



**CHERI TREE**

ENTREPRENEUR | SPEAKER | TRAINER | AUTHOR

MEDIA KIT



# AUTHOR BIOS

## TWO-LINE

Cheri Tree is the world's lead expert on personality-based sales. Her sales system B.A.N.K. makes her an internationally in-demand speaker.

**B · A · N · K**®

**PERSONALITY BASED • PEOPLE FOCUSED • PURPOSE DRIVEN**

## SHORT

As founder and CEO of BANKCODE and creator of game-changing personality-based sales system B.A.N.K., Cheri Tree is the world's leading expert on personality-based sales. Cheri has become one of the most in-demand speakers worldwide, invited to share stages with icons like Tony Robbins and lecture at prestigious universities like Harvard.



**BANKCODE**

TAKE IT TO THE BANK

# AUTHOR BIOS

## MEDIUM

Cheri Tree is a best-selling author, professional keynote speaker, executive business coach, world-renowned sales trainer, and entrepreneur. She is the founder and CEO of BANKCODE, with clients in more than 40 countries worldwide. Cheri has spoken to hundreds of thousands of entrepreneurs and sales professionals globally and been featured in numerous international publications, sharing the stage with icons such as Tony Robbins, Robert Kiyosaki, Suze Orman, and Sir Richard Branson. Cheri has also lectured at Harvard University and UC Berkeley and is considered the number one personality sales trainer in the world thanks to her game-changing personality-based sales system B.A.N.K.



Cheri Tree | Tony Robbins



Suze Orman | Cheri Tree



# AUTHOR BIOS

WANT TO KNOW WHAT TRIGGERS THE “YES” OR  
TRIPWIRES THE “NO” IN THE SALES PROCESS?





## LONG

While Cheri Tree is now a successful multimillionaire entrepreneur and world-renown speaker, it wasn't always that way. After Cheri graduated college, she figured she would work in corporate America and live a pretty normal life. She joined a major Fortune 500 company, set up to have a comfortably middle-class life— but Cheri wanted more.

After being inspired by Robert Kiyosaki's Rich Dad, Poor Dad to become an entrepreneur, Cheri was thrust in a sales role vital to her new business as a financial advisor. Needless to say, she was not an overnight success. Cheri only made about \$700 in commissions her first year, but after dedicating herself to mastering the sales process, she clawed her way to a respectable \$72,000 annually.

While everyone else viewed her as a major success, Cheri didn't see it that way. She felt like a hypocrite because she was advising others on ways to become wealthy, while renting an apartment, driving a BMW with a salvaged title, and struggling to make ends meet. She wondered what was broken: her or the system.

Luckily, Cheri realized the system was broken, and she set out to fix it.

Rather than simply playing the numbers game and looking for more ways to get NO, Cheri started leveraging what she knew about personality science to get more YES's. Cheri carefully reverse-engineered proven personality types to find the answer to the only question that really matters in sales: why they buy. This led to a revolutionary personality typing system that can pinpoint a person's buying personality in under 90 seconds and show you a formula to use that knowledge to customize your conversation to appeal to your prospect 100% of the time. Cheri named the resulting strategy B.A.N.K.— and used it to take her annual income to over \$500,000 in a single year and to over \$1 million in just three!



# AUTHOR BIOS





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Once Cheri recognized the power of B.A.N.K., she decided to share it with the world. She dropped everything to again strike out as an entrepreneur for the opportunity to create her own training company to teach B.A.N.K. to others. BANKCODE International grew to be worth millions and have a presence in more than 40 countries! Cheri's game-changing system B.A.N.K. can now be used by anyone to close more sales faster and predictably improve communication. This game-changing system grabbed the attention of the world, making Cheri one of the most in-demand speakers in the sales world— and the subject of features in numerous international publications.



Cheri has spoken to hundreds of thousands of entrepreneurs and sales professionals globally, sharing the stage with icons such as Tony Robbins, Robert Kiyosaki, Suze Orman, and Sir Richard Branson. Cheri has also lectured at prestigious universities, including Harvard University and UC Berkeley. Her expertise even earned her the American Riviera Women Entrepreneur of the Year Award. Today, Cheri is considered the number one personality sales trainer in the world. In order to teach B.A.N.K. to anyone who wants to learn, Cheri wrote Why They Buy, revealing the secrets of B.A.N.K. in her best-selling book. When not travelling the world to share B.A.N.K., Cheri lives in Laguna Beach, California.



# AUTHOR BIOS

## SPEAKER INTRODUCTION

Cheri Tree is the world's leading expert on personality-based sales. As the founder and CEO of BANKCODE and creator of game-changing personality-based sales system B.A.N.K., Cheri knows how to use proven personality science to get the YES— something she is passionate about teaching others.

This expertise and her fun, engaging speaking style has made Cheri one of the most in-demand speakers worldwide, earning her invitations to share the stage with icons such as Tony Robbins, Robert Kiyosaki, Suze Orman, and Sir Richard Branson. Cheri has also lectured at prestigious universities like Harvard and UC Berkeley and trained at top Fortune 500 companies. So far, Cheri has shared B.A.N.K. with hundreds of thousands of people in over 40 countries— and she hopes to reach millions more. Her expertise even earned her the American Riviera Women Entrepreneur of the Year Award in 2014.

Cheri now is also a best-selling author. In order to teach B.A.N.K. to anyone who wanted to learn from the comfort of their own home, Cheri wrote *Why They Buy*. This international bestseller reveals the secrets of B.A.N.K. to everyone who wants to close more sales faster.

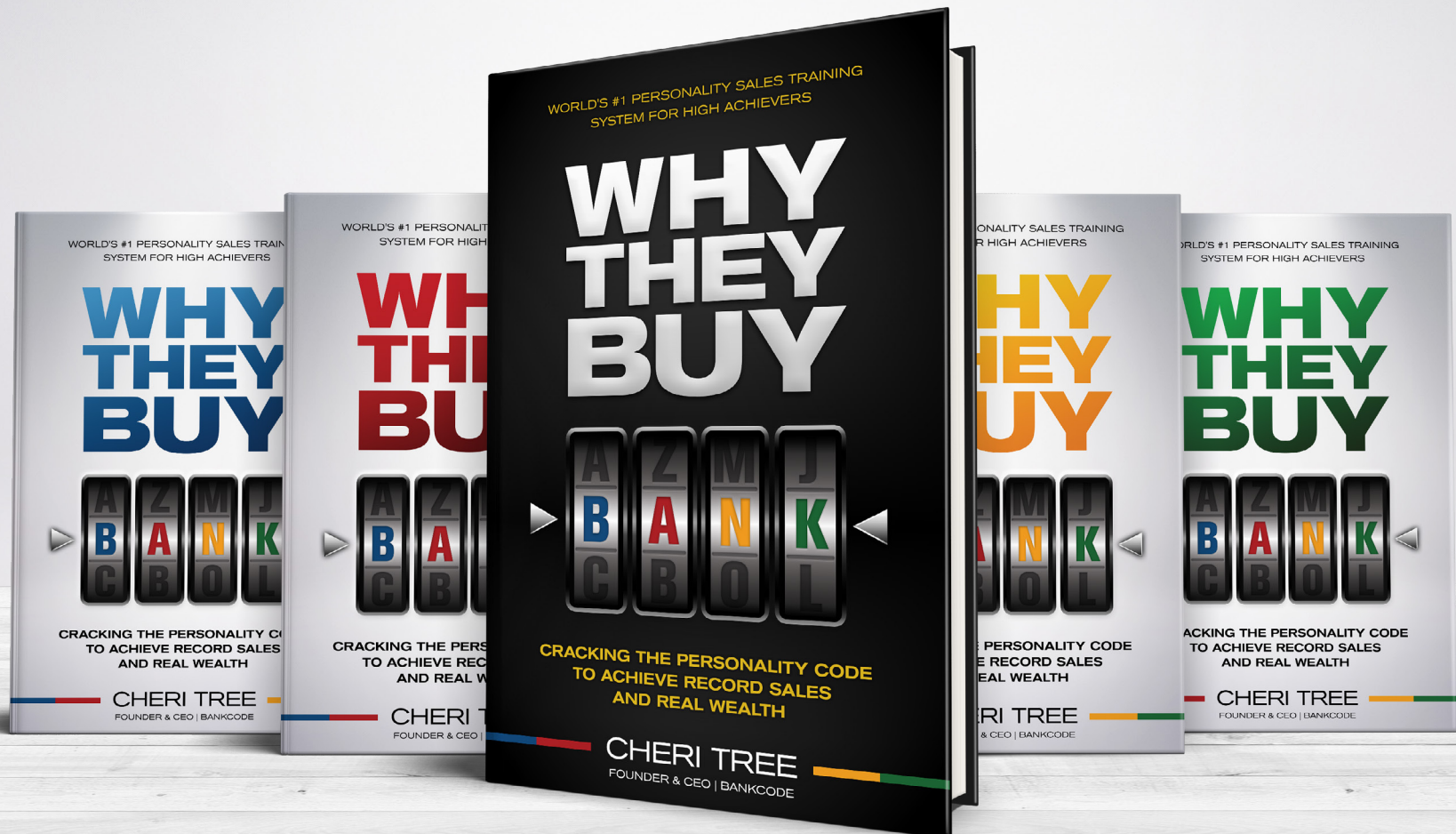
We are lucky enough to learn a little bit about B.A.N.K. from Cheri today, including game-changing secrets about why your customers buy.

Cheri has been kind enough to leave her beachside home in Laguna Beach, California today and make time in her whirlwind life to speak to our organization. We are so excited to learn from her. Please join me now in giving a very warm welcome to Cheri Tree!



# WHY THEY BUY

WORLD'S #1 PERSONALITY SALES TRAINING  
SYSTEM FOR HIGH ACHIEVERS







# AUTHOR BIOS

## TEN FUN FACTS ABOUT CHERI

1. I've lived all over the world, including France, where I went to elementary school; Korea where I taught ESL to earn money for college; and Romania where I served on an 18-month service mission, but my favorite place is Hawaii.
2. I love motorcycles and own a Ducati. My mom says I came down from heaven on a motorcycle!
3. I love languages and have learned to speak four so far: English, French, German, and Romanian. (I'm on my way to five by learning Dutch! My wife says "You ain't much if you don't speak Dutch!")
4. I was a whitewater rafting guide in college and love the outdoors.
5. I studied leadership and business at my university, which are still my passions today.
6. I've been skydiving and bungee jumping, but I'm actually afraid of heights.
7. I got my sailing license when I was a teenager in Hawaii.
8. My sweet dog's name is Polo. If I get a second dog, I'll name it Marco!
9. My favorite foods are Thai and Mexican.
10. I was once actually in a photo shoot with Chippendale Models! Those pictures are likely priceless!





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