

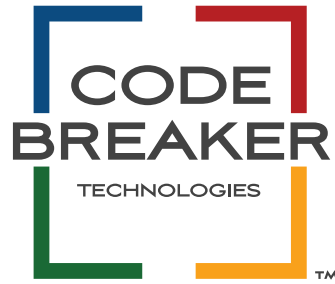
BANK

WHITE PAPER
EXECUTIVE SUMMARY

CRACK THE
PERSONALITY CODE
AND TAKE IT TO THE
BANK[®]

A Scientific Breakthrough That Predicts
Buying Behavior & Increases Sales



A background image showing a world map with several circular icons containing person silhouettes. The icons are colored red, yellow, and green. Blue dotted lines connect these icons across the map, suggesting a global network or data flow.

THE B.A.N.K. WHITE PAPER EXECUTIVE SUMMARY

**“THE MISSING LINK
WAS REVERSE
ENGINEERING
THE CONCEPT OF
PERSONALITY
TYPES IN A WAY
THAT SPECIFICALLY
CATEGORIZED
PEOPLE ACCORDING
TO HOW THEY BUY
OR DECIDE TO SAY
“YES” DURING THE
SALES PROCESS.”**

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Personality typing has long been regarded as a key method for increasing sales success in the business world. In fact, according to Deloitte estimates given to the Wall Street Journal, 60% to 70% of companies in the U.S. now use personality typing to assess the likelihood of future sales success of prospective candidates. Despite its wide use and the scientific validity of the tests themselves, personality typing systems used in the field deliver mixed results at best—with diminishing returns once new hires have been established in the company.

20 years ago, Cheri Tree was struggling to use these same personality typing trainings in an attempt to increase her sales and influence as a financial advisor. After studying them all in detail, Cheri realized that while they were interesting, none of the programs actually helped her make more money or close more sales. That's because there was no way to determine what "type" her contacts were, not to mention how their personalities affected their decision-making during the sales process.

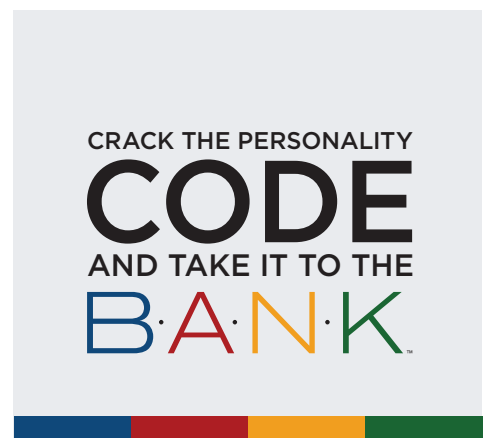


The missing link was reverse engineering the concept of personality types in a way that specifically categorized people according to how they buy or decide to say “YES” during the sales process—that is, in terms of their “buying personalities”—and to allow salespeople to make a determination about their customers’ types quickly and accurately. The B.A.N.K. system was her revolutionary result.

Over the years, Cheri has perfected the B.A.N.K. system to give easily applicable results in under 90 seconds. B.A.N.K. has grown globally with avid users in over 100 countries around the world.

Although B.A.N.K. has been well tested in the marketplace and been found to be a powerful tool in helping close more business, we wanted to conduct a series of rigorous, scientific studies in which B.A.N.K. would be held to the highest standards of psychometric evidence.

To do this, four separate studies were conducted by Dr. Ryan T. Howell, an Associate Professor of Psychology and Statistics Professor at San Francisco State University, to test the structure, reliability, validity, and utility of the **BANKCODE** Assessment.



—Cheri Tree
Founder & Chairman
CODEBREAKER TECHNOLOGIES, INC.
Author | *Why They Buy*

THE STUDIES



THE BANKCODE ASSESSMENT HAS A SIMPLE AND WELL-DEFINED STRUCTURE

“THE RESULTS OF THIS FIRST STUDY SHOWED FOUR CLEAR, WELL-DEFINED FACTORS THAT CORRESPONDED EXACTLY TO THE PREDICTED FOUR B.A.N.K. TYPES.”

The purpose of Study 1 was to reduce the numerous **BANKCODE** Assessment questions (“items”) to only those items that best assess the B.A.N.K. types through exploratory factor analysis. In this case, the underlying structure was predicted to be the four existing B.A.N.K. types: namely, Blueprint, Action, Nurturing, and Knowledge.

We recruited 621 participants, who rated their level of agreement (1 = strongly disagree; 5 = strongly agree) with items such as, “I believe it is important that rules are enforced,” “I need to be the leader,” and, “I value science and the scientific method.” The participants represented a good cross section of American adults.

The results of this first study showed four clear, well-defined factors that corresponded exactly to the predicted four B.A.N.K. types. The bottom line is that the **BANKCODE** Assessment is clearly based on four distinct, independent factors.

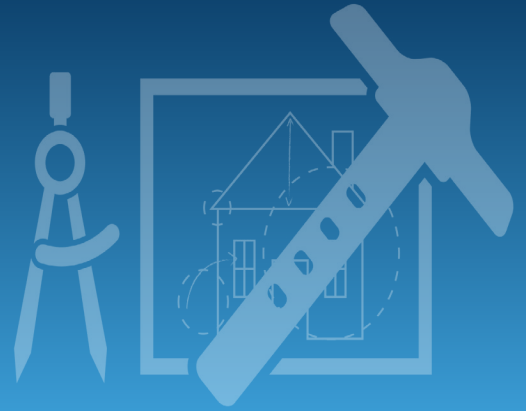
The purpose of the second study was to validate the exploratory factor analysis with a more rigorous methodology: namely, confirmatory factor analysis.

We recruited 269 subjects to rate their level of agreement with the 24 items retained from Study 1. The confirmatory factor analysis, which is a very rigorous psychometric test, confirmed the underlying four-factor solution with the four B.A.N.K. types emerging as clear and distinctive patterns.

B in B.A.N.K. stands for

BLUEPRINT

B types like stability, structure, systems, planning, processes, predictability, responsibility, duty, rules, credentials, titles, and tradition.



A in B.A.N.K. stands for ACTION

ACTION

A types like freedom, flexibility, spontaneity, action, opportunity, excitement, attention, stimulation, competition, winning, fun, and image.



N in B.A.N.K. stands for

NURTURING

N types like relationships, authenticity, personal growth, significance, teamwork, involvement, community, charity, ethics, harmony, morality, and contribution.



K in B.A.N.K. stands for

KNOWLEDGE

K types like learning, intelligence, logic, self-mastery, technology, research and development, science, universal truths, expertise, competence, accuracy, and the big picture.





STUDY 3

THE BANKCODE ASSESSMENT IS RELIABLE AND STABLE

To test temporal stability of the measure, we asked people (N = 242) to complete the **BANKCODE** Assessment four times, separated by one week each. Impressively, 76% of respondents completed all four rounds of the assessment, which is an exceptionally robust result. All four personality types showed very strong test-retest consistency. Therefore, the **BANKCODE** Assessment will give the same results time after time.

Also, participants self-selected their **BANKCODE** type from brief descriptors, which is the same task as selecting from the **BANKCARDS** to determine their **BANKCODE**. The results strongly supported the relationship between the longer form **BANKCODE** Assessment and the abbreviated descriptions of each B.A.N.K. type.

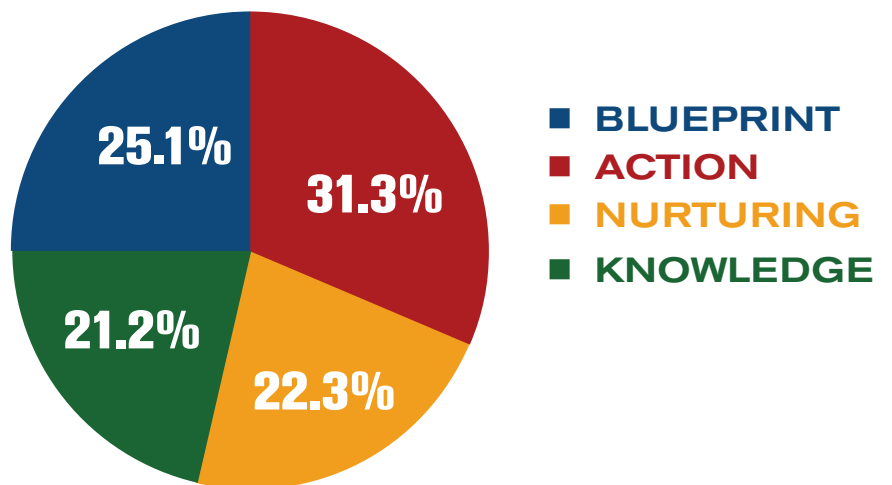
“THE RESULTS STRONGLY SUPPORTED THE RELATIONSHIP BETWEEN THE LONGER FORM BANKCODE ASSESSMENT AND THE ABBREVIATED DESCRIPTIONS OF EACH B.A.N.K. TYPE.”



STUDY 4

THE BANKCODE ASSESSMENT IS VALID AND PREDICTS IMPORTANT DIFFERENCES IN BUYING BEHAVIOR

While Studies 1, 2, and 3 established the structure and reliability of the **BANKCODE** Assessment, Study 4 attempted to establish the validity of the **BANKCODE** Assessment. 1,224 subjects completed the **BANKCODE** Assessment and showed the following distribution of **BANKCODE** types:



“IT IS NOT ENOUGH TO KNOW WHAT IS APPEALING TO SOMEONE—YOU HAVE TO KNOW WHAT IS LIKELY TO TURN SOMEONE OFF AS WELL OR YOU RISK LOSING THE SALE.”

THE RESULTS



FINAL STUDY PROVES B.A.N.K. METHODOLOGY CAN ACCURATELY PREDICT BUYING BEHAVIOR

The most important goal of the final study was to use the B.A.N.K. ratings to predict preferences for specifically written marketing/sales scripts. We wrote up four very different 'pitches' for the same car (a Mercedes S-600) and asked people to rate how appealing each script was (1= not particularly appealing to me; 5 = makes me want to own the car).

The first set of scripts produced mixed results (See Figure 1A), so, we rewrote the B and K scripts and tested them on a new sample (see Figure 1B). With the new sample, the strong positive A and N results were replicated and now the B and K results were strongly supported.

Specifically, we found that:

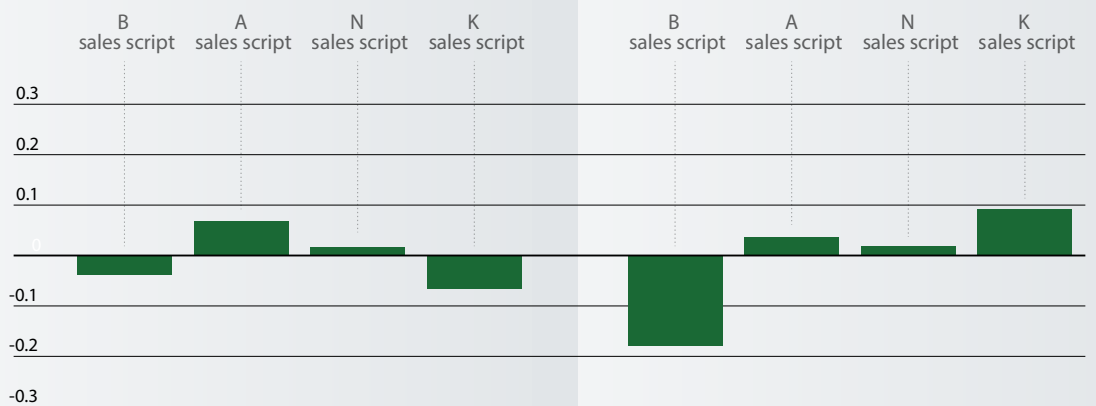
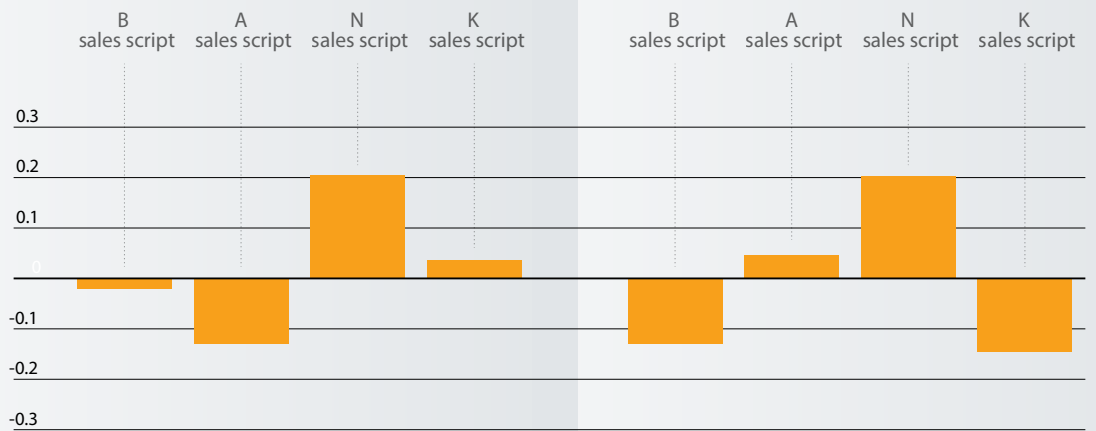
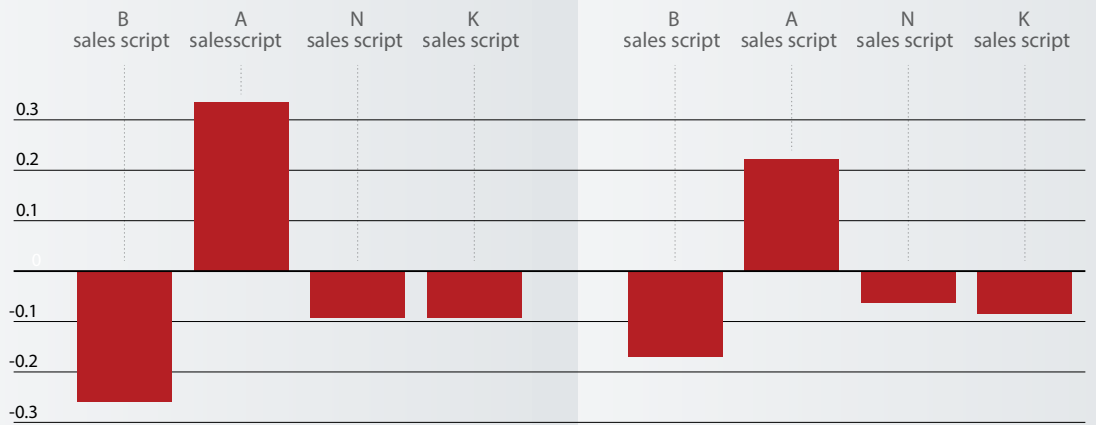
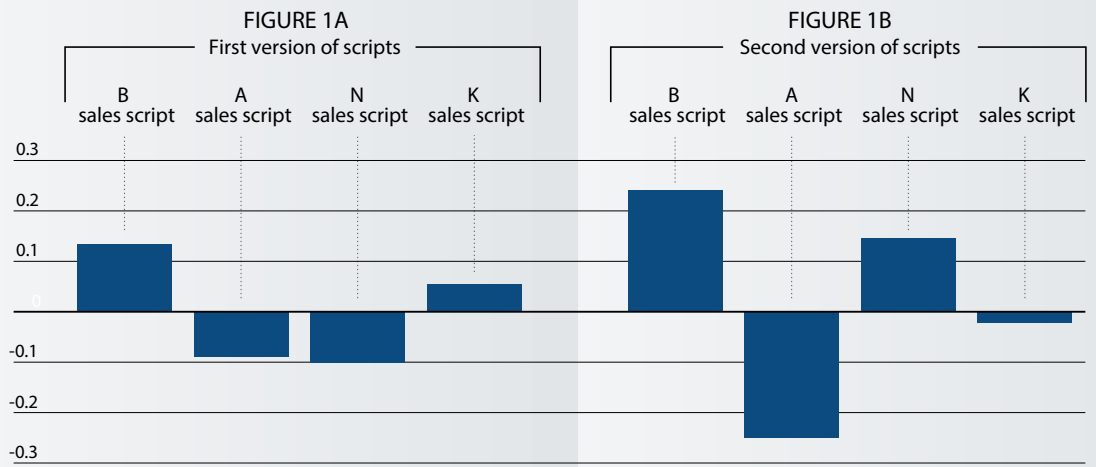
- **B's** were the only B.A.N.K. type to rate the B sales script as the most appealing.
- **A's** were the only B.A.N.K. type to rate the A sales script as the most appealing.
- **N's** were the only B.A.N.K. type to rate the N sales script as the most appealing.
- **K's** were the only B.A.N.K. type to rate the K sales script as the most appealing.

Thus, in line with predictions, we were able to re-craft our scripts successfully to make them appeal specifically to the four B.A.N.K. types. Interestingly, other B.A.N.K. types found the scripts that were not aligned with their personalities quite

unappealing. For example, not only do B's find the B script appealing, but A's, N's, and K's find the B script unappealing. B's find the A script unappealing; N's find the K script unappealing. This means that it is not enough to know what is appealing to someone—you have to know what is likely to turn someone off as well or you risk losing the sale. If you use an A script with a B, you dramatically decrease the probability of closing the sale.

Figure 1a.
Appeal of sales scripts (first version)
by each B.A.N.K. type

Figure 1b.
Appeal of sales scripts (second version)
by each B.A.N.K. type



THE BUYING TRIGGERS AND TRIPWIRES OF EACH B.A.N.K. TYPE

THE RESULTS

Finally, we were interested in the buying triggers (what triggers the “yes” in the sales process) for each B.A.N.K. type. We expected the B.A.N.K. types to predict what consumers look for when deciding if a purchase is “right for them”. We asked people to rate 33 possible triggers (e.g., “celebrity endorsements”) and tripwires (e.g., “negative testimonials from unhappy customers”) for how much they influenced their purchases. Because nearly all the triggers were correlated with the B.A.N.K. types, in Figure 2 we report the five most important interpretable triggers for each B.A.N.K. type.

Figure 2.
Examples of important buying triggers of each **BANKCODE** (from most to least important).



Buying triggers for those high on Blueprint:

- Staying within their budget.
- Excellent written details describing the product or service.
- Overall reputation of the company or person they’re buying from.
- Positive recommendations from people they know.
- Overall product/service ratings from customers.



Buying triggers for those high on Action:

- Celebrity endorsements.
- Media/social buzz.
- Automated recommendations (for example, “You purchased X, so you may be interested in Y”).
- Reviews in relevant publications.
- Their gut feeling.

For example, N's know that a purchase is right for them when:

- the company makes a contribution to a worthwhile cause.
- they know that they're buying the best possible good or service.
- they hear positive recommendations from people they know.
- the quality of the presentation of the product or service is good.
- there are excellent written details describing the product or service.

In addition to the buying triggers, we also looked for specific tripwires (what triggers the "NO" in the sales process). Based on knowing the **BANKCODE** as well as these triggers and tripwires, it is possible to craft sales presentations that will maximize the probability of closing the sale.

“BASED ON KNOWING THE BANKCODE AS WELL AS THESE TRIGGERS AND TRIPWIRES, IT IS POSSIBLE TO CRAFT SALES PRESENTATIONS THAT WILL MAXIMIZE THE PROBABILITY OF CLOSING THE SALE.”

Figure 2. continued
 Examples of important buying triggers of each **BANKCODE** (from most to least important).



Buying triggers for those high on Nurturing:

- If the company makes a contribution to a worthwhile cause.
- Knowing that they're buying the best possible good or service.
- Positive recommendations from people they know.
- Quality of the presentation of the product or service.
- Excellent written details describing the product or service.



Buying triggers for those high on Knowledge:

- Staying within your budget.
- When you have had the time to do full due diligence on the purchase.
- Having the information you need to make the smartest decision possible.
- Excellent written details describing the product or service.
- Knowing that you are buying the best possible good or service.



CONCLUSION

RESEARCH PROVES B.A.N.K. IS A GAME CHANGER!

If you are trying to craft a sales or marketing presentation, then paying close attention to the buying personality of the person you are targeting is critical to improved success and sales conversion.

Overall, through rigorous scientific methodology, we can confirm that the **BANKCODE** Assessment is a quick, reliable, and valid measure of personalities that predicts buying behavior and increases your probability of closing the sale. In addition, knowing someone's full **BANKCODE** gives you an important handle on key factors in understanding those things that influence buying behaviors and perceptions during the sales process.

Therefore, to increase your sales and gain a competitive advantage in the marketplace, it is highly recommended that you use the B.A.N.K. methodology when communicating, negotiating, or selling to your client or prospect.

For a full review of the details of all four studies, including in-depth charts, graphs, and scientific data, please refer to the complete B.A.N.K. White Paper.

“THE BANKCODE ASSESSMENT IS A QUICK, RELIABLE, AND VALID MEASURE OF PERSONALITIES THAT PREDICTS BUYING BEHAVIOR AND INCREASES YOUR PROBABILITY OF CLOSING THE SALE.”

—Dr. Ryan T. Howell
Associate Professor of Psychology,
San Francisco State University
Co-Founder of Beyond The Purchase

ABOUT DR. RYAN T. HOWELL



Dr. Ryan T. Howell is an Associate Professor of Psychology and Statistics at San Francisco State University (SFSU) and a co-founder

of Beyond the Purchase. He received his Ph.D. in Personality Psychology from the University of California, Riverside (2005). He is the director of The Personality and Well-Being Lab (PWB) at SFSU, where their primary aim is to communicate to scientists and society about how development, personality, motivation, values, beliefs, forecasts, and community interact with a person's economic conditions and financial decision-making to influence experienced quality of life—from suffering to flourishing. For example, in Howell's meta-analysis (2008), his findings show that for all people, especially those living in the developing world, savings and wealth accumulation behaviors matter most for long term happiness.

Also, a primary question of the PWB lab is “Can money make us happy if we spend it on the right purchases?” Their past work has shown that life experiences lead to longer-term satisfaction—likely because purchased experiences provide memory capital.

Dr. Howell has authored more than 30 scholarly publications in a number of leading academic journals, including Psychological Bulletin, and his research has been covered in media outlets such as Time Magazine, the New York Times, PBS (This Emotional Life), Forbes, The Economist, The Wall Street Journal, Fast Company, Salon.com, AARP.com, CNN.com, and FoxNews.com. He has appeared on National Public Radio, Radio New Zealand, and ABC 7 News.

Dr. Howell has written extensively on happiness, psychological needs satisfaction, experiential consumption, time perspectives, and money management.

“THE B.A.N.K. DEVELOPMENT AND VALIDATION STUDY CREATED BREAKTHROUGH RESULTS THAT INDICATED THERE’S MORE THAN AN ART TO THE SALES PROCESS—THERE’S A SCIENCE.”

—Dr. Ryan T. Howell
Associate Professor of Psychology,
San Francisco State University
Co-Founder of Beyond The Purchase
Sr. Data Analyst, Codebreaker Labs

ABOUT CHERI TREE

ENTREPRENEUR SPEAKER TRAINER AUTHOR



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/CheriTree

Cheri Tree is a best-selling author, professional keynote speaker, and world-renowned entrepreneur. She is the Founder and Chairman of Codebreaker Technologies, Inc., with clients in more than 100 countries worldwide. She is the creator of the revolutionary B.A.N.K. methodology and Codebreaker's Personality Coding Technology, designed to help business owners close more sales in less time and improve their communication skills and personal relationships. Cheri has spoken to hundreds of thousands of entrepreneurs and professionals globally at some of the top business conferences in the world. She has also been invited to speak at Harvard University, the University of California, Google, and the United Nations.

In addition, Cheri has been featured in numerous international publications including Forbes.com and Entrepreneur.com, and has been nominated as Innovator of the Year and Entrepreneur of the Year because of the breakthroughs created from her Personality Coding Technology, including Codebreaker AI, the world's first Artificial Intelligence powered by B.A.N.K.

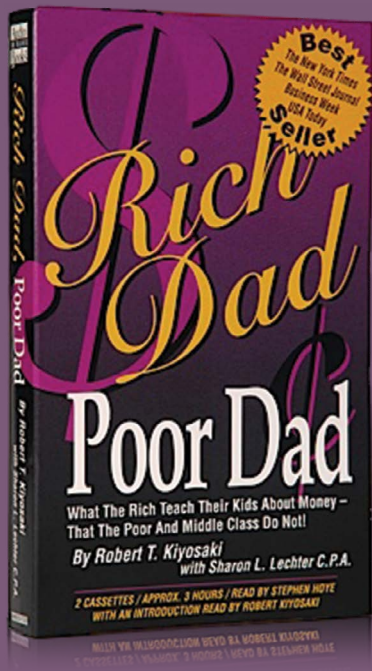
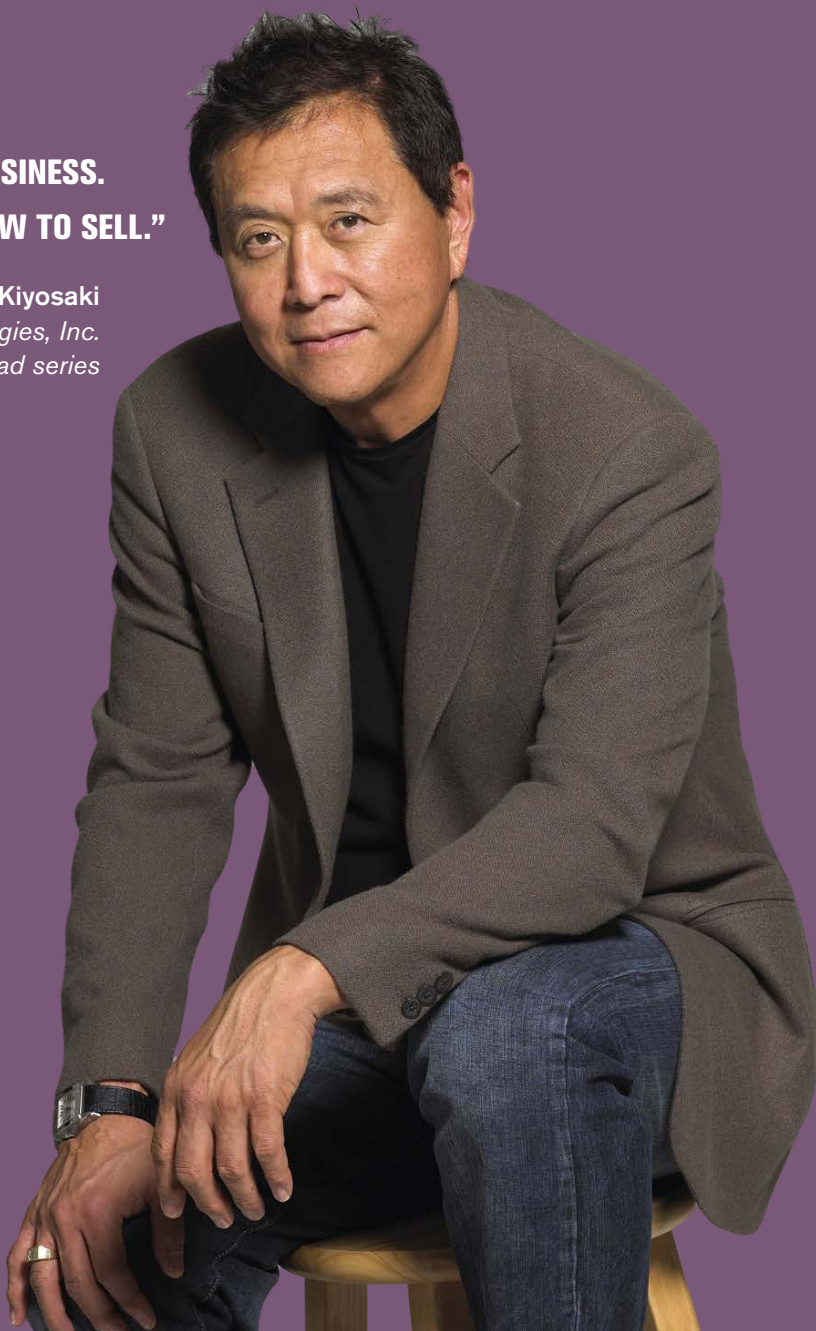
Cheri is both purpose-driven and profit-driven, with a goal to create income, influence, and impact for all. Her mission is to crack the code of every human on the planet and ultimately make our world a better place by creating One World, One Language. She is passionate about life and helping others **TAKE IT TO THE BANK®**, so they can take it to the beach!

**BOOK CHERI TREE TO SPEAK AT YOUR NEXT EVENT:
INFO@CODEBREAKERTECH.COM | 1.702.342.0742**

**“THE ABILITY TO SELL IS THE NUMBER ONE SKILL IN BUSINESS.
YOU’VE GOT TO SELL! CHERI TREE WILL TEACH YOU HOW TO SELL.”**

– Robert Kiyosaki

*Founder of the Rich Dad Company and Cashflow Technologies, Inc.
Author of the Rich Dad Poor Dad series*





CRACK YOUR PERSONALITY
CODE
IN 90 SECONDS
OR LESS

ABOUT B.A.N.K.

“B.A.N.K. IS A GAME CHANGER FOR EVERY ENTREPRENEUR AND SALES PROFESSIONAL. THIS SYSTEM WILL STRENGTHEN YOUR CONFIDENCE, EXPAND YOUR SELLING SKILLS, AND DRAMATICALLY INCREASE YOUR INCOME.”

—Les Brown
World-Renowned Motivational Coach,
Speaker, and Bestselling Author

Instead of using guesswork to improve your sales, leverage the science of B.A.N.K. to make your offer more appealing to your prospect 100% of the time.

B.A.N.K. TURNS PERSONALITY PROFILING ON ITS HEAD TO DRAMATICALLY INCREASE YOUR SALES

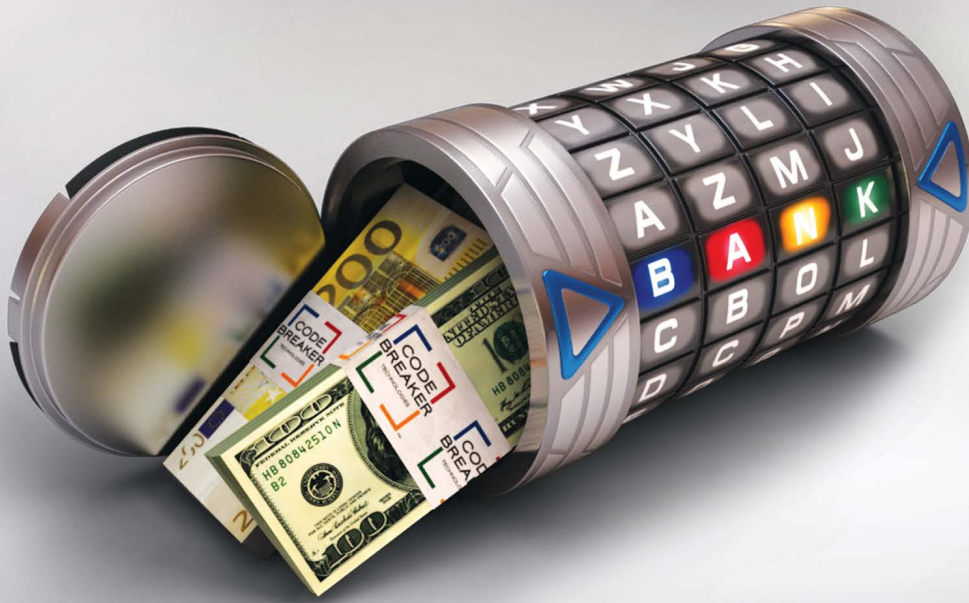
Millions of people have taken some form of a personality assessment, including DISC, MBTI, Color Code, or one of the many others. While these tests have been shown time and time again to help explain human behavior, none of them dig deep into explaining the human behavior that most interests salespeople: what makes someone say YES to an offer. B.A.N.K. is the first and only Personality Coding Technology designed to predict buying behavior and close more sales in less time - with a 20+ year track record of success with results and research to back it up.

THE EXCLUSIVE B.A.N.K. COMMUNICATION FORMULA TEACHES YOU HOW TO LET YOUR PROSPECT DETERMINE YOUR PRESENTATION SUCCESSFULLY FROM DAY ONE

When you let your prospect determine your presentation, communication and sales success increase exponentially.

With B.A.N.K., you get:

- A simple, yet detailed, step-by-step system for getting more YES's and more predictable results
- A fast track to the top of your career with significantly more successful outcomes
- An easier and faster way to connect more deeply with business associates and personal contacts
- A scientifically proven method that breaks the sales process down and assists you in closing sales faster



CRACK THE PERSONALITY
CODE
 AND TAKE IT TO THE
B·A·N·K™

SKIP ALL THOSE NO'S AND GO STRAIGHT TO THE YES'S!

B.A.N.K. is the ONLY field-tested, scientifically validated method used to create the right sales conversation with your customer to get them to say YES. B.A.N.K. trains you to identify your customer's buying personality type and tailor your communication and presentation based on their buying behavior using specific trigger words that make getting that YES much more likely—in less than 90 seconds!

ACCESS B.A.N.K. TODAY TO LEARN TO SPEAK YOUR CUSTOMER'S LANGUAGE

If you are ready to discover the revolutionary B.A.N.K. methodology and see it work for you like it has for millions of others before, get B.A.N.K. for you and your company. We can provide the tools and training you need to customize the delivery of your message to drive conversion every time. Learn to speak your customer's language to ensure that your message is getting through effectively—the key to skyrocketing your sales. After all, one style does not fit all and one script does not sell to all personality types. When it comes to getting that YES, using the wrong script can actually decrease the probability of a sale.

B.A.N.K. lets you speak the language of your customer, whatever it may be.

CONNECT WITH B.A.N.K.

Take the first step towards your sales success and connect with B.A.N.K.

- Learn more about B.A.N.K.: Go to CodebreakerTech.com now to download the full white paper with all the data and results from the studies featured in this executive summary. You can also go to CodebreakerTech.com to learn more about B.A.N.K. and our Personality Coding Technology, including Codebreaker AI, designed to help you close more sales in less time.
- Get a free B.A.N.K. consultation on how to improve your own sales training efforts: Speak one-on-one with one of our B.A.N.K. experts about your company's current sales training offerings. Find out how effective your current program is and learn some tactics to improve its effectiveness—both using B.A.N.K. and our Personality Coding Technology. Request your free consultation with one of our Certified and Licensed B.A.N.K. Trainers by sending an email to info@CodebreakerTech.com.

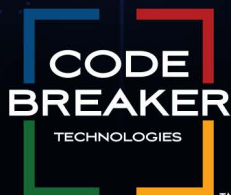
- Leverage the power of our Personality Coding Technology to close more sales in less time with Codebreaker AI, The world's first artificial intelligence that can decrypt your prospect's **BANKCODE** in nanoseconds.
- Crack your own **BANKCODE**: Go to CrackMyCode.com now to crack your own **BANKCODE**. Find out what makes you tick, how you make buying decisions, and how that affects you as a salesperson.
- Learn more about our B.A.N.K. Trainer Certification Program: For organizations seeking cost-effective ways to implement solutions involving large populations of managers and frontline sales professionals, Codebreaker Technologies certifies on-site client facilitators to teach our content and adapt it to your organization's needs. For more details on trainer certification programs, go to CodebreakerTech.com.

THE FUTURE OF SALES...



THE WORLD'S FIRST ARTIFICIAL INTELLIGENCE

POWERED BY B.A.N.K.



ACKNOWLEDGEMENTS

The community of B.A.N.K. clients, certified trainers, affiliate partners, and sponsors span the globe in more than 100 different countries and expanding. Countless business owners, entrepreneurs, sales professionals, and corporate executives have benefited from the use of the B.A.N.K. methodology in both personal and professional ways. As a result, a handful of key leaders stepped up to assist us with this project in order to help us design the study, organize the project, and fund its progress. We would like to give a special thank you and acknowledgment to all that made this possible.

Cheri Tree | Founder & Chairman | Codebreaker Technologies

Esther Wildenberg | Co-Founder & President | Codebreaker Technologies

Dr. Ryan T. Howell | San Francisco State University

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B·A·N·K[®]
THE LANGUAGE OF PEOPLE™

**ONE WORLD
ONE LANGUAGE**

