



## RYAN HALE

**Enthusiast**  
DISC Type : i

**Founder at LaneShift**

Greater Fayetteville, AR Area, United States

### Overview

Ryan has no verified overview

#### Personality Overview

**Story Driven**

**Consensus Focused**

**Non-Confrontational**

They prefer to build relationships rather than staying totally transactional. Unlike D or C types, they are convinced more by stories and testimonials. They agree with others often, so exercise caution when relying on their word.

#### Topics They Care About

Ryan has no verified topics they care about

### Media Appearances

Ryan has no verified media appearances

### Work History

- 1-2017  
Founder at LaneShift
- 5-2011 - 12-2016  
Home Region Program Officer at Walton Family Foundation
- 1-2004 - 12-2008  
Commercial Lender at Arvest Bank
- 4-1999 - 9-2001  
Professional Athlete- Defensive Lineman at New York Football Giants
- 1994 - 1998  
Defensive Lineman at University of Arkansas

### Education

- 1994 - 1999  
Education details unavailable from University of Arkansas

## More Information

Social Presence :



Prographics :

Exp : 27 Location : **Greater Fayetteville, AR Area, United States** Job Level : **Leadership** Designation : **Founder at LaneShift**

## Insights For Selling To Ryan

### 👉 During A Call Or A Meeting

#### DO's

- Maintain high, positive energy and convey confidence
- Refer to interesting customer testimonials and stress on great customer experience
- Give them the opportunity to lead the conversation where possible

#### DONT's

- Don't ask too many questions in one go, weave them into the flow
- Don't be too formal with them, they trust informality more
- Don't be excessively objective, be like a storyteller with them

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

**Pace:** Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

**Tone:** Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

**Tactics To Win:** Giving social proof, personal rapport, usage of superlatives, repeating their name.

**Mistakes To Avoid:** Information overload, use of negations

**Making The Ask:** Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

**Subconscious Driver:** They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

### Script

**Greeting:** Hey Ryan, [user\_fname] here at [user\_companynameword1] calling you this morning/evening!

**Opener:** Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

**Introduction:** We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

**Ask:** Ryan, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

**Close:** So morning at around [time] next [tuesday], shall we say? And is it [prospect\_email]? Don't want to get that wrong you know!

## 👉 When Writing An Email

**Subject:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

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

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Ryan is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Ryan

- *They probably won't say no directly.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Ryan Move?

- *They are not the ones to make fast decisions, even while they stay committed.*

Can Ryan Take Some Risk Or Not?

- *They can take some low-probability risks if needed.*

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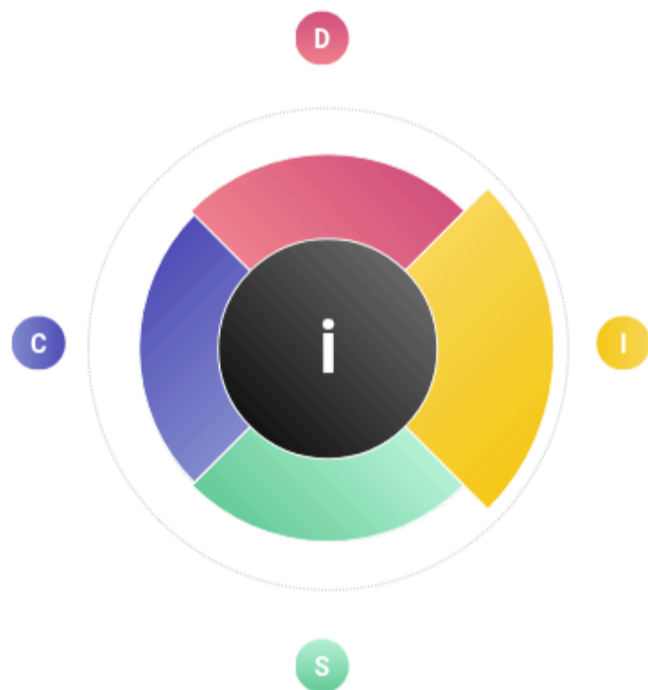
## You And Ryan

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Ryan's Key Traits



### 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.