involved... in... in the place to be in the business is obviously with service and maintenance. And when I've advocated to people is make a 60 40 split and try to do 40 percent of your business and what you would call service.

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

FREDERIC

16:18 And I'm gonna say and everybody's gotten there. But I mean, they... they, they've heard that what we're doing now is we're in a part of a two part a meeting setup where we are talking about things from the standpoint of the customer experience. You know, there's things that, you know, about. If I said CX, you wouldn't think I was, it was an abbreviation for some island in the pacific or something like that... that up, you know, as customer experience and it's it hasn't gotten to the electrical contracting business yet. You know, there's just an awful lot of things that are late coming to the construction business general. And... and that's the sort of thing we are looking at things. We're in the middle to meetings where we're looking at things directly from a customer's perspective and what I call a customer experience cycle and actually created... something graphically to show that and how you basically go around in a circle and hopefully keep on going around and round with others... but.

TANYA

17:32 Do you guys ever have speakers? I mean, did you read the digital graph? We have a whole presentation built around that... that, yeah.

FREDERIC

17:40 He, incidentally that's a good question. We started... talking to them too much and they got they... they, what they reflected in their reviews was we'd really like they have more chance to talk with each other. And so we started balancing it. So now we thought presentations and discussions dandy. And so we try to balance at this last time we wind up doing a lot more and breakout groups and they loved it. They loved it. So we're going to do more of that. But, you know, I basically covered them up. You would have thought that you were going to electrical contracting four O1... if some of our earlier things and we, I don't want, I would say the rebuilding interested, but they... they let us know that.

TANYA

18:30 Sure.

FREDERIC

18:30 Like like to be able to get up and breathe and talk to each other. So, and there's plenty of opportunity to talk to each other but we... we prevent, we presented more for them. So here's the thing, we don't... take any commissions or anything off of any things that are, you know, come... come to our members, are whole objective is to, we

make a living by having meetings with them. So we have people have a program for them, which I was assuming you guys are interested in doing. Then what I... what I wanna do is be able to say, hey, if you're a great service forums member, you're going to get this kind of... of a break pricing. And I heard you say plenty percentage. Yeah.

--- Pricing ---

FREDERIC

19:30 That's okay. It's... Tanya. Quite frankly, it's not the most exciting discounting the world.

TANYA

19:41 Well, I don't really discount our software very much is, so here's the thing. So that is a pretty big discount for us. Yes. It doesn't sound very exciting. But for our packaging and pricing, we typically don't go very much below like 10 percent. So.

FREDERIC

19:57 Yeah, that's fine. I was.

FREDERIC

20:05 I guess... I guess it just 20 percent off or what I mean? What?

TANYA

20:09 Because there's different... there's different offerings. So it's really 20 percent off this. So the subscription.

FREDERIC

20:16 Yeah. Yeah. Well, okay. That's good. I mean, I think these... these guys are most people in the role responded 20 percent favor... you know, just as anecdotally... my son and daughter in law remodel the kitchen beautifully.

--- Pricing ends ---

FREDERIC

20:38 And then yesterday, I got my daughter-in-law standing on top of this tool to get the top shelf. And I said don't do that. So this morning, I went on line to buy a little steps tool for her. Yeah, you can't believe though the range of prices for the same product?

--- Pricing ---

TANYA

21:01 Gosh, I bet.

FREDERIC

21:02 I mean, it's just nuts. But in any case... with these guys have to understand, is this, Tanya, if I reduce the price per person per electrician to an hourly a month... and 173 hours or whatever it happens to be a month? Okay? It's... it's not much.

--- Pricing ends ---

TANYA

21:29 Right.

FREDERIC

21:30 It's about what do you pay would... would get it, what it costs to give them tools? And, you know, even if it wasn't a stack of times you've you couldn't see the difference.

TANYA

21:43 You.

FREDERIC

21:43 Know. So what I'm trying to say is it really isn't much based on the importance of the product and... and what they're getting for it. So... so good because the range of pricing I heard from you guys something like, well, it... it ranges, but he wouldn't have to top of the range. I saw it. It's... I live... I live in a... a partner Pittsburgh, which is as reputation for being Jewish. So, what my neighbors would say this is Bob, guess.

TANYA

22:25 Yes, I have... I have a husband is from New York. So I hear a lot of interesting things. Yes.

FREDERIC

22:32 Yeah. In any case, so it's not that much in it, but it's very important your business. I, what, what's your thought? And in terms of the best way to introduce this to our group, I mean, obviously to come to a session and let them see... right?

TANYA

22:53 Really, I mean, you know, things that come to mind would be if you would welcome my speaker, we would love to come. We have digital rep books we could bring and give to everybody. We also have you guys do any type of like web content. We could do a webinar for them.

FREDERIC

23:10 Yeah.

TANYA

23:10 Yeah.

FREDERIC

23:10 I could... I could even see both.

TANYA

23:12 Yeah.

FREDERIC

23:13 Everybody from the company doesn't come to the meeting. You know, we have two, three generally too nice company. So... I can, I actually see both. I can actually see the presentation and... and maybe even for those who are interested in having some sort of have a Zoom meeting or something, you know?

TANYA

23:37 Right then sorry, one off. And then for you, I think after I know what will happen is after you speak it beer and learn and given an intro about what you guys do and then talk about electrical, we have, you know, different sales groups. We've got the new sales group that's pursuing new companies.

--- *Customer engagement* ---

TANYA

23:53 But then we also have account management that, you know, we stay very engage with our customers and, you know, it's one of the, to me over the last companies that we go on site a lot with our customers and visit. So if we're in site onsite town doing a new customer visit will stop by and see old customers and customers just stopped by our office.

--- *Customer engagement ends* ---

TANYA

24:14 And so we're very customer focused and I think that comes a lot from to start culture. And that way, you know, also promote to our customers. So... you know, the... the account managers will be very interested in this and wanting to share it with their, our customers. So, you know, being able to then direct people back to you that are site. That does sound interesting. You know, how can I learn more and stuff like that?

FREDERIC

24:38 You have electrical contractors who are.

TANYA

24:42 We do.

FREDERIC

24:44 Are you, are you saying our group is 100 percent union?

TANYA

24:47 Okay.

FREDERIC

24:47 We have no non union contract in a couple of reasons. Our general manager and I, and she's off today or she'd be on the call or both members. The I BMW.

TANYA

25:02 Okay.

FREDERIC

25:05 We don't looked at our notices is not even contract.

TANYA

25:10 I would say or do you, are you put, do you, would you ever want to have a group of non union or no?

FREDERIC

25:15 No, because I think I was, philosophically... we're in TUNE with the idea is that... the electrician should be union in the contract or should it be union?

*--- Tech time tracking ---*

FREDERIC

25:28 And this, yup, you drop one way or another. My grandfather... is a 12 year old work in a... in a male where they... increase the wages are increasing hours and decrease the wages. Me ask why and got thrown out on the street.

*--- Tech time tracking ends ---*

FREDERIC

25:45 It H twelfth. So... you know, we'll philosophically, we're in TUNE with the idea that people should have the protection of union and, yeah, and the players should be union and so forth. But that's our, that's philosophic like... doesn't keep us from... from understanding there's a lot of good nonunion companies.

TANYA

26:11 Sure.

FREDERIC

26:12 And, you know, a lot of good yawn bunyan electricians too. So... but... but philosophically, that's our, that's the way we're aligned.

TANYA

26:21 Okay. Gotcha. Well, that'll be good to know people as well as they talk to their accounts and not recommending you to a non union shop kind of thing.

FREDERIC

26:32 Yeah. So, my first question is off the top of your head. Do you think you have any union contract?

TANYA

26:39 I don't know, I know we, I'm sure we do. I don't know what accounts or anything like that. Some of the data that they keep is always not so detailed on things like that. It may be like an, a note not like, are they union nonunion as a check box or anything? So.

FREDERIC

26:53 Yeah. Well, yeah. And a lot of this geographic, it's... it's pretty.

TANYA

26:57 Hey, exactly. A lot of it too. And if you had somebody, the north, these, the probably and then if you got somebody and, you know, that you're or like Ohio, you know, Michigan area, probably California, probably things like that. So.

--- *Type of work* ---

FREDERIC

27:11 Yeah. So in any case, I, if you... if you have a union contractor or contract doors, I sure would like to know.

TANYA

27:20 Okay.

FREDERIC

27:21 With the conversation, my feeling is this... our guys are not gonna progress until every one of them has a good software that was really intended for the service and maintenance operation and electrical contractors as opposed to coaching something from, yeah, from their... business or, you know, quite frankly Tanya we got guys who, if this ends of the hall are using them and all kinds of stuff for their construction business. Now the Ohio using a whiteboard further.

TANYA

28:04 I know.

FREDERIC

28:06 And so, so that's what we're dealing with and that's what we went over come because they'll never be able to scale their business without the right kinds of scheduling.



TANYA

28:15 Right, right.

FREDERIC

28:17 So, I don't know if it would be able to... to check to see... and there's no practices. I am part of. You don't have a union contractor... but it would be good to know.

TANYA

28:30 Sure. I can... I can look at, I guess we're in a list of who is electrical.

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

TANYA

28:34 And then I'll narrow down by where they're located. And then we'll kind of make some assumptions or outlook. I don't think, you know, electricals, a new area for us. We started with fire and life safety, and then they're expanding kind of generically into mechanical. And then now they're starting to target some more electrical. So.

FREDERIC

28:53 Well, I'm sure you've got some superior, of course, you're talking. Yeah. And it's really, very... very good people, very good people have none in forever.

TANYA

29:02 Good. It's...

FREDERIC

29:03 A very good company, very good. Yeah, you could not have picked a better one. Well... what can we do? What? I guess my question is, what can we say? We definitely will have accomplished out of the call, I guess one thing we'll have we'll get some sort of have a beer and learn thing next month.

TANYA

29:25 Yes.

FREDERIC

29:28 And generally, because pencil in some sort of a discount arrangement... Jeremy would like to have somebody... come do a session?

TANYA

29:43 Okay.

FREDERIC

29:44 Our next one, our next session is in October.

TANYA

29:48 What an October.

FREDERIC

29:50 The nineteenth twentieth, the twentieth and 20 first.

TANYA

29:54 Okay. And he says in Sacramento?

FREDERIC

29:57 No, no, no. This, is this off line but we don't get it.

TANYA

30:00 Okay. Gotcha. Columbus.

FREDERIC

30:02 And so that's our next meeting is October, right? And so, yeah.

--- *Purchase decision* ---

TANYA

30:09 Okay.

FREDERIC

30:10 Then February, I've got a calendar and, or someplace but we, we're... we're... pretty much... pretty much have the dates figured out between now. Well, I think it's on, I think he's even on our website, so... the dates.

TANYA

30:25 Okay. And then maybe a webinar after before.

FREDERIC

30:32 I think it's quite frankly, I think it would... I think it would work either way. Okay? I have to believe that a webinars a little bit more like doing homework and then having the real session either time. Yeah, I do the others. It makes more sense to me that you have the webinar and then the real life.

--- *Purchase decision ends* ---

TANYA

30:56 Okay.

FREDERIC

30:57 Appearance... and, you know... one of the things we can do is kind of have a Zoom recorded Zoom call.

TANYA

31:08 Yeah.

FREDERIC

31:09 Exactly.

TANYA

31:11 Yeah, that's I think that's always helpful to say I invite you to come to this real time and then you can ask questions at the end, but can't we'll make a recording and then we can distribute it to anybody who's just registered even if you can't attend kinda thing.

FREDERIC

31:23 We can do that. Sure. So sure that'll work. And because we do a lot of that kind of stuff.

TANYA

31:30 So, how many members do you guys have?

FREDERIC

31:32 Well, where... where are you don't really have at this point? That many. We've got in the low teams at this point between the two groups.

--- Pricing ---

FREDERIC

31:42 And we have some people who are... happy and so to speak. And then the manage and... and, you know, we're working on their paperwork and so forth. So probably average about seven for each group at this point.

TANYA

31:57 Yeah. How much is it a membership costs?

FREDERIC

32:01 The question, good question... if you pay by the year is 8,000 dollars.

TANYA

32:10 Okay.

FREDERIC

32:11 They buy the months, 750 dollars a month... the way we... we advertise it, if you pay by the month, you know, like what you're doing, you can just say, I'm out of here.

TANYA

32:22 Yeah.

FREDERIC

32:23 If you pay by the year, you get a 1,000 dollar break. So, so it's not that much really isn't that much money.

--- Pricing ends ---

FREDERIC

32:32 There's more money really involved in, you know, the time for the guy to... to be there in the travel and so forth. But when you really think about it.

TANYA

32:40 Yeah.

FREDERIC

32:41 It's the... the fees are rather minimal... but... it's a... it's a thing which, you know, it's a... it's a funny thing. People been so busy in the last year, think that they were all sitting home waiting for the construction to start again.

--- Type of work ---

FREDERIC

33:03 That's not true at all. There are so busy people are busy with construction. It's hard to get them to talk about service and maintenance.

TANYA

33:13 Yeah, because of construction.

FREDERIC

33:16 Yeah, because, you know, it, that's why the people all line up when they have the... the big good lotteries with the prizes 50,000,000,000 dollars in the... in. The odds are the worst. Thank you. Possibly, they, that's what they on the line up for.

TANYA

33:33 Yeah. I know having, I was the CFO when the economy was bad and I went to go work for client who was primarily plumbing, but they had, he had just decided to

expand into electrical and he knew there and I was with them for about five years and did some work with him after I left and went back into sales.

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

TANYA

33:52 But I mean, the margins are just so huge and service. I don't know why you'd want to do with construction and all the headaches of change orders and billings and blah blah... blah, blah, blah. I mean, service does just especially in plumbing. If there's he was a waterfall and they're paying, you know?

FREDERIC

34:10 Yeah, that's right? And talk time you start to think about, you don't even know off the top of your head, how many receptacles you have in your house, right? How you doing, how many commode you have?

TANYA

34:24 Yes.

FREDERIC

34:24 Add F, 300 receptacles don't work that's okay. Could you have a workaround? You just plug in another one of six feet away? If that commode is upstairs and I guess from that, nobody ever is going to be in for the next six months. You still?

TANYA

34:41 Right. Yeah. Yeah.

FREDERIC

34:44 So, I mean, it's just funny how people are about that, but there's a lot of workarounds with electrical. That having been said, there's more opportunities logical and you could possibly shake shack.

TANYA

34:58 Well, I was danger to, I mean, of people getting hurt or fires happening with electrical. So, you know, you have that you have that going for you?

FREDERIC

35:07 Yeah, but, you know?

TANYA

35:09 The whole...

FREDERIC

35:09 Time we've been sitting here talking, you didn't hear any fire engines go by your house and I didn't hear you need to go by my house. And the reality is everybody knows that's a possibility, but we haven't seen the house cross street burned on. So, yeah, they're not... really... really that concerned about it. The... the... the... the... the thing is we're going into a new electric gauge and it's going to be more, yeah, I referred the second wave of electrification simply because what's gonna happen... our, my grand kids... when they look at the electrical power industry in... in the United States?

--- *Type of work* ---

FREDERIC

35:57 We'll see that there's legal amount of power use for residential, commercial, industrial and transportation... issues. Good take as much as the other three two.

TANYA

36:11 Yeah.

FREDERIC

36:12 And every, you know, things that are, when they have old burners right now, going to have electric heaters.

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

FREDERIC

36:18 So we're going to be more and more dependent on electricity... and more... and more susceptible. They have an all go out at lunch. Yes. Yep. So, okay. Well... you probably have a few other things to do say afternoon. I don't know whether I'm getting you your time for other things, but... we... we have to resolve what date?

TANYA

36:45 Yeah. Yeah. So, I'll...

FREDERIC

36:46 Follow...

TANYA

36:47 Up with a couple of folks to see if... if one of those dates is preferable.

FREDERIC

36:53 And if it isn't let me know. We'll come back. I don't think it is.

TANYA

36:55 Okay.

FREDERIC

36:56 And then...

TANYA

36:58 Whichever discount and, you know, the Columbus which we can get to that when it gets a little closer, figuring that out and, you know, doing a webinar, you can just tell me when would be, you know, kind of do want to do something in August, September. Do you want to do a closer? And we can also start to work out of date and so that we can help, you know, do that before and provide some marketing support.

FREDERIC

37:23 I think Rachel sense to get something done and it could be short. It could be 20 minutes.

TANYA

37:30 Yeah, yeah. I like to keep them short because people's attention spans Wayne very quickly.

FREDERIC

37:35 Yeah. And so, I would think that... that would be the sort of thing we have. Yup, after Labor Day, people's kinda feel like everyone back school and so forth. Now. Good time to do it to say mid September or something like that.

TANYA

37:49 Mid September. Okay?

FREDERIC

37:50 And just, it says it would be a survey. It'd been kind of... overview what... service trade... software looks like and what it does. So for some of the stuff is hard to do want to screen simply because it's you know, if you have to really work at getting it so people can see and read what... what you got there.

TANYA

38:21 Yeah. Well, that's what I think maybe showing the product online when you said they can really see it versus if you're sitting 20 feet away on a screen lightning, it's it is sometimes difficult to see a presentation like that. So maybe the, when we come on site, it's more maybe a presentation about the digital rep. It's more of a thought leadership type presentation, not necessarily a product demo.

FREDERIC

38:49 Yeah. Well, well, I would like him to see, I appreciate if they're doing this done and what the... what the screens will look like. And, you know, I think... I think everybody like these to have that kind of you'd be able to ask the questions really are truly work, okay, you know? So, but we can... we can come up with that. So why don't we just tentatively say we'll try to do something mid-september...

TANYA

39:15 Okay.

FREDERIC

39:16 And that way anybody who's coming to the meeting will have a chance to see it and think about it. Hey man, same time. And I have a question for you.

TANYA

39:27 Yeah. The only makes a good point.

FREDERIC

39:30 And the book about, you know, going to kinda online ordering and so on so forth... with the, your product. Now... what typically, what's going on there? Or if, for example, you're going into more into mechanical now and electrical, what do you anticipate it's going to be happening there in terms of how people order service. I mean, obviously, the last thing you could there's actually asked us definitely the other day we're certain people like the order 44 percent of the people or whatever would prefer to order something online, you know?

TANYA

40:10 Yeah.

FREDERIC

40:10 That's my question is well, that external electrical, mechanical and so forth. I mean, I bought the latter online this morning but... I don't know where they want to hire a roofer online, you know?

TANYA

40:25 Right.

FREDERIC

40:26 Now, the question is... what... what can you tell me about that yourself?

TANYA

40:32 I mean, I think that, you know, with there are certain our portal, the existing customers or more up to maybe, you know, go in there and... and start an order or look at history just like you can like back, like what did I do? What... what am I ordered in the past from Amazon type thing? But new customers, I mean, I think that I'm the inquiry may start but it's still a phone call especially and commercial because there's usually more specifications, you know?

FREDERIC

40:59 We're...



TANYA

40:59 Showing up for bigger service that requires some... some conversation, but I think it can be initiated that way. And I think a lot of we'll do like that is initiating it online and then putting throwing the ball in your court to now call me kind of thing.

FREDERIC

41:11 Right. Well, you know, there is one thing about electrical which comes up from time to time and is that is some customers have certain kinds of lamps in other words balls or whatever you wanna call it that or particular kind, you know, for a particular situation, for whatever reason, they have some sort of odd ball... lightbulb layout, you know?

--- Assets ---

FREDERIC

41:36 And I'm assuming that... there's a... there's a place in the service trade software to talk to you either way and other word, so that...

TANYA

41:50 Like notes on specifics about a customer? Like.

FREDERIC

41:53 Yeah, no worries. You're good to go out and we gotta do something. And here's your heads up on that particular week because he's in mechanical, for example, there's going to be, you know, you can specify kinda units and so forth.

TANYA

42:07 And we can, we track assets and things. So they have certain assets. We're maintaining, they can record that, but they also gonna have, you know, like site notes like make sure you bring a 40 foot latter, you know?

FREDERIC

42:20 Or whatever you do, don't send Fred that.

TANYA

42:22 Exactly exactly for sure. Yeah.

--- Assets ends ---

FREDERIC

42:25 Rather, Sergio... well, you have a, do you have like it looks like you got a great company. I went online and looked at your website cares about 100 heads.

TANYA

42:36 It really grown man. I started and beginning of April. And I mean, there's so many new people and we're actually have in our company meeting this week and there. So when people that haven't ever met each other except for on Zoom calls just because like as a COVID, but because they're new and they just haven't met everybody in the company. So.

FREDERIC

42:58 Well, when I ran my business, I have, I've been out of my old company for 100 100 years.

TANYA

43:05 Yeah.

FREDERIC

43:08 I was thinking, do you have 100 people... the last few years always have at least a 1,000?

TANYA

43:15 It's crazy.

FREDERIC

43:17 Hey, Tanya. I didn't know most.

TANYA

43:20 Yeah.

FREDERIC

43:21 And... that's... that's the most ideal situation.

TANYA

43:27 No, but that many people, it's hard.

FREDERIC

43:30 Yeah. Well, especially.

TANYA

43:30 When they never come in the office?

FREDERIC

43:33 Yeah. Well, with 100, you're still under done bars number, remember, done bars number, easy guys. Anyway, you can probably not 150 people that's about it. Well, Denver, I didn't have too many friends but... got it this groove and that, but... but there is something to that, you know, there's kind of a not a dilemma but... but no, I

think it's kinda neat what you got going on there. And... and so hopefully we'll get going here.

*--- Purchase decision ---*

FREDERIC

44:03 So we do some more, but I think what do you happen to know when you have a cut over plan with the superior?

TANYA

44:12 I think they're getting started in August. I think I... I was involved a little bit with that deal with just talking about the integration with your accounting software platform and stuff. So.

*--- Purchase decision ends ---*

FREDERIC

44:29 And you said you were a CFO?

TANYA

44:30 Hello... I was... I was, I've been doing accounting for a long. I've sold accounting software, done accounting consulting for construction as service companies for many... many years, so.

FREDERIC

44:43 I don't know time. You have an awful lot of personality for a CFO.

TANYA

44:48 I'm sort of more of a Jack of all trades and CFO, or just... just sort of ends up being the collection of all that. So.

FREDERIC

44:56 Well, thank you for your time and... what we'll... we'll check it back to you as far as how are we going to do it as far as planning?

TANYA

45:05 So I will get, I'll run those dates by him, follow up and then we can maybe come up with like a loose outline of something.

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

TANYA

45:13 And then same for the... the September. We can maybe work on some date just to put as placeholders and, you know, I sort of feel like maybe it's just a little quick

background who the company is big picture of us and then getting into like a quick overview of touching on some of the main areas of service trade mean usually a typical demo was more like an hour, but for a webinar, you know, 15, 20 minutes is usually the best.

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

TANYA

45:41 So people can, you know, we'll stay interested for they click off and go somewhere else. So sure no somebody was going which I know you've got, did you want some information to be able to add us to your website? If that's something you're interested in?

FREDERIC

45:55 I think because, you know, at... at the end of the day, we have what we call associate members?

TANYA

46:03 Okay.

FREDERIC

46:03 And she had members, do they pay... rather minimal amount? I think a small?

TANYA

46:13 Okay.

FREDERIC

46:14 And then what they... what they basically do is when we're together, sponsor one of the meal... this is guys, I'm not, but I think in ignite is what I always say... if you buy lunch with someone when you're talking to him after lunch, they pay more attention. Yeah, that's it really is.

TANYA

46:37 I know.

FREDERIC

46:38 Yeah. And I mean, it doesn't matter who they are interesting to you just pay more attention. So, I mean, that's kind of we see those two things going together.

TANYA

46:49 Okay. But we can, I can get that approved probably. So.

FREDERIC

46:53 Yeah, because what we do is we want everybody comes in the first day and we get together for a lunch, you know? And then we get into a meeting and then we have a group dinner, and then the next morning there on their own for breakfast in this place. But that just typical kind of VM, the C suite and then there's a... there's a group lunch. So lunch dinner or lunch. So that's... that's... that's what we do with it isn't it, we're... we're not boring wine dinner or anything like that. So it's all... it's all rather modest budget stuff. But I guess like I think the real value over the people pay more attention when you're... you're talking.

TANYA

47:34 Okay. Yeah, no, I agree... I agree. So, okay. Well, let me find out about that. And I'll... I'll put that on my list of follow up. So I've got confirm a date for beer and learn that, come up with a date for September and then talk to him about the associate membership. So.

FREDERIC

47:52 You know, and the thing is too with your beer and wine, if you can kinda just jot down some notes for me on the... the things you think they hear about. We're... we're probably... not... not saying necessarily, this is the... the version of the electrical code we're using this year, but... more like... more like you think you're gonna wanna hear about this? Do you think that, you know? Because otherwise, you know, I'm off talking about stuff which I think from... from a contract, your standpoint, people want to know and hopefully we'll look at it like... no.

TANYA

48:33 Gotcha. Yeah... cool.

FREDERIC

48:38 Okay. Well, I'm... I'm pretty excited about this. We learned about your company and... and billing and so forth from dance version at superior.

TANYA

48:55 Great.

FREDERIC

48:56 And so that's how we first made the connection.

TANYA

48:59 Nice.

FREDERIC

49:00 So, yeah, I think it's real nice. So, so thank you.

TANYA

49:04 Yes, thank you. And I will get with him. We got our big meeting this week, so, maybe Friday or next week that I follow back up, so.

FREDERIC

49:13 Yeah, there's... there's plenty going on so.

TANYA

49:16 Did you?

FREDERIC

49:16 Get back? It'll be... it'll be fine.

TANYA

49:17 Okay. Alright. Well, have a good rest of the day. Good talking to you.

FREDERIC

49:22 Hi, bye.

TANYA

49:22 Bye, bye bye.

*The End*