ElevatorZip

App uses the access of mechanics to increase sales from the field.

by Lindsay Fletcher

Hoersten

Founded in 2019, **ElevatorZip** is a tool that helps elevator companies get mechanics more involved with repair sales. The app provides a direct connection between mechanics, who see extra repair sales opportunities while out on calls, with an elevator company's home office and sales representatives, who can follow up on these leads with proposals and, ideally, make more sales. Mechanics are well-suited to mention repairs/upgrades to customers and help close the sale, and ElevatorZip helps speed up the process, allowing the lead to be created in seconds.

Brad Hoersten, founder and CEO of ElevatorZip, said:

"If you follow a service mechanic for just one week, you'll see 10 to 20 repair sales opportunities. Think of all the rust, vandalism, obsolete parts, car top handrails, oil coolers, safety edges, etc., that you'd see. But, back in the office, you'd be lucky to hear about one or two of those opportunities. More than US$25,000 per mechanic in sales opportunities are passed up every single week."

With ElevatorZip, mechanics can take a picture of the needed repair and upload it right into the app. Those in the office can then make a proposal to the company. The app also allows the mechanics to be able to see the lead that was sent and the commission they earned from the sale.

"Repair is the most profitable product line elevator companies sell," said Hoersten. "But it's also the least likely product to 'go out to bid' (think of how many modernizations are 'bid out' compared to repair projects)."

Utilizing the access of the mechanics to repairable issues, ElevatorZip provides the link and the needed structure for companies to capitalize on the potential of their service portfolios.

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To try ElevatorZip, companies need only to provide a list of their mechanics. There are no set-up fees, software to be downloaded or long onboarding process.

The main benefit is increased revenue from sales, which can be tracked directly in ElevatorZip, as well as fewer shutdowns, increased customer satisfaction, increased safety and improved work environments for mechanics.

"Mechanics want a safe and reliable work environment," Hoersten said. "Now, they have greater influence over safety and reliability on the equipment they maintain. Plus, they contribute to sales, which creates more work for fellow mechanics."

Currently, ElevatorZip is available only in the U.S., but will be expanding to Canada and some European countries soon.
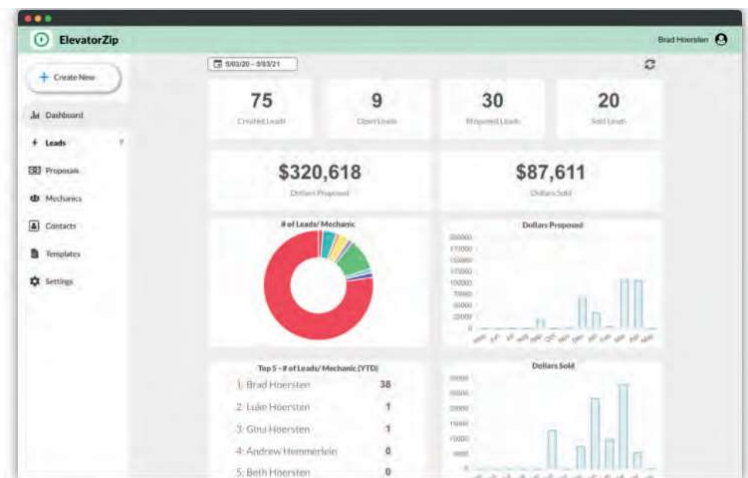
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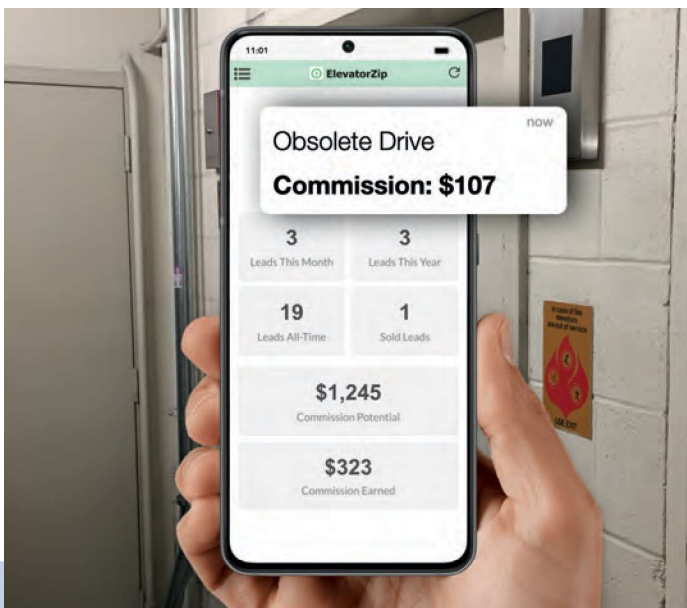
Commission tracking for mechanics

Online dashboard