



Call with Jason Leboeuf

Will Scott with Steadfast Electric
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Participants

SERVICETRADE

Will Scott
SDR

STEADFAST ELECTRIC

Jason Leboeuf

Topics

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Transcript

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WILL

0:00 Hey, Jason. This is William Scott. I was giving you a call over from service trade. How are you doing today?

JASON

0:00 Hello, this is Jason.

JASON

0:07 Pretty good. How are you doing?

WILL

0:09 I'm doing good, man. Yeah, I was reaching out. We got your demo request. So I just wanted to call and get a little bit more information about like your business and workflow and then see if it's good to go ahead and schedule a demonstration later this week. Does that sound good?

--- Type of work ---

JASON

0:22 Yeah, sounds good.

WILL

0:23 All right, perfect. Yeah. So, Jason, like I said, I'm just reaching out from service trade or we're you know, we're mainly commercial, are you guys doing like what's like your breakdown is? Are you all doing like a lot more residential or more commercial work?

JASON

0:35 Yeah. So we, we're a new company. We've been in business about a year and a half and we do majority of our business is commercial.

JASON

0:46 New Construction, but we're consciously moving towards adding more of a service component to the work we do. So we've hired a service manager and some service text. So, so we're looking to get into more of that business. And so we were on that side, I think we would be a mix of commercial and residential.

WILL

1:03 Yeah.

WILL

1:08 Okay. And would you all be like, so you don't have like a service department yet or it's like in the works right now or?

JASON

1:15 It's it's a small part of our business now. Yeah, we have some service text we've recently hired within the last couple of weeks, someone that's gonna help us grow and manage that division. But yeah, we're running a couple dedicated service text now, but that's about it.

WILL

1:33 Okay. And I'm sorry, I don't know if I think you may have just had a couple, how many exactly do you have for service techs?

--- Pricing ---

JASON

1:40 I'd say right now like dedicated totally to service would be three. And then we've got about 35 other employees on top of that.

WILL

1:50 And on those employees, are they doing like the new Construction part or is that also including like office staff or?

JASON

1:56 That's included in the office staff too, but the steps pretty light at this point, it's really.

--- Type of work ---

JASON

2:03 About five people in the office. Okay?

WILL

2:04 Okay. So, so 30 other like Construction technicians?

JASON

2:09 Yeah. Yep. That's right?

WILL

2:11 Okay. And.

JASON

2:13 And some of those are varying degrees of responsibility there's. Foreman and, you know, skilled all the way down to just helpers.

WILL

2:25 Okay. Yeah, no problem.

WILL

2:28 And what's like the type of work that you guys are doing? Is it like for like or you like you would be looking to do?

WILL

2:36 Excuse me, like reactive repairs or would it be like any type of like maintenance or like, or anything like installs for like the service or?

JASON

2:43 You know, we envision our service business being more reactive repairs, you know, panels, change out lighting, small com, small, like remodel addition type work... generator installs, that sort of thing?

WILL

3:00 Okay. Are you all doing a lot of generator work right now? Like either like service or just like installs or is that like gonna be like one of the things that you're looking forward to implementing with the new service department?

JASON

3:10 I think it'll be, we do some, I wouldn't say a lot. I mean, we're a company 2022. We did about 6,000,000 dollars in revenue and vast majority of that was installed on new work.

JASON

3:22 Hotel apartment work mainly is our kind of our bread and butter do some restaurant that sorta thing, but we're really just trying to, but before I get too far and to go on with a service business, I wanna try to implement the software.

WILL

3:30 Okay. Yeah.

WILL

3:41 Right. Of course, way Foundation down for exactly. I get your drift bread and butter.

WILL

3:50 And, and Jason, have you guys looked at any other like service platform so far? Like is this your first reach out or?

JASON

3:57 No, I've looked at.

JASON

4:01 Pretty pretty heavily at service tighten. I had some background with that at a previous company owned?

WILL

4:12 Okay.

JASON

4:13 So, I've got that one and then... we're currently on Quickbooks online.

--- Accounting integrations ---

JASON

4:20 I've also had some experience with the Sage intact product and I'm gonna look at... their accounting but also their service module that goes with it. And then I've got a demo setup for BuildOps. So I pretty much told you all the ones I've looked at and Sage basically told me say I kinda ask Sage. All right. Well, who would you, who would you recommend I look at other than... you know, your product? And they said, you know, yours and BuildOps were the ones that they see?

WILL

4:32 Okay.

WILL

4:55 Right. Yeah. We have a partnership with Sage and we also have a partnership with Quickbooks as well. So, I mean, either one that you would decide to go with. I mean, we would have a seamless integration with those.

JASON

5:01 Yeah.

WILL

5:07 But yeah, Jason.

WILL

5:09 Seems like everything is going. And so how large would like you look to grow that service department? Like would it over basically like overcome the new Construction or like kinda still keep it as like your secondary option?

--- *Type of work* ---

JASON

5:23 You know, I think it will, you know, in a perfect world, you know, I'd love to, I'd love to see it grow to, you know, maybe 10 service Texas. So, and I, you know, I don't think our new Construction is growing rapidly. So, we've got a lot of projects and a big background. So it would be something that would be hard to overtake that in the short term. But who knows what will happen five years from now, but.

WILL

5:44 Right.

JASON

5:48 You know, in the short term, my goal would be to, you know, have 10 service techs?

JASON

5:56 You know, in the next, in the next probably a year and a half.

WILL

6:02 Okay. Yeah. And on.

JASON

6:03 But we're going to continue to maintain a strong Construction presence as long as it's profitable and works there. Yeah.

WILL

6:08 Right. Of course. Yeah. And how long are those like for new Construction? How long are those projects usually taking you? Just like, I mean, I know they kinda vary but just like, I guess like the majority of them, like would they be under six months or would they be longer than that?

JASON

6:23 That's a good quit. I mean, we have a kind of our core work like apartment work. I mean, that's typically 12 to 18 months projects, and we have like, you know, maybe four or five of those projects going on. And then we have quite a few other work like restaurants and maybe some office build out, and that sort of thing that would be, you know, under six months.

WILL

6:48 Okay. Yeah. I'm just asking because at ServiceTrade, like we like consider projects under six months to be kind of in that service category. So I just wanted to see like how much of that you were doing as well.

JASON

6:56 Okay.

JASON

7:00 Yeah.

WILL

7:01 Restaurants, those are under six months.

WILL

7:05 And Jason, what's your role over there?

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

JASON

7:09 Well, I'm an owner of the business. And so really my role is more strategic on developing stuff like this. So working on this, I've got a partner who is very involved in the day operations and on the Construction side.

WILL

7:10 Okay.

JASON

7:25 And then we've got a controller that will be involved in the selection and the service manager that will be involved in a selection.

WILL

7:33 Okay. Yeah, just, yeah, no problem. I just wanted to go ahead and get a little bit of that down. Well, Jason, I mean, everything that you've told me, I mean is sounding good. I can go ahead and pull up my calendar now with like what would work best for you mornings or afternoons?

JASON

7:50 Are you eastern, what part of the world are you in?

WILL

7:53 Yeah. We're in North Carolina. I see right here, you're in Kentucky, correct?

JASON

7:56 Yeah. We're Eastern Time zone. So let me pull.

WILL

7:58 Okay. Yeah. So are we, so, so yeah, I mean, what I mean? What would work best for you, man? Would it be mornings or afternoons?

JASON

8:05 Probably like early afternoon is best for me. And... you said later this week is Friday available for you?

WILL

8:14 Yeah. I'm pulling up my calendar right now for our territory managers. Give me one second. I'll be able to look at that on Friday for you?

WILL

8:27 Friday the seventeenth.

WILL

8:45 So, Friday is looking at Tad.

WILL

8:50 Filled up? What about Thursday early afternoon? I have that available at like one o'clock...

JASON

8:58 Okay. I've got a two o'clock with a marketing company that we're working with on some website redesign.

WILL

9:04 Okay. One second. Let me.

JASON

9:06 You want the initial demo? How much time do you want?

--- Purchase decision ---

WILL

9:09 Yeah. So we block off an hour. The demo really just goes on for about 30 minutes, but we, you know, we'd like to have a little bit of report and to get to know you a little bit right beforehand and then also answer any questions that you have at the end and you wouldn't be meeting with me.

--- Purchase decision ends ---

WILL

9:24 It would be meeting with a territory manager, but I actually just found another slot so I could actually do like one o'clock on Friday if that still works with you. Okay. So, Jason, I have the email, Jason at steadfast like el es dot. Com. Is that the best email for you?

JASON

9:34 Yeah. Let's plug that one.

JASON

9:44 Correct. Yeah, that's the best one.

WILL

9:47 Okay. Yeah. So I'll go ahead and send over and this demonstration will be a Zoom or like, are you like comfortable and like know how to use Zoom? Okay. Yeah, no problem. So, I'll go ahead and just send over the email with the Zoom invite in it, and I'll give you a call what would be best to give you a call just to make sure that time still works for you on Thursday.

JASON

9:55 Yeah, that makes sense.

JASON

10:07 You can call me any time. I'm usually, I think Thursday, like I said, I've got that two o'clock for about an hour, but, and then I've got some stuff in the morning, probably from about 10 to 11 30, but other than that, call me on this number anytime.

WILL

10:12 Good mark, right?

WILL

10:23 Okay. Yeah, Jason, that's no problem. I just know like jobs come up and people call out and stuff. So, just wanna make sure that time still works for the both of us. But, yeah, and on the email I'll send, there will be a yes button. Just go ahead and click that for me just so I know that you got the email. And then like I said, I'll follow up on Thursday just to make sure everything's good, and we'll go from there. Okay?

JASON

10:30 Yeah.

JASON

10:40 Okay. Sounds good.

WILL

10:43 All right, Jason. Well, I appreciate your time, man, and I'll go ahead and send this email now and we'll talk Thursday. Okay? All right. Yes, sir. Have a great day.

JASON

10:49 Okay. Appreciate it bye.

The End