



ServiceTrade Demo with Legacy Mechanical

Meda Piner with Legacy Mechanical- Colorado
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Participants

SERVICETRADE

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OTHER

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Transcript

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MEDA

0:00 Hey, sorry about that, Dennis. You beat me in here?

DENNIS

0:03 That's all right. I was just making sure I got logged in. How are you?

MEDA

0:07 I'm doing well. How are you doing?

DENNIS

0:10 Awesome. It's sunny and sunshiny behind you there. That looks beautiful.

MEDA

0:14 Yes, hopefully, it stays this way. I have a couple of friends back here while he's running away, but if you hear, some sounds, it's a couple of dogs behind me.

DENNIS

0:25 I would show you what I look like, but I'm on a desktop without a camera. I left my laptop at home. So no worries. No worries. I have a name but no.

MEDA

0:36 That's all right. That's all right. I'll use my imagination. Yeah, that's no problem. As long as you can see my screen, we'll be good to go. Awesome. So, Dennis, tell me a little bit about why you guys want to check out Northboundary, what the problems that you guys are seeing? And then we'll get into the tool.

DENNIS

0:55 Sure. Thanks for having the meeting. We were referred to you by I'll find your name, but they are a current customer of yours.

--- Type of work ---

DENNIS

1:05 We're in a peer group with them. So back somewhere, but I don't call who it is. We have potential for our CRM.

MEDA

1:16 Okay.

DENNIS

1:18 And then, we have implemented BuildOps for our service dispatching. And what has drawn me to you is two major things quoting preventative maintenance agreements and, the ability to do that with proposal generation. Right now. Use... excel spreadsheet as.

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

MEDA

1:45 Okay.

DENNIS

1:45 The paper. And so I was looking for something better than that, something more automated. And then co central is not a good product for us. I want to move away from it. So, I'm looking for a sales funnel, mini CRM... product. So that was really the, that was the first thing it was driving me as trying to find a replacement for co central. I know you guys have a much, you know, deeper product line but we already went down the path of build up.

MEDA

2:20 Okay. Yeah, just curious, when did you guys get up and running with BuildOps?

DENNIS

2:29 It had it for about a year and there's been two implementations. I'm new to the company along with a bunch of people, but the previous folks... did not get it done correctly. So we're redoing it... I know, but that was on us internally.

MEDA

2:54 I would say it's probably a combination of you guys and BuildOps that, you know, that they're supposed to train. You guys are supposed to get you guys up and running. So, I wouldn't say that's 100 percent on you guys.

DENNIS

3:06 I think you're accurate.

MEDA

3:10 That's really unfortunate that you guys are doing a second onboarding and you've had it for about a year. Is that concerning to any upper management? Anything like that? Or are they kinda just fine with redoing? This? Is they working well otherwise?

DENNIS

3:30 Right. I understand your question. Yes, it's stupid to go through that... their product is pretty good. I do like what I see from that and I'm investing three people full time putting it together right now. So, yeah, incredibly frustrated with it. So maybe you can lead the discussion down a different path. I don't wanna on anyway. I'll leave it.

MEDA

4:07 Yeah, I gotcha. I.

DENNIS

4:08 Gotcha.

MEDA

4:10 Yeah. Dennis, what's your title over there? What do you handle?

DENNIS

4:13 I'm the executive vice president. Okay. So my main focus is... strategic growth and development. So I'm here to change the direction of the company and grow.

MEDA

4:28 Yeah, awesome. Perfect. Well, hopefully we can help you do that. We'll kind of walkthrough a discussion of it today. A good powerpoint walking it through. But I do want you to have a good understanding of the difference between Northboundary and service trade. So north service trade would mostly be, you know, your BuildOps, things like that.

--- *Type of work* ---

MEDA

4:49 We can do everything from your service to project operations for your technicians and your office, anything from scheduling, dispatching, all the way to invoicing. Now, we won't focus on service trade today. I know you guys are trying to work it out with BuildOps. I'd say, yeah, we'll try to work it out as best you could can, you know, if you guys want to have a conversation about service trade, I'm happy to do so.

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

MEDA

5:15 But Northboundary is really just focusing on creating and managing those planned maintenance and project proposals. We have templates in there really just overall simplifying the sales operations and pipeline management. Absolutely, we can touch that. But let's focus on this today. And, you know, see what we can do. So in terms of, you know, we've heard from a lot of folks that grow in the sales engine is pretty difficult because most of the times only, you know, high scale reps or people that you train can build these proposals. Like you said, most of these proposals are built on word and excel doc. So it takes a long time to do a. And there's not a lot of

visibility into the pipeline because of that. So there's no like buckets that you can transfer the stuff to kinda see at a glance where everything is. And then of course, it's a pretty manual process. So there is an opportunity for human error, right? People can overlook pricing details that can reduce your margin. But with Northboundary, it's an integrated service trade. You get over 30 years of expertise and templates built into the app. So we just actually acquired Northboundary a little bit over a year ago. And Northboundary founder vents is working for us now. So it's really awesome to have his expertise. He built this from the ground up. And now he's kinda helping transfer that into, a service trade product. So you have, you know, proposals built like a season professional. All the processes to build these proposals and manager pipeline are automated.

--- ST app contracts and pricing ---

MEDA

6:54 So I know that's one thing that you want. So you guys can spend less time building these proposals. And then of course, you'll have complete visibility and control of the pipeline. And then you'll be able to, you know, track every last equipment detail, labor material, cost task, you know, drive time, everything that you need to accurately price the proposal.

--- ST app contracts and pricing ends ---

MEDA

7:16 So you never miss a margin. And because of all these benefits, one example blue, had they've been a customer of ours for years, they actually have every single product that we offer. So they're you know, special baby, our favorite child, but they were able to, I'm not getting, we love them but they are able to execute and sell the service agreements really efficiently. They only grew their technician team by 10 percent. So, I know there's a lot of labor shortage in the market, but we really want to help you guys get the most out of that. And they grew their maintenance revenue by 50 percent. Last year. They've only been using Northboundary for a year. They've been using service trade for a lot longer than that. So this really helps them kinda take it to the next level in terms of their sales organization. Awesome. So here's how we're gonna, you know, build a sales engine for you guys. You'll have a comprehensive maintenance proposal builder that helps you do everything from equipment survey to sign. And then you'll also have a fast and flexible project proposal builder for your bigger one time scopes of work. And then of course, you'll have complete visibility and control of your pipeline with the extensive sales automation capabilities. So what does that look like? Let's say you have an opportunity to build a proposal to maintain a customer's rooftop units, and building this proposal.

--- Assets ---

MEDA

8:43 All starts of course with collecting that equipment details. So I wanna show you how easy it is to have anyone even a less experience rep or an apprentice use the mobile app on site to collect all these equipment information. So let's say you're doing, you know, you're on the roof collecting the information. You can see here, how they can collect all the details from make model, serial number, location, et cetera. So, but for you kinda need them to move back, do you wanna take a lot of time for

them to write out all these details, take time to capture all this information? But I'll show you how easy it is to capture this info. All they do. So we have an OCR scanner so they can scan the text and scan that model information, pull up the model number from the name plate and make it super easy. So it should only take them about 10, 15 minutes to capture this information that your team needs back in the office to get this, you know, proposal started. Now, in terms of your on site surveys today, what does that look like?

--- Assets ends ---

DENNIS

9:55 The majority of that is done by the sales rep. Sometimes service technician will go do the survey.

MEDA

10:05 Okay.

DENNIS

10:05 Depending on schedule. But the main focus is to have the sales rep to it.

MEDA

10:10 And are they, I guess taking a piece of paper with all these details and then having to double enter that in?

--- Paper process ---

DENNIS

10:18 The usually, yeah, it take a photo of the name plate and come back and put it into the system.

MEDA

10:24 Okay. So, not as bad double data entry, but still kinda happen to take an extra step to enter all that data. And, okay, got you.

DENNIS

10:33 Yeah, we'll call it our entry.

MEDA

10:36 Yeah, it's not the worst double entry, I've seen by any means. We have some folks come in here and they have one piece of paper that gets handed to another person that they take their notes on. And then that gets updated. So, we, you know, a couple of hands that it's transferred to. So it gets a little interesting and maybe, you know, not as an efficient of a process... but back into this. So your technician or whoever on site, your salesperson has collected all this information and out back in the office and I should back up here. I'm sorry. Do you have one sales guy? Is it one person that's handling all of this? Do you have a team that's doing this?

--- Type of work ---

DENNIS

11:15 Just one for preventative maintenance and one for projects. Okay?

MEDA

11:20 Okay. So I'm assuming project you're talking a little bit more long term?

DENNIS

11:26 Yeah, it would be equipment replacement sales.

MEDA

11:30 Yeah. Okay. Got you. So back in the office, they'll be able to see all these details that you captured pretty instantly and be able to work on that.

--- Assets ---

MEDA

11:43 Yeah, videos loading. Okay? So your team could have imported a list of, you know, all the rooftop units with a spreadsheet or end of the manually, but in this case, all they have to do is take those model numbers that were captured in the field, use our model library that will automatically pull in all the information about this model, like the manufacture tonnage, how many filters will be required? What kind of us, it will require et cetera. And based on your account settings, and we'll set this all up in the beginning. You know, an asset type. A seasonal tasking list will automatically be set up that takes an account the tech level required to perform each task.

--- ST app contracts and pricing ---

DENNIS

12:21 Okay.

MEDA

12:24 And so in this example, we have your top tier tech performing all the tasks. You could just as easily set the task up so that you're sending maybe an apprentice to just do filter exchanges, things like that. But now your team has all these details and they can kinda move onto pricing... and based on all the information, Northboundary, will automatically calculate the labor needed for each service, seasonal, service, filter and bell exchanges, drive time for each trip and kinda break that all out by asset as well. And then if you can see on the right here, you can see how all the labor by tech tier is totaled and automatically turned into pricing based on the types of plans that you guys offer, which is completely configurable as an account setting. So we'll kind of set all this up in the beginning. It's a little bit of a lift in the beginning to get all these, you know, this information correct? But it will put a ton of efficiency in place to help you guys manage all of this. And of course, at the bottom, you can see, you know,

your margin calculations and have the ability to easily to override the sales price or, you know, override any of this information if you guys need to.

--- Recurring maintenance ---

MEDA

13:40 So I'm curious with pricing today. Do you guys have different contracts that you work with? How do you guys kinda do your pricing?

DENNIS

13:49 Very simplistic. We do a plan maintenance. So quarterly, you know, heating and cooling, and then two other visits with belts filters, coils. Okay. So, some agreements are BI annual but we do not need full coverage. Okay?

--- Recurring maintenance ends ---

MEDA

14:07 Okay. Got you. And let's move on to show you kind of what generating an E sign proposal looks like. Let me open this up for you.

DENNIS

14:23 You can change real quick. You can change frequency like say a plan maintenance as four times a year. There's a selection to just go twice a year. Negotiations lead us that way.

--- Quote templates ---

MEDA

14:34 Yeah, yeah, yeah, absolutely. So you can adjust anything at any point in time. I mean, even if the contract has been signed, if you guys need to, you know, you and the customer have a plan to, you know, maybe do something else. After that point, you can adjust from there and kinda get them to resign, things like that. Yeah, absolutely.

DENNIS

14:53 Great. Okay.

MEDA

14:55 Okay, cool. So you can see here, it's just a typical proposal. We have our table of contents here. So a lot more than just pricing, you can apply these templates, you know, whenever you set up your account, so it'll build out a complete proposal. So you can actually have some of these templates already built out there and they'll just apply to the proposals to the right proposals. But kind of think of these as like lego blocks. We're just stacking all this information together to make a really professional proposal. And of course, because these proposals are basically, they're kind of like enhanced word documents, they're really easy to adjust on the fly. So if you wanted, you know, you don't have to have a photo.

--- Recurring maintenance ---

MEDA

15:46 And here you can do all that kind of stuff. But let me show you. Let's jump to the agreement page. This is what the agreement page would look like. Again completely customizable. You'll have all your info up here, a maintenance schedule. What kind of is going down? You'll get your customer to sign off and all that stuff, and then let's go.

--- Recurring maintenance ends ---

MEDA

16:12 And those are just kind of terms and conditions. You can have you're gonna have an inventory of equipment in here. So everyone knows what needs to be worked on. We have our service, you know, kinda like timeline and service details, things like that. And then we have our schedule.

--- Deficiencies ---

MEDA

16:31 So everyone knows what needs to be when these can of course, be adjusted super easily on the fly as well. And then of course, your technicians can take, you know, before photos of the equipment as well as apply tasking. So what needs to be done when we do go at each visit... and then of course, your customers are just gonna sign off, review it.

--- Deficiencies ends ---

MEDA

16:58 You guys get that kicked back and you can start, you know, executing on that work.

MEDA

17:06 Awesome. Any questions so far?

DENNIS

17:11 No man.

MEDA

17:12 Cool. You like. And what you see in, is kinda fitting with what you're...

DENNIS

17:15 No, it is what I was looking for, so.

MEDA

17:20 Cool. Awesome. So let's shift gears a little bit and talk about your project proposals to more bigger complex. You know, they can be a lot of work to get those off, but we make it super easy to speed up that process.

--- Quote templates ---

MEDA

17:32 We have a ton of templates that you can just set up in your account. So all of your reps, all they have to do is pick from your library of templates and drop it right into the proposal. So the proposal that I just showed, you can easily select different kinds of templates and apply those in there.

--- Quote templates ends ---

MEDA

17:52 Let's keep it moving. And another capability that gives you guys a lot of flexibility are these worksheets? So on the left side of my screen, you can see how a project is set up with a hierarchy over here. So like different scopes of work that needs to be done.

--- Quote templates ---

MEDA

18:11 And then each one of these scopes of work has a worksheet of parts of labor. So any worksheet can be set up as an alternate, which means that it can be optional for the customer. And each worksheet calculates pricing based on the different parts and labor requirements. At any point. You can see the total of all of this pricing of these worksheets and override anything at any point. So you can see we have our base prices and then we can flip over to our alternate price as well if we need to. And you can easily adjust.

DENNIS

18:46 Alternate price being discounted or less equipment, different scopes.

MEDA

18:51 Yeah. So it can be a couple of different things, right? If you want it to be, you know, like a discounted price or maybe an alternate. They're not sure if they want to include this part of their maintenance proposal. You can give them an alternate proposal as well. It's kinda like a good, better best or different options, but you can also use that, yeah, like a discount... absolutely. So just like any maintenance proposals, your team can quickly create these project proposals with as much detail as you'd like with as many different templates as you need. So in this case, you're just seeing the pricing break out and the signature page where the line items are displayed without pricing and pricing is just kinda summarize that are brand total. But you can also see kind of alternates here as well. So here's our alternates if they wanted to add those in the sorry I clicked on it, I know better. You can see the...

--- Quoting ---

DENNIS

19:50 So that's here, right?

MEDA

19:55 I know I don't have to click on the screen because I'll just, they'll take you anywhere, right? But yep, so once your reps will draft a maintenance or project proposal, the opportunity can automatically be created. This means that you'll be able to track and manage the entire sales life cycle for all of your deal.

--- Quoting ends ---

MEDA

20:14 I, and you and your reps will have interfaces like this to make it really easy to manage opportunities. So if you or maybe another VP wants to, you know, look at a snapshot of what the sales operation looks like. This is really great because you can see, you know, what's just an opportunity, what's been proposed, what's one, what's been sold and what's completely dead.

--- Dispatch ---

MEDA

20:37 So each tile on the screen as an opportunity, we just kinda talked about it. All you have to do is actually drag and drop it through the stages to move it through the funnel. So you can see here, this deal is marked closed loss and you can capture the lost reason as well.

--- Dispatch ends ---

MEDA

20:52 So if it's timing, maybe that's something we wanna pick back up in six months to a year. But in this case, you lost it to a competitor, which is very unfortunate. But hopefully that won't happen much more often with Northboundary... and then of...

DENNIS

21:08 Of, can you do sorry pipelines by preventative maintenance repair and project? Can you have three views?

--- Type of work ---

MEDA

21:26 Let me double check. I'll message it right after this, our Northboundary guru and head. So let me just by job type, you mean like whether it's...

DENNIS

21:39 Plan?

MEDA

21:40 In and things like that. Okay?

DENNIS

21:42 Yeah, plan, maintenance repair, retrofit, and then maybe renovation typing or bigger project type thing... are work. Okay?

--- Type of work ends ---

MEDA

21:55 Yeah. Just something to distinguish the different ones. Okay. Yeah. Let me, yeah, let me double check on that. I don't want to give you a wrong answer here.

DENNIS

22:04 Know the repair thing. There could be a bunch of them and it could just be noisy visually. Obviously, I want a big funnel and then look at individual pipelines.

--- Invoicing ---

MEDA

22:15 Yeah. Okay. Yeah. Let me, I'll send you an email right after this, but that answer, I do believe that we can do it, but again, don't wanna give you a wrong answer.

DENNIS

22:27 Right.

MEDA

22:30 So, what you're also able to do when you win an opportunity, you can sync and you guys don't have service trade. But if you guys did choose to go with service trade at some point, all this information. So customer details, equipment, service, frequency, pricing information will sync right into service trade with a click of a button. So you wouldn't have to do any double down entry. It would automatically just sync in there.

--- Invoicing ends ---

MEDA

22:56 And then of course, once all of your opportunities are properly managed, you and all your sales managers can do is open up this dashboard whenever you kinda wanna see the state of the union. So this is where I think you'll be able to have that sales funnel but I do just want to double check before, you know, I give you a wrong answer.

DENNIS

23:14 Okay.

MEDA

23:17 And then let's see and the top left at any given period, you can see the totals for everything that's been lost or forecasted to close. You can see, you know, your sales leader board and the middle as well. So how well your test or your salesmen are doing. And then of course, a summary of the pipeline by stage. Let's see that you can get a summary of those stages as well and manage those details.

DENNIS

23:46 Okay. And are there custom stages or I think what are the different stages opportunity? Okay?

MEDA

23:57 Trinity proposed that's really small opportunity proposed, sold, lost and dead. Are the different stages?

DENNIS

24:07 There any way to put a budgeting one in there? I mean, it's under opportunity now, but is there... sometimes you just put a number in the budget? Something for the future? And then you truly propose it later?

MEDA

24:24 Again, I'll write down your question, make sure I ask them.

DENNIS

24:30 Great. Yeah.

MEDA

24:32 Preliminary budget that you're adding that you have set out a proposal? Okay?

DENNIS

24:39 Correct, you know, like hey, we 6,000,000 dollars worth of rough top equipment. We're getting a budget for it over years. At least. I wanna know that opportunity is out there. We haven't really, I guess for, I haven't officially proposed it.

MEDA

24:58 Okay. Got you. And Vince does do Northboundary meetings every Tuesday and Thursday. Well, he'll meet with you guys if you want to ask them questions, we'll go through, you know, an actual workflow. I'm happy to set you up with that as well. If you don't think that's needed. I'm also happy just to ask them the questions that you're asking me now, so we can get to the end of it. We're pretty close. You just let me know whatever you'd prefer.

DENNIS

25:29 Great.

MEDA

25:30 Cool. And then of course, let's say you have some concerns about one of the offices divisions, about what they're doing.

--- *Dispatch* ---

MEDA

25:39 You wanna take a closer look, all your reps, if you have multiple offices, multiple divisions, if you end up getting more than those two reps, you can easily drill down and manage the pipeline at an individual level or at an office or division level as well. So, it also means that your reps and managers of each of those offices can be set up with permissions but everything in our system is permission based.

--- *Dispatch ends* ---

MEDA

26:07 You can kinda decide who you want to see what, and what they can manage within there. That's pretty much it... that is Northboundary at a high level. Was it expecting what you didn't expect? I have your questions that I'll ask. But any other, you know, pieces that we didn't touch today?

--- *Type of work* ---

DENNIS

26:29 Yeah. One thing like looking back historically, let's say that we, maybe we did preventative man. We did work for industrial customers and healthcare customers. You know, by different industry. Is there a way to, you know, the CRM portion that I'm thinking? Look back over time and say, hey, we do 40 percent of our business with healthcare.

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

DENNIS

26:58 Is there that... capability? And then the part two to that from a CRM perspective like work type meaning rooftop or boiler, you know, some designation to look back historically. So I could tell the next customer that, hey, we do all this healthcare work or, you know, really look at from a marketing perspective. Is there data I can pull out and say we are a industrial contractor something?

MEDA

27:32 Gotcha. I.

DENNIS

27:34 So I can present to a new customer.

MEDA

27:37 Yeah, I know that we can do that in our poor application of service trade. Now, Northboundary, full disclosure. I'm not super knowledgeable about Northboundary. I have a high level overview of it as you probably can see, I can answer all of your questions today, but.

DENNIS

27:58 And that's okay. These are just, they're coming up for me. So we've got three main questions that maybe someone can set out for.

MEDA

28:06 Yep. Yeah, I will. Yeah. So I have, you know, budgeting stages, a preliminary budget that we haven't seen out yet. Are we able to kinda track that in here?

--- *Type of work* ---

MEDA

28:20 Just make that in there work type rooftop boilers, look back historically and see the percentage of what work that has been done. So you can kinda show that and then pipeline by job type, you know, PMS repairs, retrofit renovations and sales operations. So I'll definitely get all three of those answers for you.

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

MEDA

28:41 Otherwise, what are you guys? You know, if we're able to do all three of those, what is the next steps look like for you guys?

DENNIS

28:50 I would move quickly to answer your question. I don't know. I don't have a concept of pricing since I know a lot of what I saw your pricing was based on number of service text, but how is this price when... it's pretty small?

--- *Pricing* ---

MEDA

29:08 Yeah. So we, for Northboundary and let me get some pricing pulled up for you in terms of what it covers. So we cover up to three salesmen.

DENNIS

29:22 Okay.

MEDA

29:24 And so we do have a base price for that. And if you guys wanted to add, you know, at any point in time, you could.

--- Pricing ends ---

DENNIS

29:33 Would I as an overseer count as one of those licenses?

MEDA

29:41 No, you could just no, sorry. So it would just be your sales folks. So people like a quote unquote office staff could just look at this and see, you know, a high level overview. They couldn't go in there and manage and execute on that work.

--- Pricing ---

MEDA

29:57 So you could still view it. So, for example, those dashboards with the, you know, how well your sales reps are doing things like that. So let me do some math. So it's 3,564 dollars just for the licenses themselves. And then it's a 1,400 dollar onboarding. And that's a one time onboarding fee. We're going to train your staff get them up and running. You know, we'll take, the heat of that. So it's not, you know, such a heavy burden on you guys, but we do Bill annually. So we do Bill upfront. So let me do a total for us.

DENNIS

30:41 It's round numbers. It was 3,000 dollars for three license. So 3,000?

MEDA

30:48 It's about 3,500. Yeah.

DENNIS

30:50 Five. Okay.

MEDA

30:52 Yeah. With the licenses, and then with our onboarding, we're looking at a little under five grand.

DENNIS

31:01 And this is 3,500 annually or one time.

MEDA

31:06 That would be an annual fee. And then your onboarding fee that 1,400 is just a one time fee. So annually, it'd be around 3,500.

DENNIS

31:18 Got it. And if we double down and go to six reps or what is your next Wendy? Your next page?

MEDA

31:25 It's yeah, it's per rep. So it's 100 dollars per rep per month.

DENNIS

31:33 Okay. So, we've got a 3,500 dollar annual, and if I have three more reps, it's 300 dollars a month additional correct?

MEDA

31:42 Got it. Yep. Absolutely. Is that within your budget?

DENNIS

31:48 I don't have a budget, so... yes and no, how's that?

MEDA

31:55 That's perfect. Well, I love the first part I love here. And I don't have a budget.

--- Pricing ends ---

DENNIS

32:01 I know what to essential cost and there are some functionality that's important to us that we utilize in potential, but they just have so much more and they're quite a little bit more expensive. There. It's a great product for someone else or?

MEDA

32:22 Yeah, that's a great way of phrasing it.

DENNIS

32:27 There, that was my best twisting of words. I could put out there.

MEDA

32:33 Absolutely. Cool. Well, I will send you an email. I'll get those questions answered. Do you think you're gonna need to meet with Ben?

DENNIS

32:42 Start with those questions, and then obviously, if we're close or I can figure out a way to make the product work for what we need then? Yeah, that we move on events, but let's not waste his time. But, yeah, okay.

MEDA

32:56 Absolutely. Well, I'll send that information over to you, Dennis, any time that I can reach back out and just kinda follow up answer any questions.

DENNIS

33:06 Doesn't matter. I'm here every day.

MEDA

33:08 Okay. I'll give you a call every day though, don't worry about.

DENNIS

33:12 All right.

MEDA

33:14 I won't do that too. Yeah, thanks, Dennis. I'll talk to you later, alright, bye.

The End