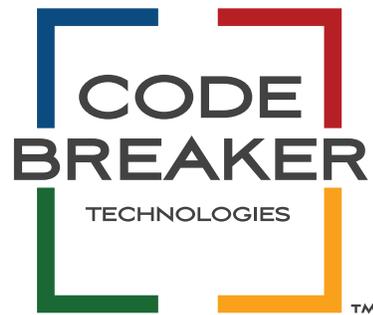


YOUR PROSPECT'S FULL BANKCODE REPORT

In this report we unlock the Secrets, the Science, and the System to supercharge your sales, maximize your results, and impact your relationship with your prospect.



BANKCODE[®] SALES REPORT



The World Leader in Personality Coding Technology

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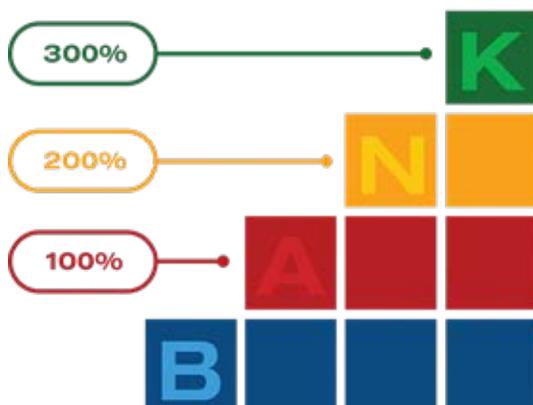
This report provides an in-depth look at how you can use your prospect's **BANKCODE**® to communicate for receptivity, negotiate with proven triggers, and close the sale.

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WHY B.A.N.K.®?

Personality matters in all forms of communication. B.A.N.K. is designed to increase your sales up to 300% and uses a person's personality code (**BANKCODE**) to accurately predict buying behavior. In fact, B.A.N.K. has been scientifically validated to close more sales in less time and communicate more effectively with any personality type.

For more information on the secret, the science, and the system, go to codebreakertech.com and download our white paper.



**INCREASE YOUR SALES
UP TO 300%**

**UNLOCK THE SECRETS, THE SCIENCE,
AND THE SYSTEM YOU NEED TO
SUPERCHARGE YOUR SALES IN LESS
THAN 90 SECONDS!**

THE SECRETS THE SCIENCE THE SYSTEM THE SOLUTION



INTRODUCTION

To get the best results in every single interaction with your prospect, use this comprehensive **BANKCODE** Sales Report for communicating with **AKNB** personality types.

Don't waste another minute on unnecessary meetings or misunderstandings. Speak to your prospect using B.A.N.K. and accelerate the sales and communication process.

This report reveals how to:

CRACK THE PERSONALITY CODE AND TAKE IT TO THE BANK!®

YOUR PROSPECT'S **BANKCODE** IS **AKNB**

People with the **AKNB BANKCODE** are primarily movers, shakers, and millionaire-makers—with logical, strategic, and analytical minds—and they are always driven to succeed!

1.  

When communicating with this **BANKCODE**, be sure to focus on the first position the most and blend a little of the second position into your communication.
2. 
3. 

The third position typically represents how your prospect responds under stress.
4. 

The last position indicates personal values that are least important to your prospect and typically it's best to avoid communicating with them in this code.



BUSINESS MINDSET

- They strive to run high profile, competitive businesses by leveraging cutting-edge technology and the best minds in the business.
- They are visionaries who quickly recognize and act on opportunities with complex strategies that solve big problems.
- They have a passion for efficiency and will take risks to make millions by capitalizing on “the next big idea”.
- Because of their insatiable desire to learn, they will spontaneously take financial risks to expand their knowledge through research and development.

ACTION



VALUES

- FREEDOM
- FLEXIBILITY
- SPONTANEITY
- ACTION
- OPPORTUNITY
- EXCITEMENT
- ATTENTION
- STIMULATION
- COMPETITION
- WINNING
- FUN
- IMAGE

ACTION 

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PERSONALITY PROFILE

Your prospect's full **BANKCODE** is **AKNB**. Consider the position of all four of the B.A.N.K. Personality Types. Each position provides you with valuable communication insights. If you communicate in the wrong code, it can cost you the deal, the relationship, or unnecessary frustrations and delays.

THE FIRST POSITION

ACTION (A) influences your prospect's decisions the most.

A's are action-oriented, flexible, and fun! They are born to be entertainers who always have a good story to tell. We say that they like to think outside the box. Not only are they unafraid to take risks, but they also are always on the lookout for new opportunities to disrupt and improve upon the status quo. If anyone is going to be involved in the next big thing, it's an A! As big go-getters, A's are always searching for better opportunities, so when you make your offer sound like a huge opportunity, A's are the first to sign up.

THE SECOND POSITION



KNOWLEDGE (K) is in the 2nd position for your prospect. It's an important part of their **BANKCODE**, so we recommend you blend your communication style to include this code in your messaging.

K's value reason above all else, and they make decisions based on facts and science—not emotion. K's excel at analyzing data, enjoy strategizing for the long term, and are fountains of knowledge, which means you will always learn something new around them.

THE THIRD POSITION



NURTURING (N) is in the 3rd position for your prospect. These values are less important to them, but you may see them shift to this code under stress.

N's like to bring out the best in others and foster a sense of community. N's are diplomatic and harmonious, which makes them great at training, motivating, mentoring, and counseling. N's are warm, friendly, genuine individuals, which makes them wonderful to be around.

THE LAST POSITION

BLUEPRINT (B) is in the 4th position for your prospect, and it's likely a turn off for them. We recommend avoiding communication that includes any part of the 4th personality type.



B's are responsible, detail-oriented, and are often planning experts. They can be trusted to organize an efficient event that will meet expectations. B's value tradition, live by strong inner moral codes, and respect the rules and authority. This means that they are some of the most trustworthy people around.

ACTION

SALES TIPS

- Be cool and dress to impress.
- Display excitement and enthusiasm.
- Skip the small talk and get straight to the bottom line.
- Have a sense of urgency and remember time is money.
- Have fun and sell the sizzle, lifestyle, and the dream.
- Don't overload them with details, charts, or too much information.
- Introduce them to other successful, powerful influencers.
- Be confident and charismatic.

CHARACTERISTICS

LIKES

- Beauty
- Bottom Line
- Celebrity Endorsements
- Confidence
- Credit
- Designer Brands
- Entertainment
- Expensive Cars
- Fame
- Fashion
- Fortune
- Games
- Glamour
- Incentives
- Luxuries
- Parties
- Power
- Prizes
- Recognition
- Results
- Speed
- Travel
- Variety
- VIP Treatment

DISLIKES

- Boredom
- Bosses
- Boundaries
- Budgets
- Curfews
- Details
- Instructions
- Jobs
- Limits
- Losing
- Paperwork
- Planning
- Punctuality
- Repetition
- Routines
- Rules
- Saving
- Schedules
- Silence
- Speeding Tickets
- Tattle Tales
- Time Clocks
- Unnecessary Meetings
- Waiting

KNOWLEDGE

SALES TIPS

- Be smart and know your information
- Provide them with resources, documentation, and data to study.
- Stay logical in your approach.
- Don't get overly emotional or excited.
- Be able to debate and defend your product.
- Be able to justify your price.
- Connect them with the Subject Matter Expert.
- Give them time to think about it.

CHARACTERISTICS

LIKES

- Analysis
- Charts & Graphs
- Consumer Reports
- Data
- Documentation
- Experts
- Facts
- Formulas
- Gadgets
- Higher Education
- Information
- Innovation
- Logic
- Maps
- Peer Journals
- Proof
- Puzzles
- Research & Development
- Science Fiction
- Software
- Strategy
- Studies
- Technology
- Wit

DISLIKES

- Automated Recommendations
- Blanket Statements
- Celebration
- Celebrity Endorsements
- Chit Chat
- Drama
- Emotions
- Excessive Praise
- Excitement
- Ignorance
- Incompetence
- Lack of Documentation
- Networking
- Poor Listeners
- Public Speaking
- Recognition
- Role Playing
- Short Cuts
- Social Media Buzz
- Social Mixers
- Speculation
- Stupidity
- Touching
- Unsubstantiated Evidence

ACTION

BEHAVIORS

An ACTION Personality Type:

- Negotiates skillfully and looks for their own win.
- Is optimistic and acts on instinct.
- Is competitive and has a propensity for sports and entertainment.
- Loves beauty and anything aesthetically pleasing.
- Recognizes and goes after opportunity.
- Looks to find a better way to do things.
- Rebels against rules, routine and structure.
- Takes risks getting things done.
- Is entrepreneurial and likes to lead.
- Learns best through hands-on methods: show me, don't tell me.
- Dislikes boredom or waiting.
- Dislikes abstract ideas, excessive details, and useless theory.

TRIGGERS

An ACTION Personality Type is more likely to say YES to someone who:

- Knows celebrities, business executives, and other high net-worth individuals.
- Wears or carries high-end fashion accessories.
- Paints a picture of a dream lifestyle.
- Drives a luxury vehicle.
- Names other successful people they have worked with.
- Greets you with enthusiasm.
- Notices and compliments their fashion or style.
- Conveys a sense of urgency.
- Gives them access to VIP experiences.
- Introduces them to others within their network.

TRIPWIRES

An ACTION Personality Type is more likely to say NO to someone who:

- Doesn't care about style or outward appearances.
- Provides too much detail and gets into the minutia.
- Lacks confidence and courage.
- Doesn't have relationship capital or sphere of influence.
- Fails to recognize them for their achievements.
- Isn't cool or socially relevant.
- Has low energy and is not engaging.
- Fails to capture their attention.
- Lacks the ability to motivate and inspire.
- Comes across as cheap and lacks generosity.

KNOWLEDGE

BEHAVIORS

A KNOWLEDGE Personality Type:

- Trusts logic and reason above all.
- Maps out a strategy at a macro level.
- Is precise in speech and notices contradictions.
- Has a need for data and meaningful interpretation or analysis of it.
- Respects the power of nature and feels attracted to the sciences.
- Focuses on long-term results with projections far into the future.
- Easily learns abstract ideas and processes several issues at the same time.
- Dislikes rote memorization without understanding.
- Resolves conflict logically and rationally, without emotional reactions.
- Uses diagrams and models to communicate abstractions.
- Can easily recognize truths and untruths.
- Dislikes chitchat and instead seeks conversations with substance.

TRIGGERS

A KNOWLEDGE Personality Type is more likely to say YES to someone who:

- Displays a deep understanding of the subject matter.
- Is prepared with supporting information to back up their claims.
- Can make well-informed decisions.
- Approaches everything logically.
- Offers a new perspective.
- Is an expert in their field and a master of their craft.
- Gives them accurate facts and figures.
- Has a deep respect for wisdom and life experiences.
- Leverages their intelligence as part of a mind trust.
- Comes across as smart and speaks intelligently.

TRIPWIRES

A KNOWLEDGE Personality Type is more likely to say NO to someone who:

- Comes across as ignorant, arrogant, or unintelligent.
- Has no data, bad data, or made-up data.
- Attempts to placate and not deal with reality.
- Underestimates or insults their intelligence.
- Lacks the ability to admit they are wrong or doesn't know the information.
- Disregards their opinions or thought processes.
- Lacks experience or expertise on subject matter.
- Is defensive or debates based on emotion.
- Does not give them time to process information or do their own research.
- Engages in nonsensical small talk or conversations that lack direction or purpose.

ACTION FORMULAS

If you want to establish and maintain a meaningful relationship with an ACTION type, follow these guidelines.

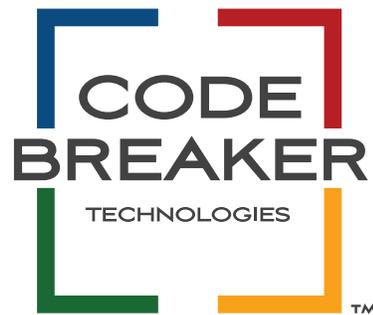


- **FREEDOM:** Find ways to support your client's need for freedom. Be cool and don't act desperate or needy. Show them any and all ways that they will experience life on their terms, without limits.
- **FLEXIBILITY:** Identify all the options that exist and be willing to bend over backwards and think outside the box. Expect your client to change their mind and go with the flow.
- **SPONTANEITY:** Notify your clients of any last-minute sales, specials, deals, or first movers advantage. Be willing to pop by if you're in the area or surprise them with the unexpected.
- **ACTION:** Take massive action and showcase the hustle. Be quick to reply, and focus on making big things happen yesterday. Point out any upside that rewards them for saying YES now.
- **OPPORTUNITY:** Give them access to anything that gives them a competitive advantage, a winning edge, an upside benefit, or an ROI. Incentivize them to pull the trigger immediately.
- **EXCITEMENT:** Share your enthusiasm with them and allow them to taste success and live their dreams. Be emotionally charged with positivity and optimism.
- **ATTENTION:** Compliment them on their successes and wins. Acknowledge them in a way that feeds their ego and puts them in the spotlight.
- **STIMULATION:** Find ways to entertain them and keep them engaged. Share stories, add humor, include short videos, and give them opportunities to experience or demo the product hands-on.
- **COMPETITION:** Acknowledge their need to compete and find ways for them to win. Identify all aspects that would give them a significant competitive advantage in business or life.
- **WINNING:** Losing is non-negotiable, so be relentless about helping your client win. Build in room to negotiate and position the deal to put them ahead of their competition.
- **FUN:** Allow your clients to experience your charisma and fun side. Be playful and don't be too serious. Find ways to have fun with them; invite them to events, schedule meals, and go to trendy places with energy and cool vibes.
- **IMAGE:** Show them ways that you can elevate their status, showcase their lifestyle, and give them something to brag about with their peers. Make sure you level up your personal and business brand.

KNOWLEDGE FORMULAS

If you want to establish and maintain a meaningful relationship with a KNOWLEDGE type, follow these guidelines.

- **LEARNING:** Give them access to your reservoir of knowledge on topics they are interested in including case studies, white papers, research discoveries, articles, blogs, podcasts, and more.
- **INTELLIGENCE:** Identify all the ways that it would be smart to do business with you. Provide third party validation that proves your point and makes the decision a no-brainer.
- **LOGIC:** Provide arguments that connect the dots and make sense to the client. If your information is controversial, acknowledge both sides of the equation and back your conclusions with facts and data.
- **SELF-MASTERY:** Discuss and demonstrate the ways that your client can achieve mastery by studying, practicing, or consuming your product.
- **TECHNOLOGY:** Provide demos using technology and illustrate the ingenuity of your business. Provide them beta access and get feedback on tech products during early phases.
- **RESEARCH & DEVELOPMENT:** Discovery and innovation drives the imagination of your client. Share any new discoveries with them early on and provide them with the data points to validate it.
- **SCIENCE:** Share with your clients any new product breakthroughs that are a result of scientific discoveries. Include all aspects of the scientific process so their questions about who, what, when, where, why, and how get answered.
- **UNIVERSAL TRUTHS:** Take away the ability to debate by establishing and revealing universal truths. Make sure you can provide supporting evidence to back the information.
- **EXPERTISE:** Connect your client to the source of expertise, whether that be a personal introduction, a video, podcast, seminar, blog, or book. Avoid anything that could be amateur or ignorant.
- **COMPETENCE:** Show them that your product, service, tool, technology, or widget actually works. Be sure that you know how to demo it, so you avoid mistakes or clumsy moves.
- **ACCURACY:** Be precise with your information and remember that the “devil is in the details.” Spell check your work and have a professional or expert double-check any important data points.
- **THE BIG PICTURE:** A picture says a thousand words, so show them the 30,000-foot view early on. Start with the WHY behind your suggestions so they understand how to justify their decision.



ABOUT CODEBREAKER TECHNOLOGIES

WHO WE ARE

The World Leader in Personality Coding Technology

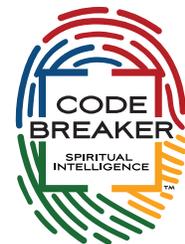
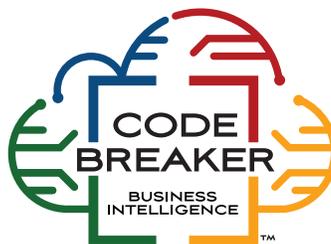
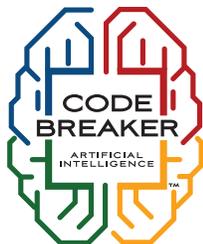
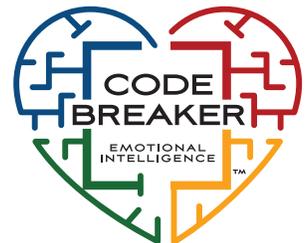
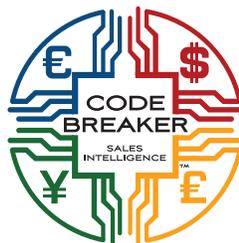
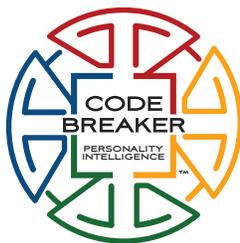
WHAT WE DO

- Predict buying behavior in less than 90 seconds
- Increase sales up to 300%
- Optimize your business and maximize your results
- Increase your revenue and impact your relationships
- Help you master the science of sales & art of communication
- Create income, influence, & impact
- Increase your sales velocity
- Develop empathy and compassion for others
- Connect human beings in a deeper way
- Unite families, communities, and humanity

HOW WE DO IT

- B.A.N.K.[®]—Personality Based. People Focused. Profit Driven.
- Reverse Engineered Personality Science Based In Buyology
- Crack The Personality Code And Take It To The BANK[®]
- Unlock The Secrets, The Science, And The System To Supercharge Your Sales In Less Than 90 Seconds
- Innovative Tools, Training, & Technology

THE ADVANCED INTELLIGENCES



WHY WE DO IT

To connect and empower humanity and Create One World—One Language.

FOR MORE INFORMATION

To understand more about the **BANKCODES**, go to codebreakertech.com and learn more about our tools, training, and technology designed to help you communicate more effectively and close more sales in less time.



PRODUCTS & SERVICES

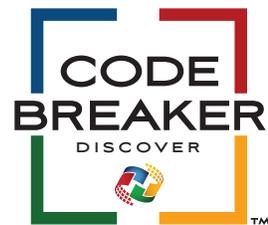
DISCOVER THE TECHNOLOGY

CODEBREAKER ARTIFICIAL INTELLIGENCE (AI)

Codebreaker AI is our cutting-edge personality coding technology that can analyze anything written by your prospect to identify their **BANKCODE**; just copy and paste! Then, it provides coaching on how to make your offer appeal to them.

BANKPASS

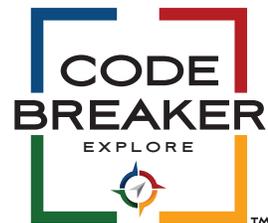
BANKPASS is our comprehensive digital lead generation and conversion tool. Get access to our **BANKCODE** Customer Relationship Management (BCRM) system, organize your contacts by code, and optimize their customer journey from day one!



EXPLORE THE ONLINE TRAINING

BANKVAULT is your all-access pass to comprehensive B.A.N.K. virtual training resources.

You can learn all about the B.A.N.K. Methodology, how to apply it, and the latest best practices in Sales training. Experience the latest in eLearning technology with interactive tools, expert video instruction, mentorship, and gamified case studies and exercises.



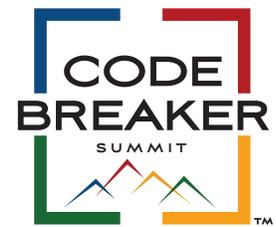


EXPERIENCE A CODEBREAKER SUMMIT

Master B.A.N.K. basics in person for better communication and sky-rocketing sales with or without the Codebreaker technology.

In just two days, you will learn the full curriculum of our first two in-depth Signature Series courses: B.A.N.K. Fundamentals and Speed Coding. You'll learn everything you need to accelerate your sales velocity and communicate with each B.A.N.K. Personality Type in any situation.

Our hands-on courses use game-based simulations and group activities so you develop your communication skills in a supportive, collaborative environment, while growing your network, and having fun!



BECOME A CERTIFIED B.A.N.K. TRAINER

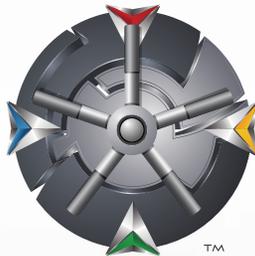
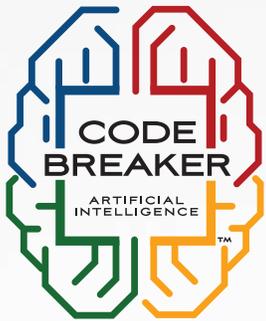
With the B.A.N.K. Trainer Certification Program, you can learn everything you need to develop the skills and resources to build a thriving B.A.N.K. business teaching that mastery to others.

We offer four certification levels that qualify you to teach more advanced and valuable applications of the B.A.N.K. Methodology. Once certified, you keep 100% of the revenue from your events. All you have to do is pay a yearly licensing fee!





BANKPASS
LEAD GENERATION TECHNOLOGY



BANKVAULT
ACCESS HAS ITS PRIVILEGES™

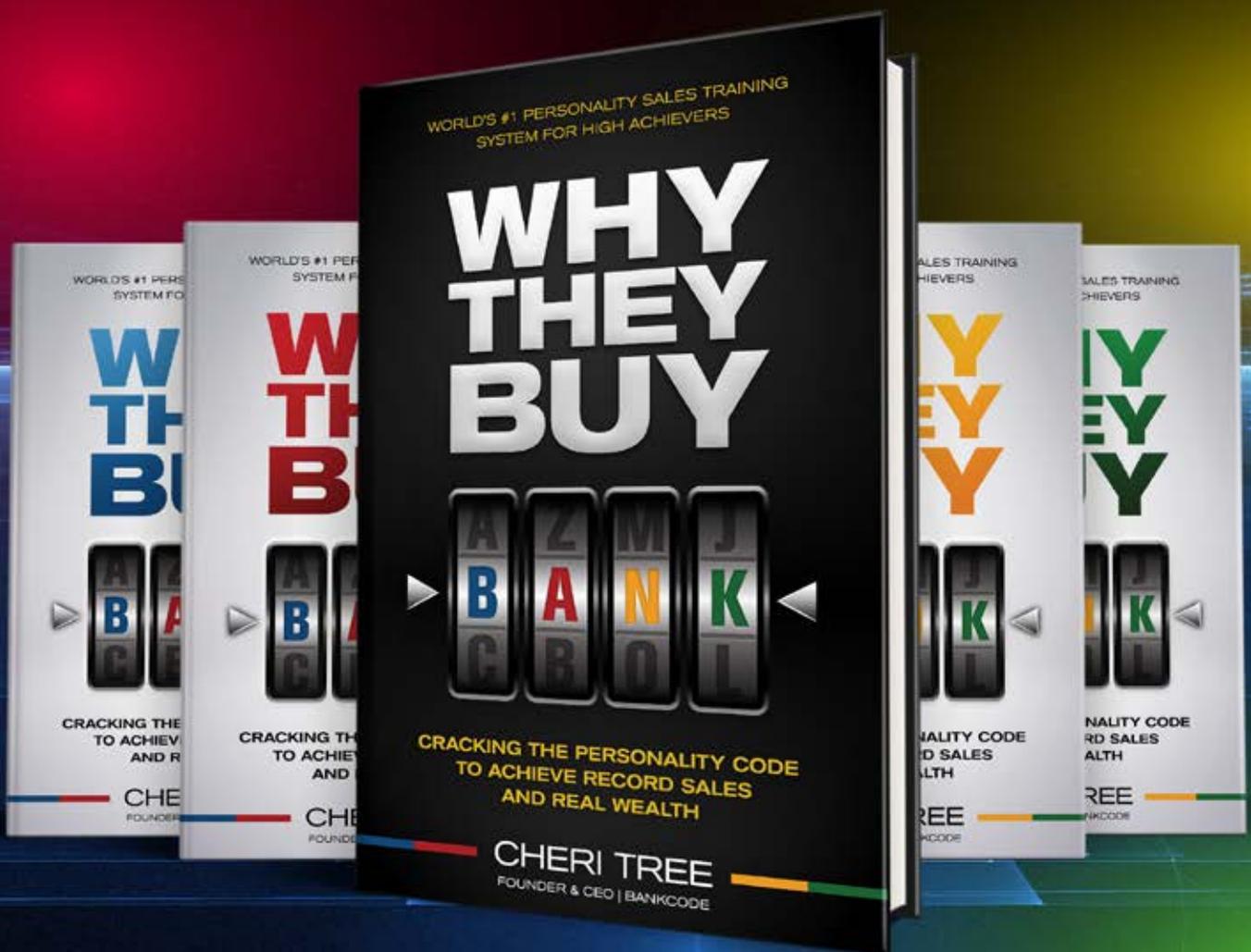


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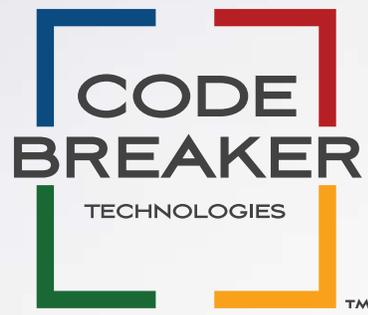
BANK

PERSONALITY BASED • PEOPLE FOCUSED • PROFIT DRIVEN

THE ONLY METHODOLOGY IN THE WORLD, SCIENTIFICALLY VALIDATED TO PREDICT BUYING BEHAVIOR IN LESS THAN 90 SECONDS!



WHYTHEYBUY.COM



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