



RYAN FREKING

Questioner
DISC Type : c

Managing Director, Global Occupier Services at Cushman & Wakefield
Tampa, Florida, United States

Overview

Ryan is a Managing Director at Cushman & Wakefield with over 20 years of experience in commercial real estate, finance, and business development. He specializes in representing national corporate occupiers in strategic planning and transaction management. He is an alumnus of the Indiana University Kelley School of Business.

Deeply invested in his community, Ryan serves on the board of The Straz Center for the Performing Arts. He is also the Past Chair and a board member for The Spring of Tampa Bay, the county's certified domestic violence shelter, showcasing his commitment to local causes and leadership.

Unique fact: Before his real estate career, Ryan was an infusion pump specialist for Baxter Healthcare, covering the entire Southeast United States.

Personality Overview

Value Seeker

Price-Sensitive

Cautious & Analytical

They are more likely than others to negotiate on pricing and terms. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters.

Topics They Care About

Corporate Real Estate

His entire career is focused on representing corporate occupiers in complex real estate transactions, including strategic planning, portfolio management, and financial structuring.

Community Leadership

Demonstrated through his active board memberships at The Straz Center for the Performing Arts and his past chair position at The Spring of Tampa Bay.

Domestic Violence Prevention

Serves as a Past Chair and board member for Hillsborough County's certified domestic violence shelter, The Spring of Tampa Bay, indicating a strong personal cause.

Professional Networking

Actively promotes and participates in events for CoreNet Tampa, encouraging connections and engagement within the local corporate real estate community.

Supporting the Arts

His role as a Board Member for The Straz Center for the Performing Arts shows a clear interest in fostering the arts in the Tampa Bay area.

Indiana Hoosiers

[Predicted] As a graduate of the Indiana University Kelley School of Business, he likely has an affinity for the university's athletic teams.

Tampa Bay Buccaneers

[Predicted] Given his long-standing professional and community leadership roles in the Tampa area, he likely supports the local NFL team.



Media Appearances

Ryan has no verified media appearances

Work History

- 3-2018
Managing Director, Global Occupier Services at Cushman & Wakefield
- 3-2014 - 2-2018
Transaction Manager at Cushman & Wakefield
- 3-2006 - 2-2014
Commercial Real Estate Advisor at Savills Studley
- 3-2001 - 3-2006
Medical Device Sales at Baxter Healthcare
- 7-1998 - 2-2001
Financial Analyst at Baxter Healthcare

Education

- 1994 - 1998
Bachelor of Science from Indiana University - Kelley School of Business
- 1990 - 1994
Education details unavailable from Fenwick High School

More Information

Social Presence :



Prographics :

Exp : **27** Location : **Tampa, Florida, United States** Job Level : **Mid-senior**

Designation : **Managing Director, Global Occupier Services at Cushman & Wakefield**

Insights For Selling To Ryan

👉 During A Call Or A Meeting

DO's

- If you have a lower priced product compared to the competition, call out the same
- Share as much information as possible regarding your product
- Keep some extra margin in hand as they will likely negotiate the pricing

DONT's

- Don't depend too much on anecdotal evidence, it reduces their confidence
- Don't try to be too friendly or informal with them
- Don't overhype the product/pitch, keep it measured

👉 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 Ryan, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Ryan is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Ryan

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Ryan Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Ryan Take Some Risk Or Not?

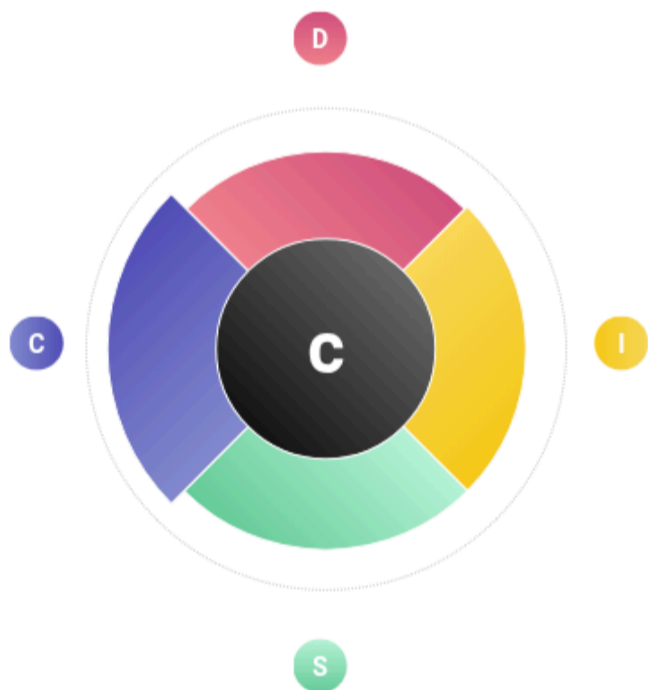
- *They can take some risk if they are confident that they have analyzed the circumstances well.*

You And Ryan

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ryan'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.