



TODD GOODSTEIN

Collaborator

DISC Type : si

Manufacturer's Rep at LAKOS Separators and Filtration Systems

Kennett Square, Pennsylvania, United States

Overview

Todd Goodstein is the CEO of Energy Transfer Solutions, a leading provider of commercial and industrial HVAC equipment in the Pennsylvania, New Jersey, and Delaware area. A Penn State University engineering graduate, his expertise lies in business development, sales management, and fostering strong principal relationships within the industrial engineering industry.

Outside of his professional role, Todd is actively involved in community and alumni initiatives. He serves as the Vice Chair for Penn State Hillel and supports the Chester County Community Foundation. His interests include outdoor and fitness activities, as well as golfing.

His personal motto is: "Strength lies in differences, not in similarities. . . "

Personality Overview

Appreciative

Consensus Builder

Fair-minded

They are more likely to opt for solutions that are proven in the market. Scenarios where both sides can come out as winners appeal to them greatly. Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are.

Topics They Care About

Commercial HVAC

As CEO of Energy Transfer Solutions, he leads a company specializing in HVAC equipment, controls, parts, and services for the commercial and industrial sectors.

Business Development

Focuses on managing principal relationships, networking, and expanding market presence, leveraging his extensive experience in the HVAC industry since 1992.

Community Philanthropy

Actively supports local causes as a donor to the Chester County Community Foundation and serves as Vice Chair for Penn State Hillel, reflecting a commitment to community.

Green Technology

[Predicted] His interest in "Going GREEN with GOLD! " suggests an affinity for energy-efficient and sustainable technologies within the HVAC and industrial engineering space.

Penn State Wrestling

[Predicted] Based on his active alumni involvement with Penn State Hillel and his Pennsylvania location, he likely follows the university's prominent sports teams.

Future of AI

He has shown an interest in the future of artificial intelligence, particularly how AI-driven avatars might one day handle interpersonal communications.



Media Appearances

Todd has no verified media appearances

Work History

- 2009
Manufacturer's Rep at LAKOS Separators and Filtration Systems
- 1-2004
Manufacturer's Representative at Evapco
- 1-2003
Manufacturer's Representative at Air Enterprises
- 1-2003
Manufacturer's Representative at Multistack
- 2003
Chief Executive Officer at Energy Transfer Solutions, LLC

Education

- 1987 - 1992
BS from Penn State University

More Information

Social Presence :



Prographics :

Exp : **33** Location : **Kennett Square, Pennsylvania, United States** Job Level : **Junior**

Designation : **Manufacturer's Rep at LAKOS Separators and Filtration Systems**

Insights For Selling To Todd

👉 During A Call Or A Meeting

DO's

- Use testimonials, case studies to show them why it is a low-risk, high-value decision
- Use phrases like 'trust me when', 'your team will love' etc.
- Summarize the key points at the end of the conversation

DONT's

- Avoid unnecessary confrontation if it arises incidentally
- Don't ask too many questions that sound too dry and objective
- Don't sound very transactional

👉 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 Todd, 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: Todd, 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: Personalized, clear

Example: John, let's close this tomorrow?', 'You will get this!' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi', 'Hello' etc. (along with the first name)

Greeting: Yes (Say something usual)

Example: Say something usual and friendly, like 'It's a real pleasure'

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Close on a positive note

Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'

Complimentary Close: Unique, pleasant

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

Tone of Words: Friendly, exciting

Overall Messaging: Focused on social proof

Length of Mail: Medium

Example: Ideally upto 130-150 words

👉 While Negotiating & Closing

The secret to closing fast with Todd is

- *Relationships can sway their decisions, followed by the low risk and the presence of good evidence.*

Will you ever get a clear answer from Todd

- *They are diplomatic when needed and rarely say no directly.*

Insights For Deal Planning

How Fast (Or Slow) Will Todd Move?

- *Even if they are engaged and friendly, they can take their time to make decisions.*

Can Todd Take Some Risk Or Not?

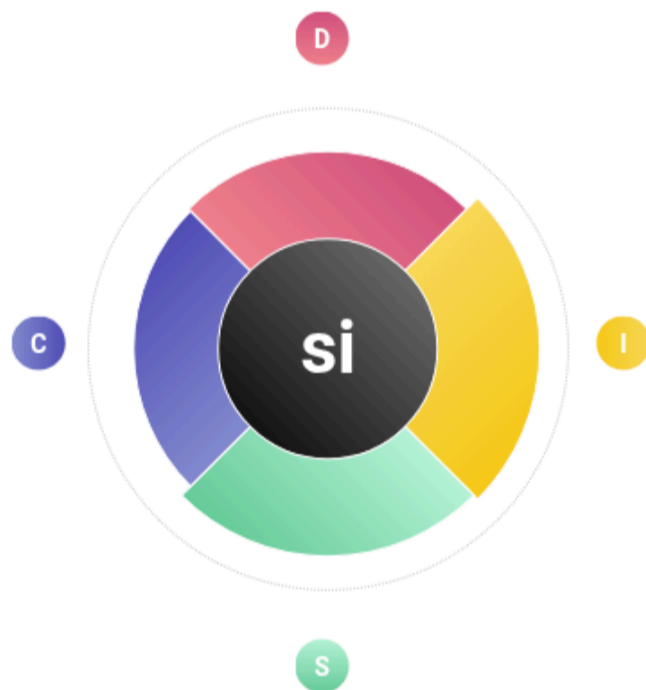
- *They probably won't put a lot at risk.*

You And Todd

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Todd'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.

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.