



TIM COOKSEY

Examiner
DISC Type : sc

Partner at Oyster Development
Davidson, North Carolina, United States

Overview

Tim has no verified overview

Personality Overview

Process Oriented

Unexpressive

Overcautious

Being observant comes to them naturally. They are heavily focused on quality and prefer doing things the right way, even if it takes time. The only way to convince them is by showing them examples and ample proof.

Topics They Care About

Tim has no verified topics they care about

Media Appearances

Tim has no verified media appearances

Work History

- 7-2025
Partner at Oyster Development
- 1-2023 - 7-2025
Vice President Asset Management Mobility & Convenience Americas at bp
- 5-2021 - 8-2022
Senior Vice President at Tailored Brands, Inc.
- 9-2018 - 5-2021
Senior Vice President Enterprise Strategic Sourcing & Real Estste at Lowe's Companies, Inc.
- 4-2017 - 9-2018
Vice President -Real Estate, Engineering & Construction at Lowe's Companies, Inc.

Education

- Master Business Administration from Wake Forest University
- Bachelor of Science - BS from University of North Carolina Wilmington

More Information

Social Presence :



Prographics :

Exp : **11** Location : **Davidson, North Carolina, United States** Job Level : **N/A** Designation : **Partner at Oyster Development**

Insights For Selling To Tim

👉 During A Call Or A Meeting

DO's

- Spend time addressing concerns around risk and change, they will have them even if they don't express them
- Ask them which other stakeholders would be important for this purchase decision
- Expect them to be vague in response to your questions, ask firmly and pointedly

DONT's

- Don't rely on relationship building even if they act pleasantly
- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't use phrases like 'do not worry', 'i promise' etc.

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Tim, how are you? This is [user_fname] at [user_companynamewordstwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Tim, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi' (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words: Objective, informational

Overall Messaging: Focused on removing doubts

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Tim is

- *Low-risk, adoption by others are very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from Tim

- *They don't say no often, they push out the decisions or keep going around in circles.*

Insights For Deal Planning

How Fast (Or Slow) Will Tim Move?

- *They do not like to rush and therefore can be quite slow in their decision-making.*

Can Tim Take Some Risk Or Not?

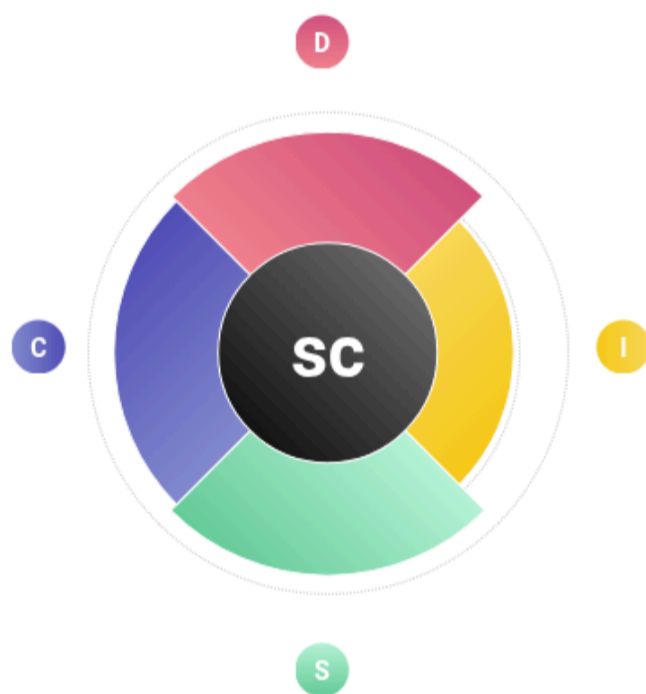
- *They have little risk-appetite and prefer to take measured decisions.*

You And Tim

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Tim's Key Traits



STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.