



## TIM PARSONS

**Observer**

DISC Type : ci

**President at Commercial Refrigeration & HVAC Essentials Inc**

Windsor, Colorado, United States

### Overview

Tim Parsons is a seasoned professional in the HVAC/R industry with 43 years of experience, specializing in the commercial restaurant sector. He has held roles as President and Business Owner, demonstrating expertise in operations and inventory management.

He is interested in industry-leading companies like Hoshizaki America and Daikin Comfort, and actively shares "Tech Tips & Secrets" through his posts.

Unique fact: Tim pioneered self-dispatch systems for technicians and created a self check and balance inventory system.

### Personality Overview

**Assertive**

**Example Seeker**

**Value Driven**

They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are generally good communicators and can be hard to convince. They often ask many questions and rely heavily on information and documentation.

### Topics They Care About

#### **HVAC/R Industry**

With 43 years of experience, Tim has dedicated his career to the HVAC/R industry, particularly within the commercial restaurant sector.

#### **Commercial Refrigeration**

As President of Commercial Refrigeration & HVAC Essentials Inc, he focuses on this specific area, often posting about commercial units like Manitowoc and Danfoss valves.

#### **Operational Efficiency**

Tim developed and implemented a self-dispatch system for technicians and a self-check and balance inventory system to streamline operations.

### Technical Training

He frequently shares "Tech Tips & Secrets" and plans to create service videos, indicating a passion for educating service technicians.

### Equipment Consultation

Tim consults customers on equipment choices, showcasing an interest in helping others make informed decisions for their HVAC/R needs.



## Media Appearances

Tim has no verified media appearances

## Work History

- 6-2025  
President at Commercial Refrigeration & HVAC Essentials Inc
- 1-1998 - 1-2017  
Business Owner at Quality Temp Heating & Air Inc
- 1-1987 - 10-1997  
Service Supervisor at Temperature Engineering

## Education

- 1-1983 - 6-1997  
N/A from Elgin Community College

## More Information

### Social Presence :



### Prographics :

Exp : **30** Location : **Windsor, Colorado, United States** Job Level : **N/A**

Designation : **President at Commercial Refrigeration & HVAC Essentials Inc**

## Insights For Selling To Tim

### 👉 During A Call Or A Meeting

#### DO's

- Help them realize that there is no personal risk in making this decision
- Focus on immediate action-items rather than the larger goals
- Use phrases like 'clear proof that', 'data shows' etc.

#### DONT's

- Don't brush off any concerns, take all questions seriously
- Don't rely excessively on your relationship with them to win the deal
- Avoid making offhand commitments

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

**Pace:** Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

**Tone:** Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

**Tactics To Win:** Use of negations, giving full information

**Mistakes To Avoid:** Use of superlatives, overusing social proof

**Making The Ask:** Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

**Subconscious Driver:** They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

### Script

**Greeting:** Hi Tim, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

**Introduction:** My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

**Ask:** Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

**Close:** Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect\_email] would be the right email ID for you?

## 👉 When Writing An Email

**Subject:** Exciting but objective

*Example: Making it personalized', 'Changing how to sell' etc.*

**Salutation:** Yes ( Something usual)

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

**Greeting:** No

*Example: Skip usual lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Logically summarize, keep high energy

*Example: Something like 'If these points make it clear, lets wrap this up at 11am?'*

**Complimentary Close:** Unique or standard

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

**Tone of Words:** Confident, informational

**Overall Messaging:** Focused on generating excitement while staying objective

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Tim is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Tim

- *They are practical and friendly, don't expect a clear-cut response often.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Tim Move?

- *They like to be detailed and take their time to arrive at decisions.*

Can Tim Take Some Risk Or Not?

- *They systematically evaluate all decisions and are unlikely to take many risks.*

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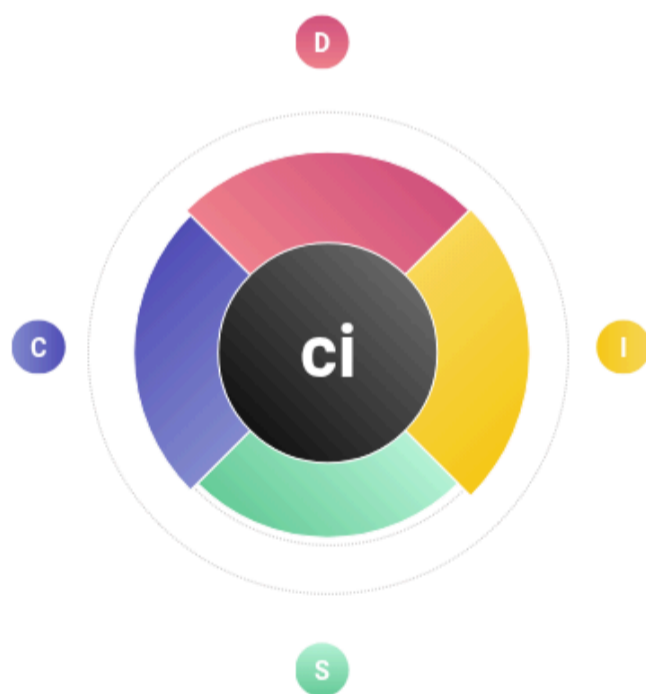
## You And Tim

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Tim's Key Traits



### 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.

### INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.