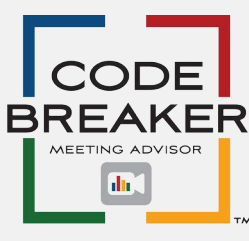


# CODEBREAKER

PERSONALITY CODING TECHNOLOGY



Hi Cheri,

We just finished analyzing the call you had with Tom Tree, Esther Wildenberg, Mamie Lamley, and Tami Russaz. Our AI has some advice that we think can improve your productivity and relationship with the other participants, and help you close more sales in less time.

Review the information below on each participant for tips on how to communicate, engage, move the relationship forward, and get the YES.

Take it to the BANK!

- Codebreaker Technologies

Tuesday, September 1, 2020 | 10:28 AM - 11:41 AM (about 1 hour and 13 minutes)

## Cheri Tree's Personal Meeting Room

Participants: Cheri Tree, Tom Tree, Esther Wildenberg, Mamie Lamley, Tami Russaz

### OBSERVATIONS ABOUT YOU

Spoke for about 26 minutes

BANKCODE: **ACTION**



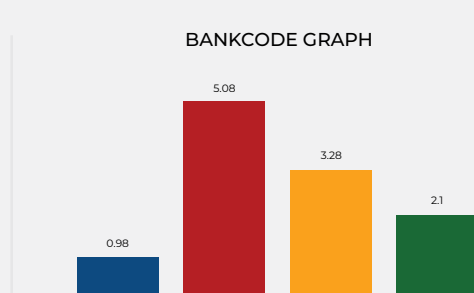
VALUES: **OPPORTUNITY**



COMMITMENT LEVEL: **COMPELLED**



- You recognize and go after opportunity.
- You negotiate skillfully and look for your own win.



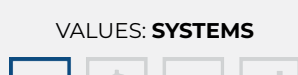
### OBSERVATIONS ABOUT TOM TREE

Spoke for about 16 minutes

BANKCODE: **BLUEPRINT**



VALUES: **SYSTEMS**



COMMITMENT LEVEL: **CURIOS**



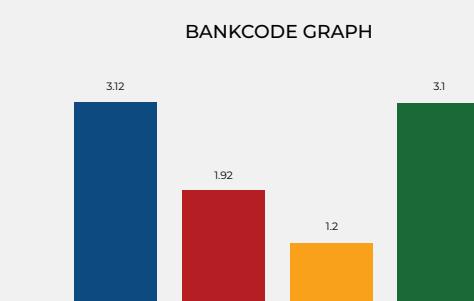
- Expects everyone to follow the rules and regulations.
- Sets up and implements predictable systems.
- Runs agenda-driven, efficient meetings that start and end on time.

### HOW TO FOLLOW UP WITH TOM

- Be professional and organized.
- Be on time (5-10 min. early for virtual meetings or 15-30 min. early for in-person meetings).
- Have a step-by-step SYSTEMS that you can give them.

### WHAT TURNS TOM OFF

- If you set unrealistic expectations or offer false promises.
- If you use aggressive sales tactics and behaviors.



### OBSERVATIONS ABOUT ESTHER WILDENBERG

Spoke for about 20 minutes

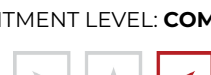
BANKCODE: **ACTION**



VALUES: **OPPORTUNITY**



COMMITMENT LEVEL: **COMPELLED**



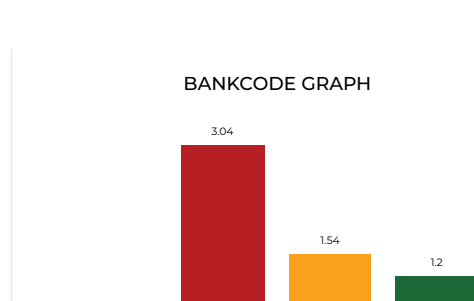
- Recognizes and goes after opportunity.
- Looks to find a better way to do things.
- Takes risks getting things done.

### HOW TO FOLLOW UP WITH ESTHER

- Be cool and dress to impress.
- Display excitement and enthusiasm.
- Skip the small talk and get straight to the bottom line.

### WHAT TURNS ESTHER OFF

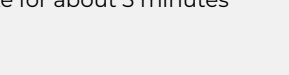
- If you lack confidence and courage.
- If you provide too much detail and get into the minutia.



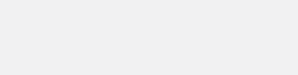
### OBSERVATIONS ABOUT MAMIE LAMLEY

Spoke for about 3 minutes

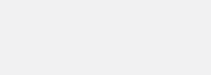
BANKCODE: **NURTURING**



VALUES: **COMMUNITY**



COMMITMENT LEVEL: **FOCUSED**



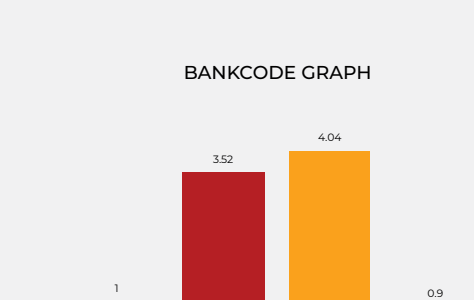
- Dislikes inauthentic or fake people.
- Enjoys training, motivating, and coaching others.
- Needs interaction with people, groups, and teams.

### HOW TO FOLLOW UP WITH MAMIE

- Be authentic, transparent, and genuine.
- Show them that you care more about them than money.
- Introduce them to your team or tribe.

### WHAT TURNS MAMIE OFF

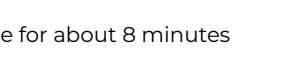
- If you are mean or rude instead of kind and friendly.
- If you do not try to understand them as a person.



### OBSERVATIONS ABOUT TAMI RUSSAZ

Spoke for about 8 minutes

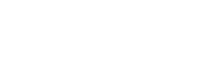
BANKCODE: **KNOWLEDGE**



VALUES: **DATA**



COMMITMENT LEVEL: **CURIOS**



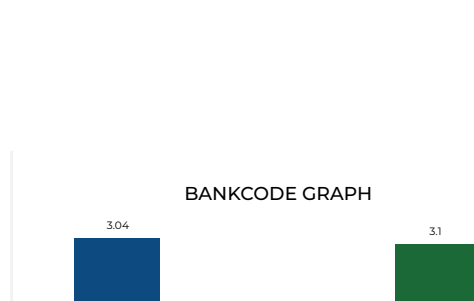
- Trusts logic and reason above all.
- Maps out a strategy at a macro level.
- Is precise in speech and notices contradictions.

### HOW TO FOLLOW UP WITH TAMI

- Be smart and know your information
- Provide them with resources, documentation, and data to study.
- Stay logical in your approach.

### WHAT TURNS TAMI OFF

- If you come across as ignorant, arrogant, or unintelligent.
- If you have no data, bad data, or made-up data.



### How did we do?

Not relevant 1 2 3 4 5 On the money

### In a Sharing Mood?



### ABOUT CODEBREAKER

Codebreaker Technologies is the world leader in Personality Coding Technology and touted by Forbes as the future of sales. Codebreaker AI is the world's first artificial intelligence powered by B.A.N.K., designed to predict buying behavior in nanoseconds and close more sales in less time. To learn more, visit codebreakertech.com.

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