WEBVTT

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00:00:05.610 --> 00:00:15.760

Rae Barton: Welcome everyone to today's Thursday. Read this weekly, Webinar. We're so grateful to anyone that is joining live, and anyone that's watching this, of course in the future.

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00:00:15.800 --> 00:00:19.409

Rae Barton: Today I am joined by Bowman Mitchell.

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00:00:19.740 --> 00:00:21.139

Rae Barton: He is,

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00:00:22.652 --> 00:00:31.977

Rae Barton: He's got so much expertise in this industry. He worked as an oil distributor for 12 years, so he really understands the distributor's plight.

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00:00:33.360 --> 00:01:01.379

Rae Barton: And of course I'm Ray Barton. I work on a few things here at Red List, and I think if we go to the next slide, there is a couple of things that we'd like to mention to you guys. So last year we did have red list attain in October we do are gonna have another red list, attain conference for our customers and partners, for in October 2025 will be held in Utah in Provo at the Utah Valley Convention Center.

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00:01:01.380 --> 00:01:14.559

Rae Barton: So we'll send some more information on that soon. We're also gonna do a partnership summit so any of our partners in February can join, it will be a digital summit that you can join. We're gonna send some more information on that soon.

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00:01:14.560 --> 00:01:32.780

Rae Barton: And then also, I wanted to highlight our Red List University open office hours every Tuesday at 11 Am. We present either a new portion of the tool or a pre-existing portion of the tool. And we let you answer, ask any questions that you guys have about the tool, about redlist anything you want, and we'll answer those questions.

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00:01:33.750 --> 00:01:38.490

Rae Barton: So again, I want to reintroduce Bowman Mitchell.

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00:01:38.670 --> 00:01:50.010

Rae Barton: But I'm Gonna have to apologize. It looks like it says your name is currently speaker name don't know how it got missed, but Bowman is awesome. He knows so much about

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00:01:50.060 --> 00:02:04.239

Rae Barton: what you guys do, and cause he was in it for over a decade, and he's gonna I'm gonna hand it over to you, Bowman, to a little bit about what we're doing for our distributor partners, and how they can differentiate themselves

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00:02:04.280 --> 00:02:05.580

Rae Barton: using redlist.

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00:02:06.090 --> 00:02:09.970

bowman mitchell: Awesome. Thank you, Ray. Can you confirm that you can hear me? Okay.

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00:02:10.379 --> 00:02:12.139

Rae Barton: Yes, we can hear you.

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00:02:12.380 --> 00:02:15.076

bowman mitchell: Alright perfect. So today,

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00:02:16.110 --> 00:02:22.829

bowman mitchell: is is gonna be a little less of the demonstrations and a lot more talking. So I apologize for that. But

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00:02:23.170 --> 00:02:33.940

bowman mitchell: this is a this is a topic that just kind of came to me naturally over time, and I've talked to a lot of distributors in the market a lot of partners that we have in the market, that

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00:02:34.300 --> 00:02:36.300

bowman mitchell: I've shared this approach with

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00:02:36.779 --> 00:02:42.570

bowman mitchell: and it's been very successful for me in the past when I was in the shoes of an oil distributor

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00:02:42.680 --> 00:02:48.860

bowman mitchell: or an oil supplier, and it's just become more and more valuable.

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00:02:49.233 --> 00:02:52.140

bowman mitchell: In the changes in the market currently. But

21

00:02:52.310 --> 00:02:55.079

bowman mitchell: right now, you know, it's hard to stand out

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00:02:55.230 --> 00:02:57.738

bowman mitchell: in the oil distribution industry.

23

00:02:58.460 --> 00:03:05.729

bowman mitchell: and today, I'm going to talk about kind of the current environment. And then also, I'm going to talk about how red list can

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00:03:06.000 --> 00:03:08.750

bowman mitchell: help provide a differentiation factor.

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00:03:09.265 --> 00:03:22.969

bowman mitchell: to an oil distributor when they're trying to gain new business. And today's market, as you all know, probably better than most. It's oversaturated. There's it's it's harder and harder to be differentiated.

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00:03:23.140 --> 00:03:26.870

bowman mitchell: There's the the customers view oil as a commodity.

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00:03:28.470 --> 00:03:36.100

bowman mitchell: and the bigger the company is, the bigger the opportunity is, the more likely that that company is going to issue an Rfq

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00:03:36.250 --> 00:03:39.350

bowman mitchell: seeking price reductions on a regular basis.

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00:03:39.580 --> 00:03:40.620

bowman mitchell: And

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00:03:41.120 --> 00:03:48.320

bowman mitchell: in in many instances it's it's really hard to switch, because it's such a high high cost to to change

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00:03:49.108 --> 00:03:52.100

bowman mitchell: from the customer's perspective. And so

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00:03:52.520 --> 00:04:01.719

bowman mitchell: what I'm going to talk about today is how we can overcome and the challenges that are brought about by these these issues of an Rfq process.

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00:04:04.277 --> 00:04:06.119

bowman mitchell: But just to kind of explain.

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00:04:06.470 --> 00:04:14.409

bowman mitchell: And like I said, you, you're all gonna be familiar with this. But I think it's helpful to set the stage of the conversation.

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00:04:15.500 --> 00:04:20.069

bowman mitchell: you know. Obviously every distributor wants to retain and expand and gain new business.

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00:04:20.772 --> 00:04:28.417

bowman mitchell: But without differentiation or additional services. Price reductions kind of become the norm, or they they kind of become the

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00:04:29.140 --> 00:04:39.080

bowman mitchell: the tool that a sales team uses to get new or to, you know, if you don't have the services or the differentiation, it's really hard to justify a high margin.

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00:04:39.260 --> 00:04:40.050

bowman mitchell: and

39

00:04:40.540 --> 00:04:48.880

bowman mitchell: your business is at risk, or it's hard to gain new. If if all you rely on is price. And we all talk about this, you know, time and time again, but

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00:04:49.140 --> 00:04:50.819

bowman mitchell: it is what it is. So

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00:04:51.460 --> 00:04:54.249

bowman mitchell: the other the other scenario in a in a current.

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00:04:55.040 --> 00:05:00.300

bowman mitchell: you know, oil supply relation that I ran into a lot is you've you've really got a couple

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00:05:01.475 --> 00:05:02.120

bowman mitchell: key

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00:05:02.470 --> 00:05:09.200

bowman mitchell: key contacts at a client. You're gonna have the maintenance manager. Maybe the purchasing manager where you're running your invoices through.

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00:05:10.047 --> 00:05:13.777

bowman mitchell: And it's that that is

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00:05:15.600 --> 00:05:20.150

bowman mitchell: A a very risky situation to be in. You know, when

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00:05:20.250 --> 00:05:25.819

bowman mitchell: when the maintenance manager gets a new job. A new guy comes to town and he is a fan of your competitor.

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00:05:26.010 --> 00:05:31.440

bowman mitchell: and you don't have any other allies except the guy that just left that can put you in a very

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00:05:31.650 --> 00:05:36.039

bowman mitchell: hard predicament when they just say, Okay, give me a better price, or I'm switching.

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00:05:36.440 --> 00:05:37.520

bowman mitchell: So

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00:05:38.060 --> 00:05:51.330

bowman mitchell: customers issues. Rf, queues, suppliers, scramble to find the information usually is pretty quick, turnaround and rarely do they allow you for one on one interaction, unless you're the incumbent.

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00:05:51.570 --> 00:05:55.670

bowman mitchell: and it usually turns into a brief presentation to a large group

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00:05:56.070 --> 00:05:58.180

bowman mitchell: and then going on. You know.

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00:05:59.040 --> 00:06:09.410

bowman mitchell: most customers when they're issuing an Rfq. If it's not just a price grab. It's really hard to to switch out to the double. They don't know, and they'll usually stick to the double. They know

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00:06:10.164 --> 00:06:14.429

bowman mitchell: unless there's a really really compelling reason to change.

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00:06:14.820 --> 00:06:18.749

bowman mitchell: And if you're comparing your, you know, if the customer is comparing

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00:06:18.880 --> 00:06:23.630

bowman mitchell: their incumbent supplier, that's not not doing a terrible job.

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00:06:23.980 --> 00:06:28.960

bowman mitchell: but they don't know either of the other bidders. It's going to be very hard for them to switch so

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00:06:29.310 --> 00:06:36.380

bowman mitchell: many oil suppliers will find the Rf. Queues to be very low. Yield a lot of times when we were getting requests for Rfqs. It was like.

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00:06:36.940 --> 00:06:54.410

bowman mitchell: Yeah, I've done this 3 years in a row. They never, they never take it seriously. And it's just a big waste of time is the way I've I've seen many distributors approach this process. So it's exceptionally different. So securing the business outside of an Rfq. Is costly. It depends, it relies on

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00:06:54.440 --> 00:07:05.980

bowman mitchell: over many, many years of dropping by delivering donuts, you know, trying to get that relationship if you don't have something to differentiate offer. And that's that's also very expensive. So

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00:07:06.935 --> 00:07:10.590

bowman mitchell: I'm gonna talk about what I feel like. I've developed

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00:07:10.920 --> 00:07:16.129

bowman mitchell: over time to be what I consider the ideal sales process in the distributor network.

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00:07:16.916 --> 00:07:27.090

bowman mitchell: And it it really is stems around having and then identifying a solution that the customer needs immediately to completely bypass this Rfq site cycle.

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00:07:27.330 --> 00:07:33.960

bowman mitchell: So build building a relationship that delivers immediate value while expanding your connections and influence within the company

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00:07:34.420 --> 00:07:41.780

bowman mitchell: can really help you to be prepared for when the Rfq. Does come, because, you know, they're sometimes yearly. Sometimes they're every 3 years.

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00:07:41.830 --> 00:07:43.649

bowman mitchell: And so if you miss the boat.

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00:07:43.950 --> 00:07:47.389

bowman mitchell: okay, what do you do in that midterm cycle

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00:07:47.590 --> 00:07:56.359

bowman mitchell: to to get some differentiation to some relationships and become a partner of them before you even need to come to an Rfq table.

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00:07:56.670 --> 00:07:57.480

bowman mitchell: So

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00:07:59.433 --> 00:08:06.336

bowman mitchell: this is. This is kind of the approach that I that I started. This is probably it's been at least 10 years

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00:08:06.750 --> 00:08:12.239

bowman mitchell: and in my territory, when I was covering a territory I targeted my top 73

00:08:12.290 --> 00:08:20.610

bowman mitchell: 5 clients in my territory, all the biggest customers, and this is what I did. So I I would arrange a meeting with

74

00:08:20.780 --> 00:08:26.540

bowman mitchell: the client. Hopefully in person, would be the best scenario, and then I.

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00:08:27.265 --> 00:08:34.709

bowman mitchell: One of the frustrations that I had with my current company at the time, was we? We had a lot of knowledge. We had a lot of expertise.

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00:08:34.940 --> 00:08:38.429

bowman mitchell: We didn't have a lot of solutions other than oil supply.

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00:08:38.549 --> 00:08:46.070

bowman mitchell: so I was forced to kind of go out and build relationships in the market with different types of vendors, different solutions, providers.

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00:08:46.140 --> 00:08:51.729

bowman mitchell: And I put together what I called my project menu. And I'm gonna actually show it to you. It's it's not

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00:08:51.920 --> 00:08:54.000

bowman mitchell: anything super. Fancy!

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00:08:54.577 --> 00:08:57.290

bowman mitchell: It's just a list of things that

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00:08:57.640 --> 00:09:01.460

bowman mitchell: I could solve as an engineer in the market.

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00:09:02.265 --> 00:09:12.489

bowman mitchell: And some of those were, you know, consulting projects. Some of them were actual products. You sell. Some of them were like partnership sales, some of them were.

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00:09:12.500 --> 00:09:17.239

bowman mitchell: you know, just engineering projects. So I put together this list.

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00:09:17.610 --> 00:09:24.980

bowman mitchell: You know, transition to condition based oil changes through oil analysis, loop charting and route creation, tagging equipment with QR codes.

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00:09:25.280 --> 00:09:34.270

bowman mitchell: synthetic oil, reducing energy consumption, digitizing paperwork, training progressions, insert tracking loop console. So you go through this list. You can kind of see

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00:09:34.300 --> 00:09:36.300

bowman mitchell: tank cleanouts, you know.

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00:09:37.120 --> 00:09:50.070

bowman mitchell: in my position I didn't have a service company that did take clean out, so I had to recommend one, but I could be that person to start and initiate that. So I would go into a a new client, a potential client.

88

00:09:50.850 --> 00:09:54.189

bowman mitchell: and sit around the table with a maintenance manager.

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00:09:55.030 --> 00:10:07.190

bowman mitchell: and maybe his team pass out a a copy of each one of these and just have them sit down and just just rate each one of these ideas, and say, Hey, which one of these do you care about? Which one of these are you not interested?

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00:10:07.300 --> 00:10:14.650

bowman mitchell: And, as you can see. Not all of these have to deal with oil supply. Some of these are software. Some of these are filtration. Some of these are

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00:10:14.770 --> 00:10:22.479

bowman mitchell: just, you know random projects, you know, like service type stuff, varnish, detection, leak detection stuff like that. So

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00:10:23.083 --> 00:10:27.719

bowman mitchell: I would pass this out around the table, and the maintenance team

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00:10:27.830 --> 00:10:31.380

bowman mitchell: would just check off. Yeah, no, no, no. And then

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00:10:31.960 --> 00:10:35.910

bowman mitchell: couple things. They'd highlight as a 5 as being very interested.

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00:10:36.520 --> 00:10:41.340

bowman mitchell: And I'd start there. And typically. And I'm going to go back to my slides here for a second.

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00:10:41.670 --> 00:10:51.350

bowman mitchell: So once you identify a solution, it's usually something. If they're high interest, high priority. It's something that they're currently working on at that time.

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00:10:51.660 --> 00:10:53.690

bowman mitchell: And that means, you know, hey?

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00:10:53.930 --> 00:11:00.689

bowman mitchell: They're they're ready to issue a Po. They don't need to work work around a contract. They don't need to

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00:11:01.260 --> 00:11:03.580

bowman mitchell: go through an extensive

100

00:11:03.740 --> 00:11:13.989

bowman mitchell: cycle to set you up as a vendor. It's literally a couple of days. Yeah, I want to do a gap analysis I need. I need some a custom skid for this filtration unit.

101

00:11:14.490 --> 00:11:22.569

bowman mitchell: And so boom! They they'll issue an Rfq. They'll they'll or sorry they'll issue a Po. Set you up as a vendor couple of day process.

102

00:11:22.580 --> 00:11:27.969

bowman mitchell: Get your W. 9 and boom. You're selling them stuff, and you're on site helping them solve a problem.

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00:11:30.290 --> 00:11:31.000

bowman mitchell: The

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00:11:31.460 --> 00:11:45.279

bowman mitchell: one thing in the market right now is that there's a huge demand for digital solutions. And if you haven't talked to people about this, it's it's probably not something you're going to be aware of as an oil distributor. You're selling oil. You're not selling digital solutions.

105

00:11:45.610 --> 00:11:46.380

bowman mitchell: but

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00:11:47.070 --> 00:11:55.339

bowman mitchell: with red list. One of the cool. And we'll get into this later. But red list is a digital solution that provides the ultimate

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00:11:55.390 --> 00:11:58.489

bowman mitchell: lubrication program lubrication.

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00:12:00.320 --> 00:12:05.770

bowman mitchell: a way to manage the lubrication program. And you're selling lubricant. So this fits hand in hand with it.

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00:12:07.800 --> 00:12:17.630

bowman mitchell: and most companies are seeking ways to improve those processes and streamline their operations during covid everybody. We all know this. They fired half of their

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00:12:17.640 --> 00:12:20.509

bowman mitchell: preventative predictive maintenance teams.

111

00:12:21.102 --> 00:12:27.010

bowman mitchell: Only retain skeleton crews, and we're worried about their businesses shutting down.

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00:12:27.230 --> 00:12:31.120

bowman mitchell: And all of those people went and got new jobs. And then now

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00:12:31.470 --> 00:12:35.660

bowman mitchell: nobody shut down. People made made way more money than they thought they were going to make.

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00:12:35.770 --> 00:12:43.509

bowman mitchell: And now they're like, Oh, shoot! Now we got to get back into reliability and and and improve our processes and get away from reactive maintenance, because

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00:12:43.520 --> 00:12:45.349

bowman mitchell: that's what happened. And

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00:12:45.670 --> 00:12:59.490

bowman mitchell: now they're going back to the market to hire these professionals to do these things. And what's happening is they're high, they're they're not finding enough talent. And so they have one guy that's covering what 5 people used to cover in the past. So

117

00:12:59.560 --> 00:13:17.190

bowman mitchell: you got a reliability engineer that's now charged with setting up a loop program, tagging the facility, identifying all the loop points, making sure everything's Consolidated, setting up a loop room doing vibration analysis, doing thermography. And and it's like he's overwhelmed. That person's like, Okay, well.

118

00:13:17.470 --> 00:13:21.409

bowman mitchell: shoot. I've got all of these 6 projects. I gotta get done by the end of the year.

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00:13:21.870 --> 00:13:25.790

bowman mitchell: They're paying me the same amount that one guy's getting paid, but they're

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00:13:26.010 --> 00:13:40.400

bowman mitchell: they're telling me to do 5 people's jobs. And so in that state of frustration, if you walk into this office and say, Hey, what do you care about right now, and the top 5 things are on your menu, and he says, Hey, I want to start

on this one and that one

121

00:13:40.921 --> 00:13:46.209

bowman mitchell: it's a really really easy way to get in to start helping and building a relationship with some of these frustrated

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00:13:46.420 --> 00:13:53.440

bowman mitchell: people that we work and are trying to sell oil to him. You you! The conversation might say, Hey, I don't care about oil right now, guys, that's least my problems.

123

00:13:53.580 --> 00:13:55.720

bowman mitchell: If you turn the conversation into.

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00:13:55.960 --> 00:13:57.200

bowman mitchell: What do you care about?

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00:13:57.460 --> 00:13:59.380

bowman mitchell: Instead of trying to sell them oil?

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00:13:59.780 --> 00:14:03.060

bowman mitchell: He starts a project with you, and

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00:14:03.300 --> 00:14:10.329

bowman mitchell: you know, lo and behold, he's like screw the Rfq. I just want to buy from this guy because I've been working with him. He solves problems. And I really like him.

128

00:14:10.400 --> 00:14:15.760

bowman mitchell: So that that's kind of the the concept. And over the years when I've done this.

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00:14:16.150 --> 00:14:20.719

bowman mitchell: there was 2 2 specific projects that kept, you know.

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00:14:21.010 --> 00:14:26.981

bowman mitchell: far, far more than any other project I was getting asked to do, and the 1st one was Red List.

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00:14:27.300 --> 00:14:29.790

bowman mitchell: The second one was filtration.

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00:14:30.830 --> 00:14:39.709

bowman mitchell: and those were kind of like my law as an oil supplier. Those were my lost leaders. Those were how I getting in the door. This is how I was getting the relationship started.

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00:14:40.170 --> 00:14:41.240

bowman mitchell: and

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00:14:41.920 --> 00:14:58.999

bowman mitchell: another big one was a gap analysis. You go in and you do a just a site. Study and you know I never charged for it. When I was working for the oil supplier before. But now, as as I work for Red List, I charge for it every time, and so it just becomes a paid visit.

135

00:14:59.290 --> 00:15:03.809

bowman mitchell: It gets me in the system as a vendor. They set me up. They issue a Po

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00:15:03.840 --> 00:15:11.099

bowman mitchell: within a week. I'm in working and solving problems without worrying about, you know.

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00:15:11.690 --> 00:15:12.400

bowman mitchell: Oh.

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00:15:18.010 --> 00:15:19.960

bowman mitchell: I think we've lost your connection there a little.

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00:15:19.960 --> 00:15:20.300

Rae Barton: So

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00:15:20.710 --> 00:15:23.410

bowman mitchell: This. This is a scenario that.

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00:15:24.150 --> 00:15:25.410

bowman mitchell: Yeah. Go ahead, Ray.

142

00:15:25.410 --> 00:15:30.269

Rae Barton: Sorry. I think we just lost connection to you just a little bit. So I just wanted you to repeat what you said.

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00:15:31.612 --> 00:15:36.000

bowman mitchell: Where did go? Where did I? Where did you lose me at? At what point.

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00:15:36.601 --> 00:15:43.239

Rae Barton: You said you get into. They issue a Po, you get into the site you're working there, and then.

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00:15:45.020 --> 00:15:49.359

bowman mitchell: Did I talk through red list and filtration being kind of the top 2.

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00:15:49.490 --> 00:15:50.180

Rae Barton: Yes, you did.

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00:15:50.180 --> 00:16:12.029

bowman mitchell: That people continually selected. Okay, so once you get in the other, this is kind of probably a little less intuitive to an oil distributor on how big of an impact red list can have on the conversation. And I'm going to give a couple examples on my next slide. But this one is more targeting that that relationship piece. So if you're selling oil.

148

00:16:12.120 --> 00:16:17.809

bowman mitchell: you might have 2 contacts at a facility. If you're selling red list, you're gonna have hundreds, I mean

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00:16:18.130 --> 00:16:25.160

bowman mitchell: you. You have an open door to all departments, superintendent of operations, maintenance, safety

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00:16:25.390 --> 00:16:32.570

bowman mitchell: planners, schedulers, you know. All of these people become engaged in the conversation

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00:16:32.680 --> 00:16:45.339

bowman mitchell: which we're seeing partners that start out with just a subset of small products that they're selling. And then, after charting the entire facility, mapping out a facility, tagging all equipment, digitizing

152

00:16:45.500 --> 00:16:56.179

bowman mitchell: pre-ops, post-ops, operator based care, lubrication, inspections, and and rounds. Now they have contacts spread out through the entire facility.

153

00:16:56.200 --> 00:17:06.799

bowman mitchell: They have reg regular touch points with all these people and then boom, they go from 10% product. Mix in the Comp in the company that they're selling. And then they jump to a hundred percent product mix.

154

00:17:07.040 --> 00:17:11.430

bowman mitchell: And now the profitability of the count just skyrockets. And so

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00:17:11.450 --> 00:17:13.929

bowman mitchell: we're seeing that happen on a regular basis

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00:17:13.940 --> 00:17:18.419

bowman mitchell: with people that are starting with red list. And it's like you're selling the lubricant.

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00:17:18.530 --> 00:17:23.639

bowman mitchell: But you're not really selling an experience of maintaining lubrication. 158

00:17:24.065 --> 00:17:30.959

bowman mitchell: Which is a is a piece of the puzzle that if you don't have, you're missing out. So what Red List really does is we provide.

159

00:17:31.290 --> 00:17:32.700

bowman mitchell: and and the

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00:17:32.880 --> 00:17:42.979

bowman mitchell: I'll get into it later. But it's basically a GPS like experience for someone managing a lubrication program. And it's as simple as 3 steps. You tell them what they're supposed to do.

161

00:17:43.010 --> 00:17:45.200

bowman mitchell: You allow them to do it easily.

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00:17:45.430 --> 00:17:50.299

bowman mitchell: It's the same way a GPS will walk you through turning left, turning right, go straight.

163

00:17:50.820 --> 00:18:04.499

bowman mitchell: The red list will walk you through all of the hey lubric. 2 shots of red grease here, 5 shots of blue grease there, check this level, fill out this inspection, and then the the boss at the end of the day can say, Hey, this got done that didn't get done.

164

00:18:04.610 --> 00:18:07.189

bowman mitchell: and so they're not sitting there pencil whipping.

165

00:18:07.280 --> 00:18:12.799

bowman mitchell: you know. Batch work orders of of of a Cmms. So. But anyway.

166

00:18:13.420 --> 00:18:21.490

bowman mitchell: this is more. This this presentation is more about, does like, how does this affect the sales process? So I'm not going to get into the

167

00:18:21.730 --> 00:18:26.629

bowman mitchell: demo of the tool capabilities as much as just talking through this so

168

00:18:27.190 --> 00:18:30.930

bowman mitchell: but cross functionally, you're gonna have

169

00:18:32.180 --> 00:18:38.720

bowman mitchell: 10 times the contacts that you would have as a normal oil supplier which breeds more opportunity.

170

00:18:39.237 --> 00:18:45.489

bowman mitchell: It creates a stickiness to your relationship, so that if you lose one guy you're not at risk

171

00:18:45.791 --> 00:18:52.840

bowman mitchell: new guy comes in and says, Oh, wow! Everybody in the company has access to Red List. I'm not. Gonna I'm not about to rock the boat.

172

00:18:53.000 --> 00:18:55.409

bowman mitchell: Who? Who? Who supports my red lib. Well.

173

00:18:55.450 --> 00:18:58.429

bowman mitchell: you know the oil supplier is the one that helps us out with it.

174

00:18:58.560 --> 00:19:03.829

bowman mitchell: And Red List is a partner. Right? So it's it's much harder to displace than

175

00:19:04.274 --> 00:19:10.295

bowman mitchell: a friendship that was developed by over the years of you know these 2 guys know each other.

176

00:19:11.200 --> 00:19:14.829

bowman mitchell: next, Ray, can you confirm that you still have me on.

177

00:19:16.720 --> 00:19:17.980

Rae Barton: Yes, yes.

178

00:19:17.980 --> 00:19:19.580

bowman mitchell: Okay, cool. So

179

00:19:19.740 --> 00:19:27.030

bowman mitchell: I'm I have 2 stories that one of them is more recent. One of them is actually back when I was a oil distributor. So

180

00:19:27.260 --> 00:19:33.372

bowman mitchell: the first, st the 1st story is just a sales visit working with a Dsr. Rep.

181

00:19:33.860 --> 00:19:36.990

bowman mitchell: We. We were calling on one of his his accounts.

182

00:19:37.240 --> 00:19:43.520

bowman mitchell: and I was talking to him about this benefit of being able to expand relationships. And I said.

183

00:19:43.700 --> 00:19:48.539

bowman mitchell: Let's just test it out. Let's see what happens. This is my 1st time meeting his customer

184

00:19:48.840 --> 00:19:55.069

bowman mitchell: we met in the break. It was just the visitors lounge at a table

185

00:19:55.460 --> 00:20:04.510

bowman mitchell: started the conversation just kind of like, hey? What do you do? How do you do it? What you know? Introducing Red List and started the conversation about you know

186

00:20:04.530 --> 00:20:06.470

bowman mitchell: the what we provide

187

00:20:07.103 --> 00:20:16.239

bowman mitchell: from a lubrication standpoint, and he says, pause just a second. I need to get a couple of people in here to see this, because he was impressed with it initially, within the 1st 10Â min

188

00:20:16.360 --> 00:20:28.999

bowman mitchell: calls up his maintenance maintenance. Guy, he calls up a real reliability engineer, and they're they come into the the room. We wait a couple of minutes. And for note, we have 3 people there sitting in the room together.

189

00:20:29.770 --> 00:20:40.880

bowman mitchell: And then we start talking about. Okay? Well, you know, how else could this impact the business? And he's like man. This is a really big initiative in the company. Right now we have a digital team

190

00:20:41.000 --> 00:20:53.570

bowman mitchell: that I think is going to need to be involved in this. We we have this, you know, 6 Sigma team that is looking at all the digital solutions. And this is something that I don't think they is on the radar, and I want them to get on the radar.

191

00:20:53.630 --> 00:21:00.889

bowman mitchell: So Boom he's got, he added, 3 more people that he wrote down, and then and then he's like, you know what we should probably involve it, and and

192

00:21:01.410 --> 00:21:03.710

bowman mitchell: get them involved early on. So he

193

00:21:03.720 --> 00:21:08.819

bowman mitchell: by the end of the meeting we had 10 names. To follow up with.

194

00:21:09.420 --> 00:21:17.169

bowman mitchell: And you know, this rep had been working this deal for for a long time, and he had only had one contact right, and so

195

00:21:17.470 --> 00:21:24.199

bowman mitchell: it just naturally starts to spread. Whenever we send out a team to go like, do some loop charting

196

00:21:25.330 --> 00:21:43.029

bowman mitchell: operations is gets curious. What are you? What are these tags you're putting on all this equipment. How can I use these QR. Codes to do my Ops inspections, of course, you know, and a deal that has one department turns into 2 department, 3 departments, and then now you have have a captive audience to

197

00:21:43.904 --> 00:21:47.470

bowman mitchell: when you go to that Rfq. When it does come up.

198

00:21:47.660 --> 00:21:58.630

bowman mitchell: it's no longer my incumbent that I know really well versus 2 unknowns. It's an incumbent that I know really well, and a partner supply a partner that I know really well that actually

199

00:21:58.670 --> 00:22:00.989

bowman mitchell: is working active projects.

200

00:22:02.230 --> 00:22:11.879

bowman mitchell: and then the the fear and the risk to change is is substantially lower, and your your capability to to convert is much, much higher.

201

00:22:12.380 --> 00:22:17.670

bowman mitchell: and this the second example I'll give you was one of my largest customers.

202

00:22:18.219 --> 00:22:31.139

bowman mitchell: I'd been working there for several years. It was my most profitable account in in my portfolio. As an oil supplier we'd worked on a lot of engineering projects to upgrade them to synthetics.

203

00:22:31.300 --> 00:22:38.380

bowman mitchell: So this particular customer was buying 70,000 gallons of synthetics a year from me. And it was one site.

204

00:22:39.000 --> 00:22:48.130

bowman mitchell: And so the team is like, okay? Well, obviously, we want to retain this business. But you know, how can we do it? We know we're going to get Rf queued? Next year.

205

00:22:48.250 --> 00:22:54.820

bowman mitchell: So how do we prep for that? Rq, do we start other projects? Engineering things that you know, can hopefully keep the

206

00:22:54.910 --> 00:23:04.240

bowman mitchell: customer engaged so that they're not interested in switching? Or do we want to be prepared to drop price? Because that's what will happen if we're not engaged. And so we chose the engagement route.

207

00:23:04.440 --> 00:23:09.680

bowman mitchell: We started initiative to roll out red list and digitize their Pm programs.

208

00:23:10.327 --> 00:23:14.980

bowman mitchell: The timing was perfect, because, you know, by the time we had

209

00:23:17.590 --> 00:23:25.120

bowman mitchell: you know, it was probably 3 months prior to the Rfq. That was going to be. You know, the contract renewal timeframe.

210

00:23:25.740 --> 00:23:32.311

bowman mitchell: We were fully fledged in this project to roll out to to test red list. We were testing it, and

211

00:23:34.370 --> 00:23:38.755

bowman mitchell: 3 months prior to the Rfq. The

212

00:23:39.450 --> 00:23:48.830

bowman mitchell: we had a meeting to present on the results of Hey, we? We rolled this this software out for the Pm program to digitize a lot of reports we're presenting on it to the GM.

213

00:23:49.360 --> 00:23:54.690

bowman mitchell: The GM. Was in the room with all of his leadership, safety, maintenance.

214

00:23:54.810 --> 00:23:57.889

bowman mitchell: operations. They even had purchasing in the meeting.

215

00:23:58.100 --> 00:24:01.640

bowman mitchell: and during the meeting the general manager was like, Yep.

216

00:24:02.221 --> 00:24:10.658

bowman mitchell: I like it. Let's move forward. Let's expand the project. And then the OP. The purchasing guy raised his hand. It was like beautiful.

217

00:24:11.020 --> 00:24:14.169

bowman mitchell: The purchasing guy raises his hand and says.

218

00:24:14.900 --> 00:24:23.990

bowman mitchell: What do we do when we are of queue? Because obviously, we're this is a big project. If we switch suppliers like, how does it affect this project

219

00:24:24.260 --> 00:24:46.610

bowman mitchell: and me as this? The loop supplier was, I was like, well, if you're gonna switch away from us. I'm not going to be in this project, and they kind of always like, Okay, well, the general manager said, Look, let if if you're gonna bid on our oil business. You gotta make sure you have red list or the equivalent. Just put that in the in the Rfq. So he told the purchasing. Guy. Just put that in the Rfq.

220

00:24:47.640 --> 00:25:01.259

bowman mitchell: And coming out of that meeting, the the maintenance manager pulled me aside and said, Bowman, don't worry about this stupid. Rfq. It's it's a hoop they got to jump through. We're not switching we got too much going on right now, so don't even worry about it.

221

00:25:01.770 --> 00:25:02.630

bowman mitchell: So.

222

00:25:03.330 --> 00:25:11.069

bowman mitchell: sure enough, couple of months later they issued the Rfq. We kind of were confident in our strategy.

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00:25:11.120 --> 00:25:17.610

bowman mitchell: We dropped their price 5%, just to be, you know, good vendors, I mean, obviously, you're going to give them something.

224

00:25:17.790 --> 00:25:22.549

bowman mitchell: And they issued the Rfq. We filled it out.

225

00:25:23.230 --> 00:25:28.120

bowman mitchell: and within a week they awarded the business, and that was just like

226

00:25:28.530 --> 00:25:42.660

bowman mitchell: in this market that we were in. It's typical to go through 3, 4 rounds takes 5, 6 months, and the the scale of this business was several 100,000 gallons of oil. So this was this wasn't something that ever turns in a in a week.

227

00:25:42.840 --> 00:25:52.509

bowman mitchell: and I called up the guy, and I was like, Hey, why did this happen so fast? This is pretty, I mean. Thank you for the business. But I'm just curious why it happened so fast, and he says, Well.

228

00:25:53.470 --> 00:25:57.239

bowman mitchell: we all of the people that we request Rfq. From

229

00:25:57.460 --> 00:26:05.030

bowman mitchell: 2 of them, declined. One of them did bid they didn't have any red lists, so we disqualified them. And then you're the only ones that had red lists. So

230

00:26:05.463 --> 00:26:07.866

bowman mitchell: we we awarded it to you. And

231

00:26:08.750 --> 00:26:18.829

bowman mitchell: I mean, obviously, that was what what the goal was for going into that Rfq. But it worked really, really well. Now, I'm not going to say this is gonna happen in every time, but that for me.

232

00:26:18.960 --> 00:26:26.505

bowman mitchell: was really really cool, to have to be able to retain one of the customers that I worked hard to to make profitable. And

233

00:26:27.310 --> 00:26:30.080

bowman mitchell: it just worked well as a differentiator.

234

00:26:32.950 --> 00:26:37.379

bowman mitchell: Ray, is there any questions in the chat, or anything that I need to address.

235

00:26:38.390 --> 00:26:39.640

Rae Barton: Not currently.

236

00:26:40.070 --> 00:26:43.065

bowman mitchell: Okay, so

237

00:26:44.180 --> 00:26:51.109

bowman mitchell: couple couple more slides and then we'll be done. But really, I just kind of wanted to. Briefly, highlight. You know.

238

00:26:51.380 --> 00:26:53.479

bowman mitchell: the app is designed, and and

239

00:26:54.050 --> 00:26:59.899

bowman mitchell: the app is designed to be very, very intuitive and easy to use for a client to

240

00:27:00.080 --> 00:27:05.880

bowman mitchell: to be able to manage their loop program. There's so many things around a best in class loop program.

241

00:27:06.220 --> 00:27:19.030

bowman mitchell: But if if you don't have compliance and you don't have an easy way to show compliance. That's that's the real kicker. So that's that's 1 of the things that we heavily focus on. And I'm going to just share my screen on my phone to show you just a brief example.

242

00:27:19.190 --> 00:27:21.000

bowman mitchell: And we have a lot of.

243

00:27:21.430 --> 00:27:23.271

bowman mitchell: we have a lot of

244

00:27:24.010 --> 00:27:30.690

bowman mitchell: webinars on how red list works. So this is going to be real brief. I'm not going to sit here and do a lot. But

245

00:27:30.900 --> 00:27:36.089

bowman mitchell: basically if I'm in red list

246

00:27:36.939 --> 00:27:54.319

bowman mitchell: I'm going to be able to walk up to any piece of equipment, scan it, and it's going to tell me which product it takes, how much, how frequent. When's the next task. When would the last task? Who's supposed to do the task? Pictures of the components? All that? So if I go into a lube round.

247

00:27:54.400 --> 00:27:58.770

bowman mitchell: I got all my equipment, all the components I can see

248

00:27:59.380 --> 00:28:02.190

bowman mitchell: in on the task. I can see the asset

249

00:28:02.740 --> 00:28:13.940

bowman mitchell: I can. See the component that I'm talking about the motor that I'm supposed to grease. I can see the specific amount amounts of grease, the the type of grease, any special instructions I can

250

00:28:14.330 --> 00:28:18.519

bowman mitchell: attach, you know, inspections that need to be

251

00:28:18.883 --> 00:28:25.460

bowman mitchell: filled out. If I need to report a leak, I can take pictures or videos of that leak right? I can

252

00:28:25.940 --> 00:28:27.469

bowman mitchell: take a photo, and

253

00:28:27.660 --> 00:28:34.670

bowman mitchell: you know, explain what's going on. So when a planner gets the task or the work request they've

254

00:28:44.020 --> 00:28:48.250

bowman mitchell: 30Â min ta-da.

255

00:28:49.700 --> 00:28:51.890

Rae Barton: Hey, Berman, we've lost you again.

256

00:28:52.130 --> 00:28:58.209

bowman mitchell: Just watch the video and say, Oh, yeah, the 10 gallons a week. Boom, Siks, that that are assigned.

257

00:28:58.220 --> 00:29:00.010

bowman mitchell: Yeah, let me see one second.

258

00:29:00.770 --> 00:29:01.940

Rae Barton: Yes, we can.

259

00:29:02.730 --> 00:29:03.320

bowman mitchell: Right.

260

00:29:04.180 --> 00:29:06.379

bowman mitchell: How much of that did you lose?

261

00:29:08.807 --> 00:29:12.850

Rae Barton: Just the the last couple of sentences. It wasn't too much.

262

00:29:12.850 --> 00:29:13.610

bowman mitchell: Okay.

263

00:29:13.830 --> 00:29:19.400

bowman mitchell: So so really, all it is is, it's it's an easy way to find what you're supposed to do.

264

00:29:20.395 --> 00:29:23.159

bowman mitchell: Allow you to easily check it off.

265

00:29:23.760 --> 00:29:29.730

bowman mitchell: and 1 1 last example I'll give is, if look I I'm walking up to an asset. I pull out my scanner here

266

00:29:30.530 --> 00:29:37.159

bowman mitchell: I can. I can tap to scan the I'm gonna just show you how to link a an asset real quick.

267

00:29:39.250 --> 00:29:40.949

bowman mitchell: If I've got a slurry pump 268

00:29:42.060 --> 00:29:43.550

bowman mitchell: I can link it to it.

269

00:29:44.090 --> 00:29:48.039

bowman mitchell: So then I I walk up to this slurry pump. I scan that tag.

270

00:29:48.160 --> 00:29:56.779

bowman mitchell: It's gonna take me right to the asset profile. I have the location. I have any schematics or oem manuals. I got all the work orders. I see the loop chart

271

00:29:57.350 --> 00:29:58.900

bowman mitchell: for all the components.

272

00:29:59.070 --> 00:30:03.649

bowman mitchell: I see, the tasks and inspections that have been submitted or completed.

273

00:30:03.850 --> 00:30:06.159

bowman mitchell: I can see my communication hub.

274

00:30:06.530 --> 00:30:11.690

bowman mitchell: and all the information about that asset is right there at my fingertips. So

275

00:30:12.030 --> 00:30:18.909

bowman mitchell: this this is. This is how you see your work. Execute your work. And then at the end of the day, there's a manager

276

00:30:19.000 --> 00:30:24.789

bowman mitchell: that wants to see what's being done. So we utilize power bi to do all of the

277

00:30:25.300 --> 00:30:26.304

bowman mitchell: reporting.

278

00:30:28.180 --> 00:30:29.890

bowman mitchell: Let me see here.

279

00:30:31.820 --> 00:30:39.259

bowman mitchell: for example, if you wanted to see, you know the current status of all the rounds that you've assigned to a client.

280

00:30:39.915 --> 00:30:45.429

bowman mitchell: It's very easy for them to pop in here and see month to month, day to day, week to week.

281

00:30:45.540 --> 00:30:49.509

bowman mitchell: area by area. What's done, what's not done, what's late?

282

00:30:49.810 --> 00:30:55.390

bowman mitchell: And then they can go all the way down into whatever details they want to see. I want to see everything that's overdue

283

00:30:56.180 --> 00:30:59.520

bowman mitchell: on this machine. I can go down to the component and see.

284

00:30:59.550 --> 00:31:04.810

bowman mitchell: you know, comments from the operator, the lubricator. Why, it wasn't done

285

00:31:04.850 --> 00:31:08.940

bowman mitchell: when it was supposed to be due all the all that information is right there at their fingertips

286

00:31:09.160 --> 00:31:16.200

bowman mitchell: the other the other very common way people want to see. Compliance is just a visual map

287

00:31:16.490 --> 00:31:27.469

bowman mitchell: of their whole entire facility. So if they're, you know, wanting to go in and say, Hey, I want to see the current status of all of these assets in this area. I can.

288

00:31:27.690 --> 00:31:31.249

bowman mitchell: Oh, there's something red. What's going on here in the storage facility.

289

00:31:31.650 --> 00:31:44.930

bowman mitchell: I can see that there's a pump that's got an overdue. Pm, a mist oil sample, a a sensor that's flashing, you know, vibration or something. Right? So this is just a quick and easy way to see compliance right? Which is.

290

00:31:45.300 --> 00:31:47.299

bowman mitchell: you know, if you track compliance.

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00:31:47.490 --> 00:31:52.936

bowman mitchell: you can see how it corresponds to your downtime and your runtimes.

292

00:31:53.470 --> 00:31:56.789

bowman mitchell: Compliance drops, spikes and failures.

293

00:31:56.860 --> 00:31:58.989

bowman mitchell: It's very easy to see.

294

00:31:59.540 --> 00:32:04.680

bowman mitchell: anyway, that's that's just going back to my slides. I'm just gonna jump back to my slides real quick

295

00:32:06.740 --> 00:32:08.220

bowman mitchell: and highlight.

296

00:32:08.270 --> 00:32:09.919

bowman mitchell: One last slide.

297

00:32:10.630 --> 00:32:13.319

bowman mitchell: So use cases for an oil distributor.

298

00:32:15.380 --> 00:32:18.809

bowman mitchell: A lot of companies are starting to set up service companies.

299

00:32:20.220 --> 00:32:23.309

bowman mitchell: Well, distributors are starting service arms where they'll actually

300

00:32:23.490 --> 00:32:25.860

bowman mitchell: sell in an embedded technician program.

301

00:32:27.230 --> 00:32:33.599

bowman mitchell: Redlist is the perfect tool to manage and track everything that's being done on a site. If you have embedded technicians.

302

00:32:33.720 --> 00:32:35.100

bowman mitchell: one of the struggles that

303

00:32:35.380 --> 00:32:49.170

bowman mitchell: the distributors that do this have is, you know, the client always blaming them for failures, and them not having the ability to back up that. Yes, I did grease that bearing, and yes, it, you know, was this product. And I, my Guy, was there.

304

00:32:49.300 --> 00:32:53.290

bowman mitchell: you know, having that proof of presence, being able to scan, to complete all your work

305

00:32:53.570 --> 00:32:57.440

bowman mitchell: and verify that you're a hundred percent at the end of the day.

306

00:32:57.550 --> 00:33:05.850

bowman mitchell: It kind of just eliminates all the lubrication questions and problems that resolve, or that come up from not doing a good job.

307

00:33:06.160 --> 00:33:12.610

bowman mitchell: And then also it. It kind of eliminates that conversation of Hey, I see your trucks all over our site.

308

00:33:12.620 --> 00:33:19.519

bowman mitchell: I see guys just hanging out in their trucks idling. I don't know what you guys doing. I don't know why I think we're wasting money paying for this

309

00:33:19.730 --> 00:33:25.720

bowman mitchell: right. But if you have a report that shows all of the findings, all of the rounds that were completed.

310

00:33:26.230 --> 00:33:28.939

bowman mitchell: it's it's much more professional

311

00:33:29.300 --> 00:33:34.419

bowman mitchell: product to sell to a client that you're doing that with. Second thing, loop charting.

312

00:33:34.490 --> 00:33:41.649

bowman mitchell: I'm gonna put a brief plug in for some cool tech that that we're actually going to be pushing out in the next little while. But

313

00:33:41.920 --> 00:33:59.069

bowman mitchell: basically you can go out and map a facility tag it, take pictures of everything, identify all the critical hours of a lubrication program, build those into routes and basically provide a customer with a digital loop chart that anybody can walk up to an asset, scan it, and know all the information about the loop recommendations.

314

00:33:59.230 --> 00:34:00.090

bowman mitchell: Now.

315

00:34:00.210 --> 00:34:08.149

bowman mitchell: that's a service that you can provide. A differentiator doesn't need to be tied to an Rfq. Most people will want to buy that right away.

316

00:34:08.199 --> 00:34:12.890

bowman mitchell: Now. The new feature that's coming out soon. Is is more of a

317

00:34:12.909 --> 00:34:21.289

bowman mitchell: 3D imaging. So you can think of it as Google Maps when you go on Google Maps and and see the sat or the the street view.

318

00:34:21.915 --> 00:34:25.019

bowman mitchell: Imagine that in your plant, you know, having a

319

00:34:25.030 --> 00:34:34.670

bowman mitchell: a 3D. Mapping of all of your equipment, and being able to see the red note on the motor and tap it on your screen and be able to explode the the loop recommendations.

320

00:34:35.010 --> 00:34:37.739

bowman mitchell: That that's that's something that's coming soon.

321

00:34:37.770 --> 00:34:41.960

bowman mitchell: Site assessments is like, I said before, we did a lot of those before.

322

00:34:43.030 --> 00:34:58.950

bowman mitchell: I still do them. Often it is the perfect entry entry way into identifying their pain points, sitting down with their teams for a couple of days, getting their feedback on what problems they're having. And sure enough, whether it's training or anything

323

00:34:59.050 --> 00:35:02.500

bowman mitchell: filtration like you said, supplying some equipment.

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00:35:02.810 --> 00:35:11.240

bowman mitchell: you know, perma, lubricators, or whatever. There will always be something that you can start to relate a business relationship from one of these assessments. And then

325

00:35:11.260 --> 00:35:15.719

bowman mitchell: common thing is just doing routine inspections, oil analysis things like that. So

326

00:35:15.890 --> 00:35:23.250

bowman mitchell: anyway, just a a bunch of used cases that I found most effective in starting a relationship with a client, or are right there

327

00:35:23.860 --> 00:35:32.319

bowman mitchell: anyway, any questions from the the the cloud? Anybody have any concerns or questions, that that they wanted me to address.

328

00:35:35.270 --> 00:35:39.970

Rae Barton: Think I have a question. Good

329

00:35:43.100 --> 00:35:48.430

Rae Barton: So are there other oil distributors currently using red list in this kind of way? 330

00:35:49.910 --> 00:36:00.059

bowman mitchell: Yes, we have a lot. So I'm not gonna name names. But we have partners. We have investors that have, you know, oil distributors that have invested in red list. We have oil distributors that

331

00:36:00.512 --> 00:36:06.440

bowman mitchell: use it for their business. We have oil distributors that are currently using it to manage loop programs at their clients.

332

00:36:06.500 --> 00:36:10.050

bowman mitchell: We have oil distributors that use it to chart.

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00:36:10.620 --> 00:36:14.370

bowman mitchell: do all of the things that I've listed and talked about. So it's a very

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00:36:14.480 --> 00:36:20.719

bowman mitchell: common use case. It's easy to set up. It's super simple to start it doesn't.

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00:36:21.080 --> 00:36:27.310

bowman mitchell: You know it really does. It doesn't take a lot to get going. So lots of lots of people in the market right now.

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00:36:27.820 --> 00:36:30.780

Rae Barton: What kind of success are those people seeing.

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00:36:32.290 --> 00:36:37.790

bowman mitchell: I mean, without getting into specifics. I mean, like you said they're they're starting out with

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00:36:38.000 --> 00:36:43.989

bowman mitchell: 10% mix and expanding to a hundred, you know. So, taking a customer that buys

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00:36:44.090 --> 00:36:47.140

bowman mitchell: a couple tubes of grease and maybe a keg of oil

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00:36:47.490 --> 00:36:49.909

bowman mitchell: to now I have all their business

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00:36:50.320 --> 00:36:56.100

bowman mitchell: because of the benefits that they're seeing through a better world class lubrication program.

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00:36:56.240 --> 00:37:01.100

bowman mitchell: I mean, if if in the past your world class lubrication program was delivering clean oil

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00:37:01.844 --> 00:37:07.710

bowman mitchell: that's not the world class lubrication program anymore. You know, there's there's

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00:37:07.860 --> 00:37:16.469

bowman mitchell: people coming into the space that have gotten the trainings. They've gone to Noria. They've done the mlt one twos. They've gone through all of those classes, and they know

345

00:37:17.040 --> 00:37:19.390

bowman mitchell: this is a big, important thing. So

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00:37:20.562 --> 00:37:25.199

bowman mitchell: once they see a partner that can provide all those things with like a 1 stop shop.

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00:37:25.230 --> 00:37:26.926

bowman mitchell: It it gets really

348

00:37:28.510 --> 00:37:40.190

bowman mitchell: it. It only leads to, hey? I need to start buying all of my oils from this person. So that's the biggest kicker is the the extended business. Whether you're selling filters, oils.

349

00:37:40.720 --> 00:37:45.550

bowman mitchell: fuels, you know all your ancillary products, tho those start coming

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00:37:45.590 --> 00:37:51.730

bowman mitchell: faster and more comprehensively. Once you once you get into the customer with this type of program.

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00:37:54.940 --> 00:37:56.940

Rae Barton: I don't think there are any more questions.

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00:37:57.860 --> 00:37:58.500

bowman mitchell: Okay?

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00:37:59.040 --> 00:38:04.359

bowman mitchell: Well, I think you have a couple more plugs. Let me advance the slides.

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00:38:05.620 --> 00:38:06.749

bowman mitchell: Go ahead, ray.

355

00:38:06.750 --> 00:38:23.649

Rae Barton: So if you would like to meet with us to become a partner, you can email myself or bowman. The emails are

on the screen there. If you'd like to learn more about the platform through our Diy Demo, we do have the ability for you to log on and actually try all of the

356

00:38:24.127 --> 00:38:30.729

Rae Barton: all of the web application for yourself, and [that's@redlistloo.com](mailto:that%27s@redlistloo.com) forward, slash! Try red list now

357

00:38:30.850 --> 00:38:36.284

Rae Barton: and then. You can come to the next office hours if you'd like to learn more as well.

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00:38:36.630 --> 00:38:42.729

Rae Barton: on, getredlist.com on our webinars. There's a redlist University open office hours page that you can sign up

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00:38:42.840 --> 00:38:45.219

Rae Barton: for that register open office hours.

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00:38:46.500 --> 00:38:47.990

bowman mitchell: Alright. Thank you, Ray.

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00:38:50.640 --> 00:38:54.667

Rae Barton: Okay, thank you so much. Everyone. Thank you for joining

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00:38:55.080 --> 00:39:02.099

Rae Barton: We hope that you enjoyed this webinar. Thank you, Bowman, for preparing that for us and sharing some of your stories. And

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00:39:02.688 --> 00:39:06.200

Rae Barton: yeah, we hope everybody has a wonderful day.

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00:39:07.160 --> 00:39:07.960

bowman mitchell: Thank you, Ray.