



# Call with Arctic Air - Mike Flesher

Aaron Ward with Arctic Air  
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## Participants

### **SERVICETRADE**

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*Territory Manager*

### **ARCTIC AIR**

Mike Flesher  
*President*

# Topics

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# Transcript

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--- Call Setup ---

AARON

0:01 Hello, Mike.

MIKE

0:02 Aaron. Hi, how are you?

AARON

0:04 Good. How are you?

MIKE

0:05 Good. I got your messages yesterday, but I was in a contract negotiations with the union most of the afternoon and I wasn't sure how late I got back to the office around five or so and I wasn't sure how late to give you a call, but there I got your, I got your text message about let's see, let me find it again. I think or was it an email? Okay. Yeah, yeah, yeah, the parts thing.

AARON

0:30 The email about purchase ledger?

--- Pricing ---

AARON

0:38 That was that. So that's the additional module that's for a po creation inventory tracking and, you know, that's an additional one. You have to get service true before you'd be able to get just that. So the price of that is going up and I can't really say to what because we don't really know yet but it's gonna be in a queue three is when the price will increase. So, I just wanted to extend that offer because I know it was something you all were concerned about, but it sounded like you weren't real sure when your Quickbooks like change or would maybe be. So I know for a po creation, you know, you can do that in Quickbooks, but I don't know, you know, how much of a gap there might be with the change accounting systems, you know, when... you know, if you will need po creation like soon since the price that's going up if it's something you need. I just wanted to extend that offer to let you know the up, you know, even if you wanted to get that today, what's hey, purchase ledger? It'd probably be like, you know, 9,220 days before it's completely onboarding, but you would still get the, you know, reflected price of whatever he signed up. So basically like the price is going to be the same for the next, you know, month June or so.

MIKE

1:59 Okay.

AARON

2:00 But we would, that would be a separate demo of course, to do that with that, you know, one of the sales engineers because they're export experts on parts ledger because inventory management is kind of very you wants to the company wants to kind of specialists to do that, but the price is going up. So just wanted to throw that out there. But, you know, you would still need to get service truth like core before you would want to get an additional module. We had talked last. You were going to look over the contract and see if it looked okay. How did that go ahead? Do you have any questions about it?

MIKE

2:17 Okay.

MIKE

2:40 Yeah. One one question has to do with how long does that pricing last? Do? Are we going to see increases every year?

AARON

2:51 No.

MIKE

2:54 Okay.

AARON

2:54 No, I can, I'm pretty sure that service trade core is not going to go up. It hasn't gone up in the past several years. I don't know when that might ever go up and it will probably be a while, but anytime a price increases ever happened even in the past, the, you know, years ago, it was with, you know, many features, additional features rolled out. So it's I don't it's never gone up just by itself without additional features. Is the engineering department, the team is really focusing more nowadays on additional modules instead for, because, you know, some things like parks ledger, for example, things like that. Not every company necessarily needs that. So they, they're not just going to roll it into service trade core necessarily in that, you know, charge you every company across the board a price increase to pay for something that only a percentage of companies need. So we have, you know, several additional modules just depending on company's needs. So it's a pretty low probability that the price is gonna go up any time soon.

MIKE

3:24 Okay.

MIKE

4:06 Okay. And the parts ledger allows for inventory and po generation from service trade... and then...

AARON

4:18 Right. But they would talk. Yeah, they would talk to each other but, you know, I'm really not the expert on parts ledger, but I can tell you just like your bullet points will say like create you'll, be able to create peers in the field directly tied to service trade jobs. Same thing in the office. You'll be able to manage po updates and receipts from the office, update, standard costs based on received costs, create po is for inventory style to be able to track, adjust inventory levels, pull stock onto service trade jobs, track vendor, pricing, break points, etcetera, and replenish based on set minimum or max levels.

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AARON

5:05 That's just kind of like a quick rundown. But honestly, I can't really tell you that much about it because it's not something that I deal with my personally but that, it sounds like those were kind of the things like expressing that need to have, so.

MIKE

5:12 Okay.

MIKE

5:21 Well, yeah. I mean... I don't know if I would characterize it as a need to have it be nice to have Sherry was looking at it more as a need to have just because of what we're using now. And I'm kind of leaning toward seeing if we truly need it before adding that particular module to the mix.

AARON

5:38 Okay. Okay.

AARON

5:50 Got ya.

MIKE

5:51 And, and I, right now, I don't even know what our timetable is on Quickbooks. I'm in some discussions about that with.

MIKE

6:04 With Sherry... she doesn't want, she doesn't want to bite off both softwares at the same time. I'm thinking we have to just jump in with both feet go for it.

AARON

6:16 It's it is good to know. I mean, really those are the two most important things is the management of business, is that the accounting side? So it, it'll it might be, you know, just tough to wrap your brain around to change it to systems at once. But if you do one at a time and you wait like a year between that, it's just gonna be, you're really just kinda delaying the pain instead of just getting it over?

MIKE

6:25 Yeah.

MIKE

6:44 Yeah.

AARON

6:46 You know, I, I've had plenty of customers do that. So they just want to do it all at once. They kinda get you. It's kind of like, you know, since the systems interact, it's kinda like get it. You still want system in one way of doing things instead of splitting it up a bunch of time in between then your then it'll feel like you're getting used to two different systems, so.

MIKE

7:10 Right.

AARON

7:11 But, you know, again, like since you can pay on the service trade invoices, you know, it's not maybe necessary per SE to even have the accounting side, but because you'll be able to run the invoice reports, they'll be able to pay on the invoice, you can keep track of who's paid, who has paid, and how they paid et cetera. So you can do all that service trade. It's just your accounts payable or just kind of general ledger things it wouldn't do. But for your accounts receivable, you would be able to read reports for who's paid or not. So what can we do to kinda just bring you across the line? Mike.

MIKE

7:50 Yeah, it's boiling down to us deciding between you guys and BuildOps and... that's where we're at.

AARON

8:05 Is there anything that, you know, we don't do that they do or anything in particular that, you know, I can tell you, they are a good software the only thing I'll say about them and this is going to be.

AARON

8:21 You know, negative or anything, but we, we've been in business a lot longer than them. So, you know, we were, we've been around as just a software company for a decade. And before that, we were under a different company.

AARON

8:39 Or already have software that, but we were kind of a software in the it department at a company that's kind of where we got our start. We kind of worked out of the it departments. So the software basically existed already before actual software company. But that being said like we have, you know, a decade of experience with a very mature project management team. So your implementation and onboarding process will be pretty smooth with, you know, have any experience team that, that's probably something that BuildOps might not have. And it's also something that, you know, you don't you might not take my word for it because you're talking to the sales guy, but I can tell you that when I talked to companies all over the place, one of the biggest complaints I get for about software generally is people hate the onboarding experience from past softwares. They always sales bad. You know, we don't want to go through that again. You know, we, they didn't give us any directions, basically all this kind of stuff that they, their experience horrible. So, we have a, you know, being around his business longer. We have a very mature, you know, professional project management team to help your onboarding experience be as smooth as possible. You might not get that is a really have much younger company. So that's just one thing to think about because I knew how stressed out, you know, you are working day to day in your industry, especially now that it's kind of busy season is for you all. So.

AARON

10:17 It's just something to consider but a feature wise or, you know, anything else. Is there anything in particular that you know, you need that we haven't been able to provide?

MIKE

10:28 I don't think so.

MIKE

10:31 You know, Sarah and I like both systems. From what we've seen... the demos went well. Our questions were answered that we had.

MIKE

10:47 And...

MIKE

10:51 She is, she's leaning more towards BuildOps just, I don't know. She said that she's... has a more fuzzy feeling about it. I guess that was my, those are my words, not hers. She thinks it's it might be a little stronger or be a little better for us.

MIKE

11:17 You know, I'm kind of on the fence money is playing a role in our decision as well.

AARON

11:25 Right. Typically, I think they're a little more expensive for some reason.

MIKE

11:32 They are, yup.

AARON

11:33 But...

AARON

11:36 I think the most important thing is, do we get your primary business objectives completed? You know?

AARON

11:44 I wonder, is it just kind of the way sure history, it looks that she's not getting the fuzzy feeling from four. Is the, you know, what was it specifically?

AARON

11:56 Gave you the first, the feeling I guess.

MIKE

12:00 I remember her commenting about the way BuildOps looks appears on the screen, the way we would interact with it on, in the type of information that is displayed or easily obtained.

MIKE

12:20 She, she does a lot with the software that we have now in terms of searching for information, looking things up, accessing the data, and both systems are much better than what we have. Now. She told me that she feels that BuildOps is a bit better in that respect. And I think that's why she's leaning toward it but again, the money is.

MIKE

12:55 Is racing it's hand as well? And we're just trying to, we're trying to decide if it's worth the extra money to go with BuildOps or not or what? So we're looking at a couple of things right now and talking to a couple of people.

AARON

12:58 Got. Ya.

AARON

13:11 Well.

AARON

13:16 Yeah. What would, you know, the cost difference be for worth for having a smoother better onboarding experience?



MIKE

13:30 Well, that, that's hard to say because that's a subjective idea right now because we don't know. I don't know what it would be like either way.

AARON

13:40 What it will be like, yeah.

MIKE

13:46 You know, I've I'm sure I could call a half 12 users of your software and a half 12 users of BuildOps and, you know, get positive and negative experiences about the onboarding process from both in some fashion. I... it's smooth is everybody says it'll go there's. Always some hiccup that seems to stick and somebody his mind over the years as to how it didn't work out well?

AARON

14:03 Right.

AARON

14:18 Right. So, this is, that can't happen definitely.

MIKE

14:20 Yeah. So, I mean, I take stuff like that with a grain of salt.

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AARON

14:26 Okay. Well, I was gonna ask if, you know, we got you a recommendation for a business like yours, would we be able too, perhaps sign you up today? Because we're already beating them on price, we want to earn your business. So I just want to know what can I do to earn your business?

MIKE

15:00 Hey, I can't answer that. Right now. I don't have anything specific in mind. I mean, you've worked around the price. I don't think you can do anything more with the pricing. And I honestly don't like that. When my customers start asking for money and things... my question back to them is what do you want me to take out to get the price down?

AARON

15:05 Right.

AARON

15:27 Right.

MIKE

15:30 You know, hi can lower the price as much as you want, what you want to give up.

AARON

15:35 Exactly. Okay. Well, you know, if it's not price... I don't know if there's anything I can do to help with the decision because I think just based on all of our conversations, you know, the things that you all need.

MIKE

15:38 Hello?

AARON

15:53 You know, advanced contract pricing, all this kind of stuff. You know, I think we can fulfill that. We can do it at a better price than they can. And I think you'll have a much better. I know you don't you can't really take my word for it, but I think you'll have a much better onboarding transition if you go with them.

--- Pricing ends ---

AARON

16:10 So that's the same thing that a good software they are. But... we take up, we just take the onboarding and customer experience very seriously here. We, because we have a 96 percent retention rate with our customers year over year that's very, have normally high and software. And that's because, you know, well, for one thing, we really only so service traded companies that it's a good fit for. So companies like yours, we really only talk to, you know, commercial contractor. So, but I'm also, you know, we want you to have a good experience not only during onboarding, but also during the entire cycle of you using us so that you'll renew each year. So we want you to have a good experience and the for service three to work for you all. So.

MIKE

16:58 I don't know if I asked this before... you go to market across all different kinds of trades. Don't you not just HPC?

AARON

17:08 No, it's mechanical electrical and plumbing, and then fire and life safety, and that there's some crossover there. So some mechanical contractors are also electrical contractors. And then there's a lot of alarm companies that do security alarms, but they also do our electrical contractors. And then there's also plumbers that are also doing like sprinkler work. So.

MIKE

17:14 Okay.

MIKE

17:18 Yeah.

MIKE

17:30 Yeah... but you don't do garage doors or lawn service, or carpentry installation type thing. Okay?

AARON

17:39 No, neck. No, not really garage doors and they would have to be, it would kind of be a one off. I don't know if there's any current customers, but for that could be that, it would have to be doing kind of industrial size garage doors worth doing preventative maintenance. So they kind of the workflow would have to be kind of in line with, you know, like a refrigeration contract or something like they would have to have like a highly skilled technicians that, you know, go back regularly that scheduling etcetera, but someone just going out to install garage on someone's house. No, we don't sell the people like that. So.

MIKE

18:16 No, I wasn't thinking residential on a second, the industrial overhead doors type thing.

AARON

18:24 Yeah, it's a possibility it could work. I'm not sure if we have any customers like that now or not asleep, but.

MIKE

18:30 No, no. I mean, I was just throwing out a couple of ideas to see or examples to see who besides the MVP group you might deal with.

AARON

18:34 Yeah.

AARON

18:42 Yeah, it's it would be a one off. We, it's not like someone we would specifically target, I guess the call or something. But yeah, it's pretty much MVP that fire that's it.

MIKE

18:55 Okay. Alright. Well, hey, hang in there. I want to have a decision by tomorrow one way or the other. So if not today, so I'll be in touch. Alright. Thanks, Aaron. Bye bye.

AARON

19:04 Okay.

AARON

19:07 Okay. Mike. Have a good day. Bye bye.

*The End*