

# David F. Patterson

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## EDUCATION

**MBA** –Marketing - University of Missouri/Columbia      **BSBA** - Administrative Management - U.M.C.

## EMPLOYMENT

### GEOTHERMAL CONSULTANT (2014 - 2016)

Symbiont Service – Sales of GeoThermal HVAC/POOL Heating systems to commercial market. Achieved 170% of goal. Assess ROI and payback, energy type and size/present appropriate system.

### BUSINESS MANAGEMENT CONSULTANT/GENERAL MANAGER (2010-2014)

Direct Energy (Clockwork Home Services- Corporate / One Hour Air - Franchise) – Provided management consulting services to 145 HVAC One Hour franchise companies with outstanding results increasing their sales from 22% to 55%. Analyzed financial statements, operations, marketing and sales procedures to improve clients' profitability. Saved companies from the brink of bankruptcy while helping others grow significantly. Developed/presented large group on-stage presentations/PowerPoints and developed training with significant impact on my clients' businesses. Conducted Manager/Owner training courses and Sales Training Courses. As General Manager, I **tripled the profits, increased gross margin 10%, increased closing 10% and decreased equipment and marketing costs \$300K.**

### HVAC INSTITUTIONAL/COMMERCIAL CONSULTANT (2010)

Hill York Services - I sold large HVAC equipment, energy management systems and maintenance programs to large commercial and institutional prospects in the Southwest Florida area. I cold called on large institutions (hospitals, nursing facilities, large assisted living/retirement communities and colleges/universities) and commercial/industrial customers.

### MARKETING MANAGER (2009)

Grande Aire Services - I developed the marketing and advertising program that included the media purchasing and program development of TV, direct mailings, newspaper, magazine, expos and COOP advertising. I also developed a computerized system for pricing that helped in quickly responding to the increasing product changes and adapting to government changes.

### HVAC RESIDENTIAL SALES MANAGER/REPRESENTATIVE (2002-2008)

Chesterfield Service/Academy Air/Hoffmann Brothers - Thru marketing programs, vendor price negotiations and professional sales techniques, I have achieved over **200% of sales goal and have sold \$1.2 million in a year.** This was achieved through superior needs based consultative selling. I also increased the sales mix to **high end equipment** which resulted in greater gross margins per man hour. I have achieved a **50% -70% close ratio** with an **average residential sale of \$6,200 - \$8,200 per sale.** Thru these successful sales skills I have **won the TRANE high end equipment sales contest for the Midwest region and a similar nationwide contest with AMERICAN STANDARD.**

### HVAC COMMERCIAL SALES MANAGER/SALES REPRESENTATIVE (1993-2002)

Air Comfort Service/Jerry Kelly Heating & Air Conditioning - I have built an Industrial/Commercial customer base to **\$2.3 million annual sales from a nonexistent customer base** thru superior sales skills, cold calling, creative thinking and customer service. My duties included selling and estimating service contracts and HVAC projects along with developing the contracts, procedures, pricing, creative design/build skills and load calculations. The **HVAC capital projects included retrofit, design/build, and new construction jobs typically in the range of \$10,000 - \$300,000.** Equipment used consisted of chillers, packaged units, split systems, VAV/VVT systems and energy management systems. I have won the **United Service Alliance National President's Award for sales achievements.**