

# BANK

PERSONALITY BASED • PEOPLE FOCUSED • PROFIT DRIVEN

## WHITE PAPER EXECUTIVE SUMMARY

CRACK THE  
PERSONALITY CODE  
AND TAKE IT TO THE

# BANK<sup>®</sup>

A Scientific Breakthrough That Predicts  
Buying Behavior & Increases Sales



**BANKCODE**  
TAKE IT TO THE BANK



**BANKCODE**  
TAKE IT TO THE BANK

## 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 are established in the company.

15 years ago, Cheri Tree was struggling to use these same methods in an attempt to increase her sales and influence as a financial advisor. After studying most in detail, Cheri realized that while they were interesting, none of the programs actually helped her make more money or close more sales. None provided a way to determine what “type” her contacts were, not to mention how their personalities affected their decision-making during the sales process.



# BANK

PERSONALITY BASED • PEOPLE FOCUSED • PROFIT DRIVEN



The missing link was reverse engineering the concept of personality types to specifically categorize 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 40 countries around the world.

B.A.N.K. is well tested in the marketplace and is a powerful tool in helping close more business. However, we wanted to conduct a series of rigorous studies in which B.A.N.K. would be held to the highest standards of psychometric science.

To do this, Dr. Ryan T. Howell—an Associate Professor of Psychology and Statistics Professor at San Francisco State University—conducted four separate studies to test the structure, reliability, validity, and utility of the B.A.N.K. Code Assessment™.

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

—Cheri Tree  
Founder & CEO, BANKCODE™  
Author of the B.A.N.K. Personality Sales  
Training System™

# THE STUDIES



## THE B.A.N.K. CODE 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 simplify the B.A.N.K. Code Assessment questions (“items”) to only those items that best assess B.A.N.K. types through exploratory factor analysis. The underlying structure was the four 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 were a representative cross section of United States adults.

This first study demonstrated four clear, well-defined factors that corresponded exactly to the predicted four B.A.N.K. types. The bottom line: the B.A.N.K. Code Assessment is clearly based on four distinct, independent factors.

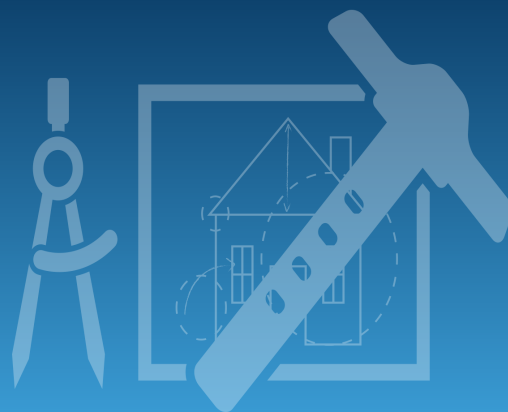
The purpose of the second study was to validate the exploratory factor analysis with a more rigorous methodology: namely, confirmatory factor analysis.

We recruited 269 subjects to rate their level of agreement with the 24 items retained from Study 1. The confirmatory factor analysis, a 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

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 B.A.N.K. CODE ASSESSMENT IS RELIABLE AND STABLE

To test temporal stability of the measure, we asked people (N = 242) to complete the B.A.N.K. Code 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 B.A.N.K. Code Assessment will give the same results time after time.

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

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



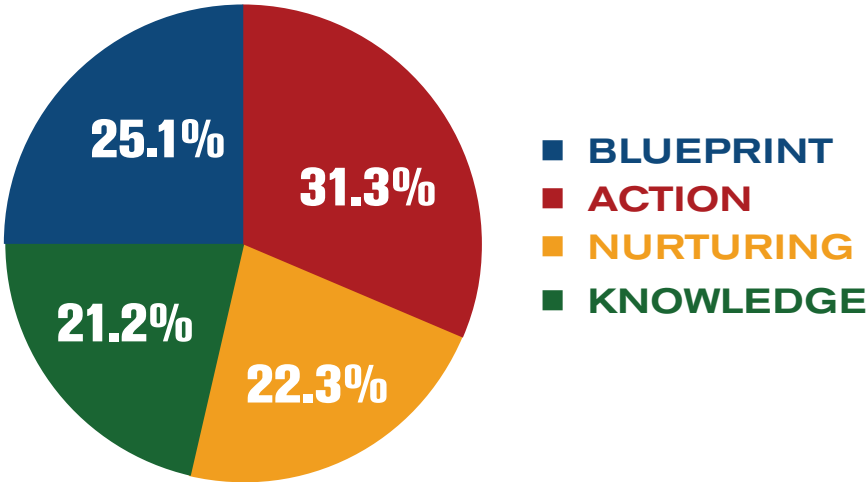


**STUDY 4**

**THE B.A.N.K. CODE ASSESSMENT IS VALID  
AND PREDICTS IMPORTANT DIFFERENCES IN  
BUYING BEHAVIOR**

Studies 1, 2, and 3 established the structure and reliability of the B.A.N.K. factors and Code Assessment. Study 4 focused on establishing the validity of the B.A.N.K. Code Assessment. 1,224 subjects completed the B.A.N.K. Code Assessment.

The distribution of B.A.N.K. Code types in the study is shown to the right.



**“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. The researchers wrote up four very different ‘itches’ 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). The researchers 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.

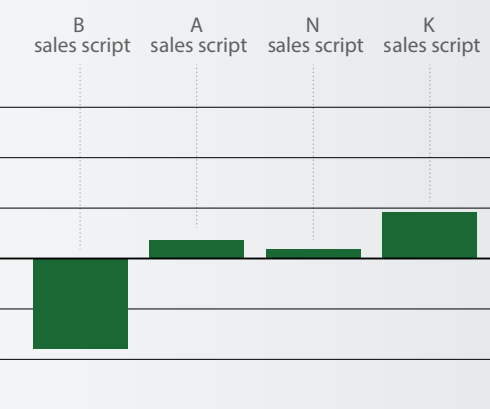
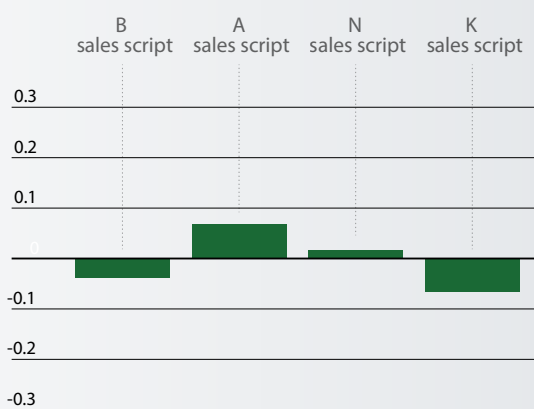
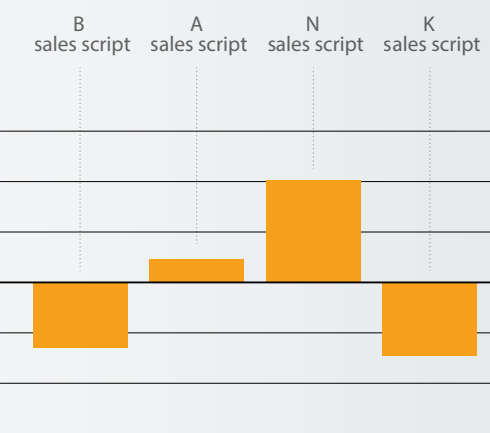
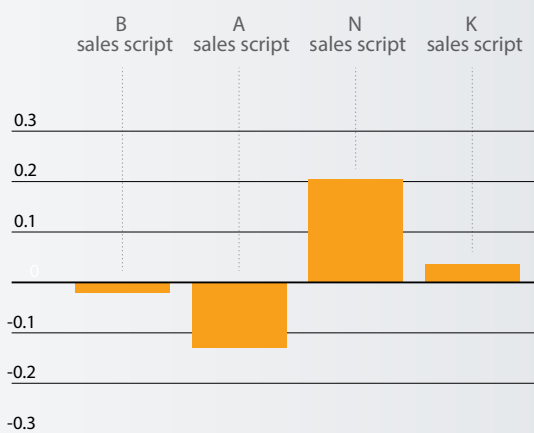
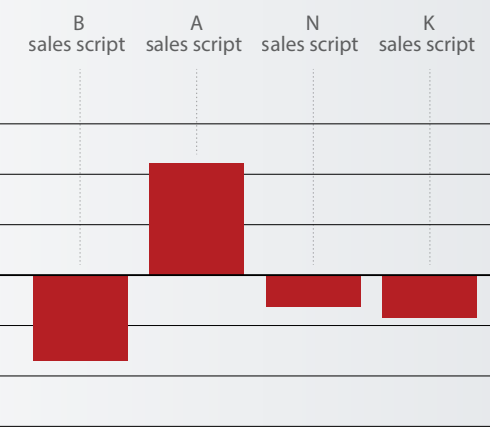
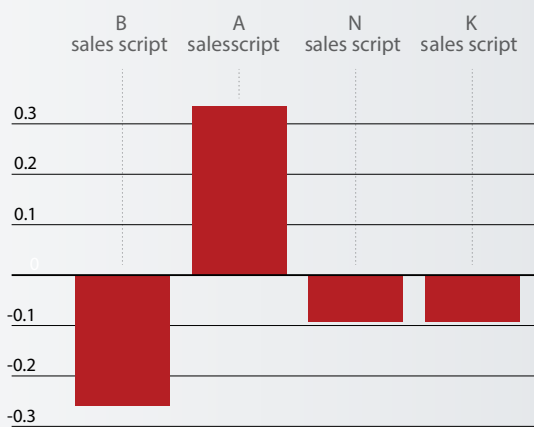
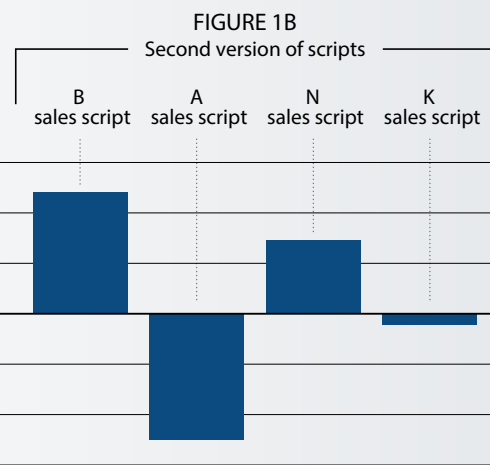
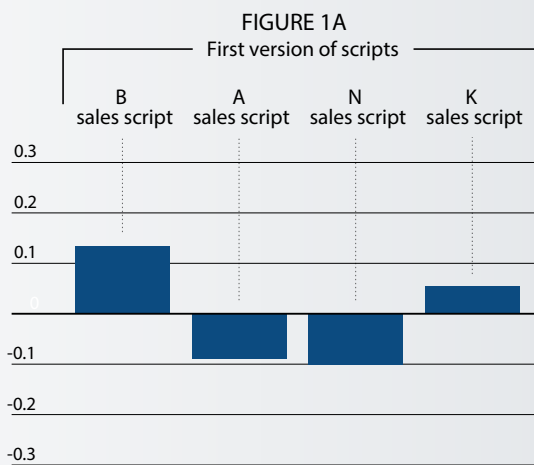
Thus, in line with predictions, we were able to re-craft our scripts successfully to make them appeal specifically to the four B.A.N.K. types. Interestingly, other B.A.N.K. types found the scripts that were not aligned with their personalities quite

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. 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.



#### 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 B.A.N.K. Code 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 B.A.N.K. CODE 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.**

Examples of important buying triggers of each B.A.N.K. Code (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 their budget
- When they have had the time to do full due diligence on the purchase
- Having the information they need to make the smartest decision possible
- Excellent written details describing the product or service
- Knowing that they're 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, paying close attention to the buying personality of the person you are targeting is critical to improved success and sales conversion.

Through rigorous scientific methodology, we can confirm that the B.A.N.K. Code 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 B.A.N.K. Code gives you an important handle on key factors in understanding those things that influence buying behaviors and perceptions during the sales process.

Therefore, using the B.A.N.K. methodology when communicating, negotiating, and selling to prospects and clients gives you a competitive advantage in the marketplace, and comes highly recommended for increasing your sales numbers.

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 B.A.N.K. CODE 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



# ABOUT CHERI TREE

ENTREPRENEUR SPEAKER TRAINER AUTHOR



 [linkedin.com/in/CheriTree](https://www.linkedin.com/in/CheriTree)

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Cheri Tree is the Founder and CEO of BANKCODE™ and the author and creator of B.A.N.K.™. With more than 20 years of experience in sales and a multimillion dollar income, Cheri Tree is the world's leading authority in Personality Sales Training. Using the B.A.N.K. system, Cheri took her annual income from \$72,000 to over \$500,000 in just 12 months and to over \$1 Million within three years. A recipient of numerous awards and recognitions, she is best known for her record of taking her sales income from \$8,000 to \$261,000 in just 28 days! As a celebrity speaker and trainer, Cheri teaches the B.A.N.K. system to top sales organizations worldwide.

Cheri is a featured keynote speaker at conferences around the world, including the *National Achievers Congress* in Asia, Africa, and Europe. She has shared the stage with other celebrity speakers, including Les Brown, Robert Kiyosaki, and Sir Richard Branson. She was featured in *Your Business at Home*, *Success From Home*, and other well-known international publications. In addition, Ms. Tree has spoken and lectured about the genius of B.A.N.K. at the UC Berkeley Haas School of Business Alumni Network and at Harvard University.

In 2014, Cheri Tree was awarded the *American Riviera Woman Entrepreneur of the Year Award* in Monte Carlo, Monaco for making a difference in the world.

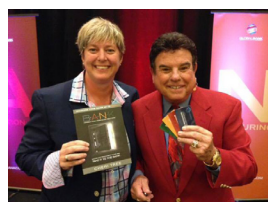
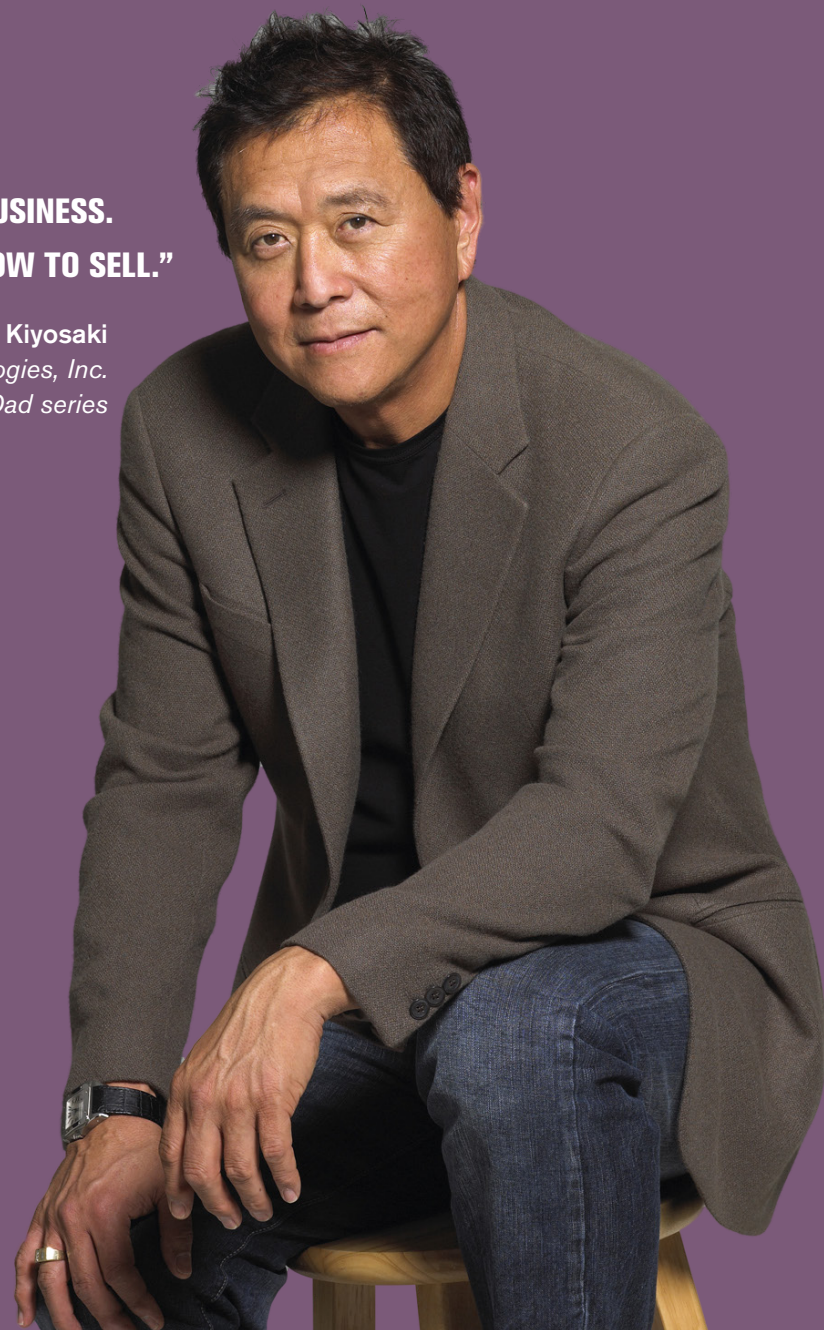
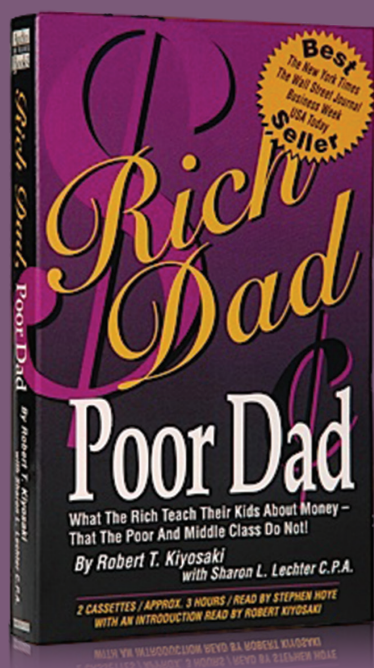
**BOOK CHERI TREE TO SPEAK AT YOUR NEXT EVENT:  
INFO@BANKCODE.COM | 1.800.840.BANK**



**“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

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

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.

Millions of people have taken some form of a personality assessment. While these tests 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 typing system that you can use to actually close more deals faster—and it has a track record of 15+ years of success and the research studies to back it up!

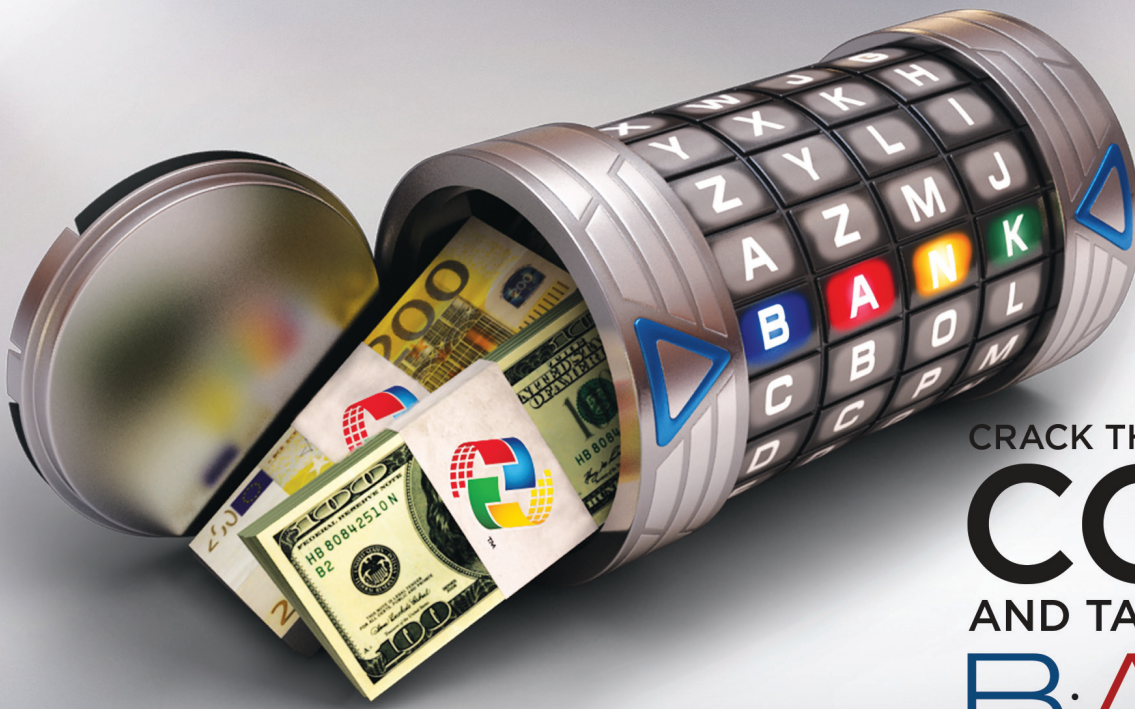
### THE EXCLUSIVE B.A.N.K. COMMUNICATION FORMULA TEACHES YOU HOW TO LET YOUR PROSPECT DETERMINE YOUR PRESENTATION SUCCESSFULLY FROM DAY 1

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, and
- 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 proven 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 code and tailor your communication and presentation to 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, get B.A.N.K. for your company (or yourself!). We can provide the tools and training you need to customize the delivery of your message to drive conversion more frequently. 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 codes. 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 [bankcode.com/whitepaper](http://bankcode.com/whitepaper) 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 [bankcode.com](http://bankcode.com) to learn more about the B.A.N.K. methodology and our company. A fast track to the top of your career with significantly more successful outcomes.
- 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 other cutting-edge science. Schedule your consultation now with one of our certified and licensed trainers, or sent an email directly to [info@bankcode.com](mailto:info@bankcode.com).

- Take a free B.A.N.K. Training Online: watch a free introductory B.A.N.K. training at [bankcode.com](http://bankcode.com) on the basics of how to use B.A.N.K., so you can begin applying the B.A.N.K. formula to your own sales interactions. You can even subscribe to our exclusive online educational platform for full access to our higher level courses, tools, and technology, including access to new materials every week.
- Crack your own B.A.N.K. Code: go to [mybankcode.com](http://mybankcode.com) now to crack your own B.A.N.K. Code. Find out what makes you tick, how you make buying decisions, and how that affects you as a salesperson.
- Learn more about becoming a Certified B.A.N.K. Trainer: for organizations seeking cost-effective ways to implement solutions involving large populations of managers and frontline sales professionals, BANKCODE 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 [bankcode.com/certification](http://bankcode.com/certification).





## ACKNOWLEDGEMENTS

The community of B.A.N.K. clients, certified trainers, affiliate partners, and sponsors span the globe in more than 40 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 & CEO | BANKCODE

Jenny Luetkemeyer | Co-Founder & COO | BANKCODE

Esther C. Wildenberg | President | BANKCODE

Dr. Ryan T. Howell | San Francisco State University

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**B·A·N·K**  
THE LANGUAGE OF PEOPLE™

**ONE WORLD  
ONE LANGUAGE**