Nate:	00:01	Monday, 20th of March. Expert interview for vendor: participant number one...
OF:	00:21	Hi, Nate.
Nate:	00:21	Hey, Ossama.
OF:	00:23	Hey.
Nate:	00:24	How are you doing, man?
OF:	00:26	Yeah, I'm still recovering, but I have I could still make time.
Nate:	00:31	That's awesome. Good. I'm also still recovering, man. We got the same problem.
OF:	00:37	Yeah.
Nate:	00:38	But
OF:	00:39	But you could call on teams if you want, then we could do the interview.
Nate:	00:42	Oh yeah. I mean the interview itself is mostly just it's not really a complicated question, so if we, if we can do it over the phone, I think it's also fine.
OF:	00:55	Okay.
Nate:	00:55	If you're okay with it,
OF:	00:56	I, I thought i needed to see something...
Nate:	00:58	No, no, no. For now. For now it's fine, but we can have another interview later.
OF:	01:04	Okay, sure.
Nate:	01:04	Yeah. Cool. So first question what do you currently do? I have some background information from Izahir that you are now currently, or you are, you're known to be a vendor or like you are selling something... So perhaps tell us a little bit more about that.
OF:	01:28	Yeah. Services that companies provide - I try to look for potential customers for them.

Nate:	01:36	Mm-Hmm. <affirmative>. So does it vary? Can it be any kinds of services or do you have one specific...
OF:	01:42	Yeah, mostly IT projects or IT services- IT information services.
Nate:	01:47	Information services. Okay. Yes. Okay. And...
OF:	01:51	Also like Obero also you could, you could mention, mention that your
OF:	02:01	...That the concept needs to be vendored into shops.
Nate:	02:04	Right. So, and so does that mean...do you essentially sell a tangible product, a product that has already been made? Or essentially...do you also sell information? Do you also sell services?
OF:	02:18	Now We alsouh I also sell IT projects.
Nate:	02:25	Mm-hmm. <Affirmative>.
OF:	02:26	So, if there's a customer who wants an application that be bought at once, so thena software group will start that project, so it's not tangible.
Nate:	02:41	Ah, okay. Okay. And how long, for how long have you been selling?
OF:	02:48	Yeah, since start of my studies, so,
Nate:	02:50	Ah, okay.
OF:	02:51	I was actually directly involved in this process, so,
Nate:	02:55	So how, how long is that?
OF:	02:56	Like three years.
Nate:	02:58	Okay.
OF:	02:58	Yeah.
Nate:	03:00	Cool, cool, cool. In terms of IT related solutions that you are selling based from your experience, what do people usually see? What do customers usually see... When you are presenting them something?

OF:	03:15	They see mostly the added value.
Nate:	03:19	Mm-Hmm. <affirmative> added value..
OF:	03:21	The added value of the product. But they also see how their companies are operating. So they have things like change management and so they, they they, they, they see directly what, what the product will impact the business.
Nate:	03:43	Okay.
OF:	03:43	Uh and the people in the business. So that's what, what's now coming through
Nate:	03:48	Mm-Hmm. <Affirmative>. And from your side how do you usually market these products? Do you usually introduce them first or do you let them tell their stories?
OF:	04:03	Yeah, sometimes I just like when, when I'm at Obero, I just go in and and I, and I see, and I ask, ask for the, the owner...and and ask for a meeting time if he is interested. But if I already know the owner, then I like I could call them or send him a text message, like if he has a problem with this and this and that.
Nate:	04:25	Mm-hmm. <Affirmative>,
OF:	04:26	Or if he wants if he misses like ordering on table. Uh so if, so I it depends on the client, what client how big is the client, because like big clients who have they, they have other protocols, but let's focus now on the middle class businesses. So the MKB (Small and medium-sized enterprises).
Nate:	04:53	Ah, okay.
OF:	04:54	So that is actually very, very informal. You could do like short short coffee break, and then you could do your, do your sales pitch and show with the product. So actually, yeah, it depends.
Nate:	05:11	<Affirmative> and when you're doing these kinds of sales pitches, how knowledgeable are you with the products or the solutions that you're about to sell? Do you, do you usually have to be veryuh...
OF:	05:27	From, from sales perspective mm-hmm. <Affirmative>, you need to be well informed mostly about the the, the end-user's point. So how are you going to use application? Yep. And less about the backend, and but you could know about the

		information that's has been that it's stored what data, but it's not really, it's not a must to know everything about the technical things...
Nate:	06:02	But do the customers usually ask for that information to you or..?
OF:	06:08	They ask about the, the mostly they ask about the main...
Nate:	06:13	The main things, right? Things like the simple things for them.
OF:	06:17	Mm-hmm.
Nate:	06:18	<Affirmative>
OF:	06:20	For usability,
Nate:	06:21	But you think that the number one factor that they're really looking forward to is basically just how will this benefit their businesses? Right.
OF:	06:31	How, how will this, will this benefit? Is it usable? And it's efficient?
Nate:	06:39	Mm-Hmm.
Nate:	06:39	<Affirmative>, so you could like Obero is very efficient; steps are very small and it's clear. So the process flow is clear.
Nate:	06:49	May I ask?
OF:	06:51	It's easy to sell, actually.
Nate:	06:52	Well, you also, the person who who sell Obero?
OF:	06:58	Yes. I, I did, I did in the first time. I went to 20 event restaurants and asked for the owners and they were interested, but then came Corona, now we stopped.
Nate:	07:12	Ah, okay. So that really was the breaking point.
OF:	07:15	Yes.
Nate:	07:15	Okay. Understood. And based on, based on the previous reception of Obero, how, how were the owners? How were the owners feel about Obero? Was it positively well received?

OF:	[07:29](#)	They, they were very excited, butsome clients wondered, had a buzz that it should be connected with your cash, cash system. So the cassa. Yep. So but that integration wasn't possible at that time. I dunno if it is now, but yeah, the other part was, yeah, it's, it's great. It's efficient.
Nate:	[07:58](#)	Yep.
OF:	[08:02](#)	The prices were good also.
Nate:	[08:04](#)	Okay. Okay.
OF:	[08:06](#)	Yeah.
Nate:	[08:07](#)	Yeah. Yeah. Because it is interesting for me because this is also my I also just realized that you were actually one of the vendors for Obero, like that it's directly linked to the selling of Obero.
OF:	[08:21](#)	Yeah.
Nate:	[08:22](#)	Yeah. So I think you also have good insights on how we can improve Obero as well, as we bring this to the next month. But yeah. Are there any pain points or struggles that you perhaps have encountered while selling these solutions? Not just Obero, but also from your experience of selling other...
OF:	[08:44](#)	Yeah. that every company is different. Every company has its own needs and wishes. But if you want to sell something that's already tangible and it's done, you need sometimes to configure a lot of things for them.
Nate:	[09:05](#)	Ah, okay.
OF:	[09:05](#)	To, to make it personalized.
Nate:	[09:08](#)	Yep.
OF:	[09:09](#)	Um so that actually the, the service service makes it actually very difficult. Cause you need before onboarding process, you need, you need to invest a lot of time with the client. Yep. But in the end, they still could say, no, we're not interested. So actually that
Nate:	[09:33](#)	So most of the time can be then wasted trying to configure them waste, but at the, at the, at the end they don't, they're not interested. Yeah. Ah, okay. Okay. Okay. That must have been very harsh then.

OF:	09:48	Yeah. Yeah. It's, it's, yeah, it's business. You know, you still always can choose that you not choose for the service or the product. Yeah. But it's more like, yeah, you know, you less time and then the conversion is zero.
Nate:	10:02	Mm-Hmm. <affirmative>.
OF:	10:04	Yeah.
Nate:	10:05	Okay. Okay. And going back to selling the process of you selling and also the process of you getting to know what you're selling, the products and also the solutions: How do you personally feel about these solutions that you're trying to sell? Like every time, let's say someone comes up with an idea, how do you feel about those ideas?
OF:	10:30	I really need to stay behind it. So I need, need to understand the, the thing that I sell, I need to beum...
Nate:	10:43	Invested.
OF:	10:45	Invested and it needs to be sustainable. That's very important.
Nate:	10:49	Mm-Hmm. <Affirmative>. Okay.
OF:	10:50	So I don't want to sell something that in three months or half year, only two years, it's not working anymore or it's full of bugs or
Nate:	11:01	Yeah. Yeah.
OF:	11:02	Needs to be consistent maintenance. And so actually sustainability is important, long term insights growth. Yeah.
Nate:	11:14	Okay. Wow. That's great. And do you think it would also apply the same for every other people that are trying to sell something? Or sustainability with the number?
OF:	11:30	It should be, it should be. But because there are very great salespeople out here and they just sell everything. What they can sell, but they don't stand behind it. They just do it for the money actually. Yeah. but I really think that it's important to stand behind it.
Nate:	11:48	Mm-hmm. <Affirmative>.

OF:	11:49	To- with passion. But to offer the best services for your, for your clients. Because they're really going to use it like your Obero, if someone use Obero. The service can't be down at, at times where they need Obero the most. Yeah,
Nate:	12:09	Exactly.
OF:	12:09	So, if the restaurant's very full, the the expect that the uptime will still be current-
Nate:	12:15	Oh, were you also, in terms of maintenance and also in terms of like, let's say your, the solution that you are selling is currently down: Were you also the, the spokesperson responsible for the clients, or do you have to relay them to...?
OF:	12:29	Is also a bottleneck that is also bottleneck when it comes to selling. They see you as the responsible one who knows about service. But what I learned is that you should make it clear that you are not responsible and that you are not the one who, who programs or who maintenance maintenance the system... So that should be very clear because it's very obvious of course that they call you. Cause Yeah. You you came there and spoke to them, made agreements.
Nate:	13:13	Yeah, exactly.
OF:	13:15	So yeah, that's very important to do actually.
Nate:	13:17	Ah, okay. Well, I've certainly got quite a lot of information from you, so thank you.
OF:	13:24	Yeah. Nice. Yes, you're welcome!
Nate:	13:25	And The fact that I think,you're still also backing up Obero's project means that we are going to have more sessions together in the future.
OF:	13:35	Yeah, of course. I'll come maybe tomorrow. Are you at office Tomorrow?
Nate:	13:39	Yeah, hopefully <laugh>, if I am recovered. Hopefully I can go back again tomorrow because I feel also under the weather today.
OF:	13:48	Oh, Okay.

| Nate: | 13:48 | Try going back, but doesn't feel that good afterwards, but we'll see. I'm also trying to do my best. But, I think this can, this is a good starting point for us for the interview and next if we have a next session later, we can then talk more in the terms of how Obero is currently looking like. |

| OF: | 14:13 | Okay, great. Would like to see that! |

| Nate: | 14:17 | Great. |

| Nate: | 14:18 | Okay, see you man. |

| Nate: | 14:19 | See you. Thanks for your time, man. Appreciate it. |

| OF: | 14:22 | Yes, great. |

| Nate: | 14:22 | Beterschap as well, <laugh>. |

| OF: | 14:25 | Thanks man. |

| Nate: | 14:25 | See ya. |