

B·A·N·K

PERSONALITY BASED • PEOPLE FOCUSED • PROFIT DRIVEN

**WHITE PAPER
EXECUTIVE SUMMARY**

**CRACK THE
PERSONALITY CODE
AND TAKE IT TO THE**

BANK[®]

**A Scientific Breakthrough That Predicts
Buying Behavior & Increases Sales**



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.

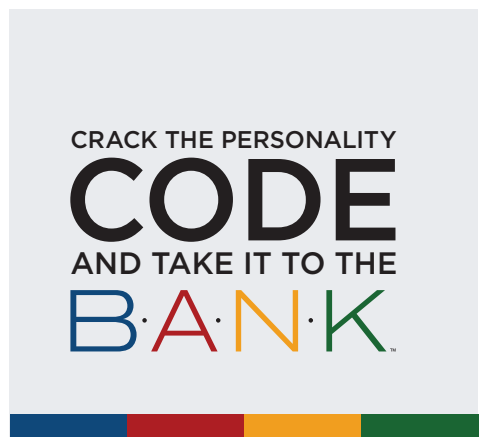


The missing link was reverse engineering the concept of personality types to specifically categorize people according to how they buy or decide to say “YES” during the sales process—that is, in terms of their “buying personalities”—and to allow salespeople to make a determination about their customers’ 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™.



—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.”

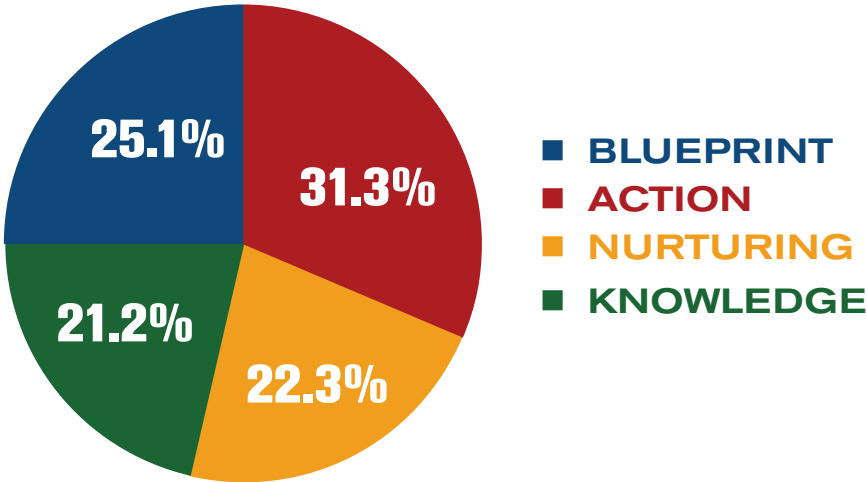


STUDY 4

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:

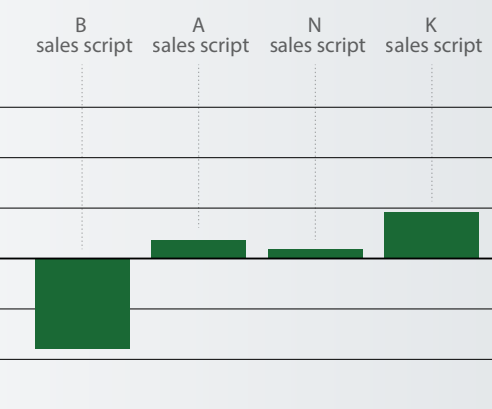
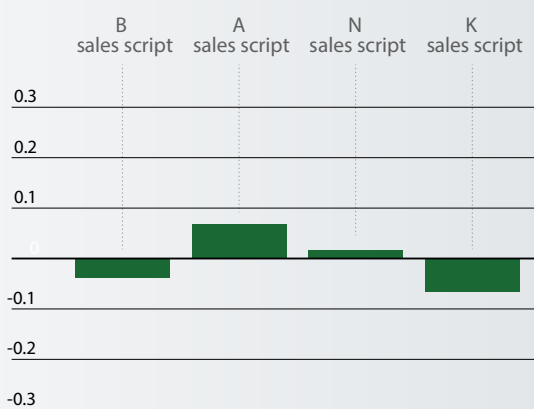
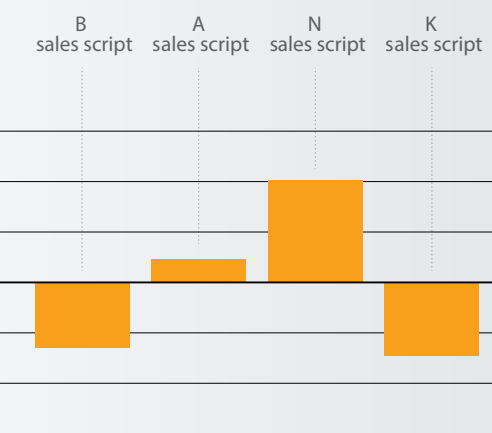
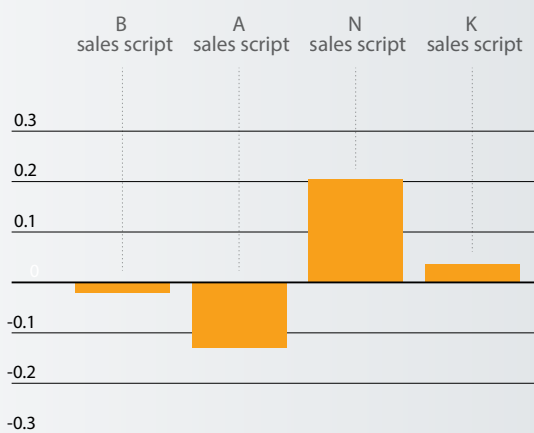
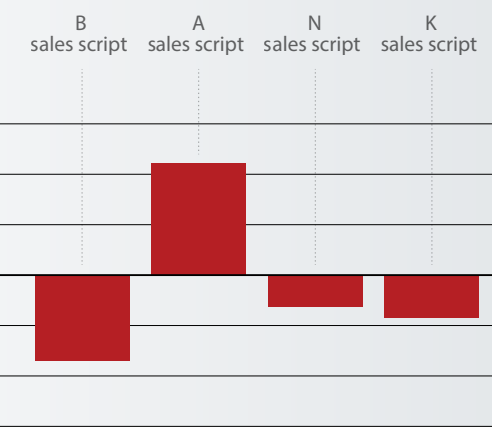
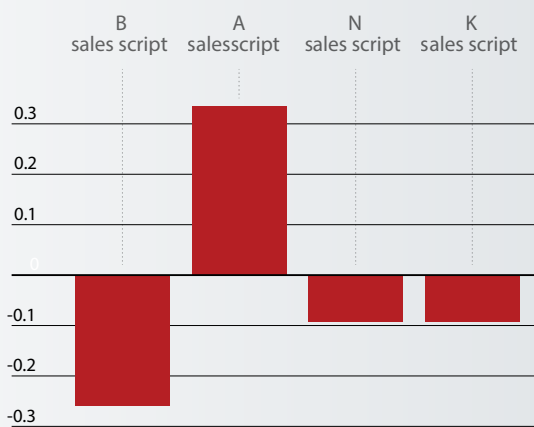
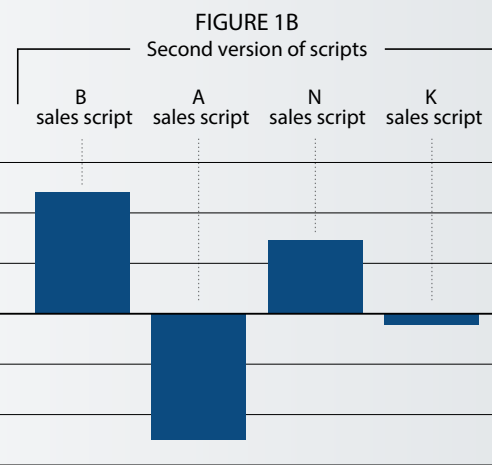
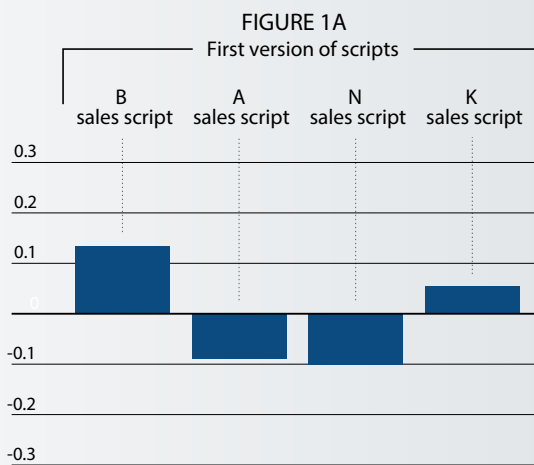
- **B's** were the only B.A.N.K. type to rate the B sales script as the most appealing.
- **A's** were the only B.A.N.K. type to rate the A sales script as the most appealing.
- **N's** were the only B.A.N.K. type to rate the N sales script as the most appealing.
- **K's** were the only B.A.N.K. type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

 [facebook.com/CheriTree](https://www.facebook.com/CheriTree)

 [@CheriTree](https://twitter.com/CheriTree)

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.

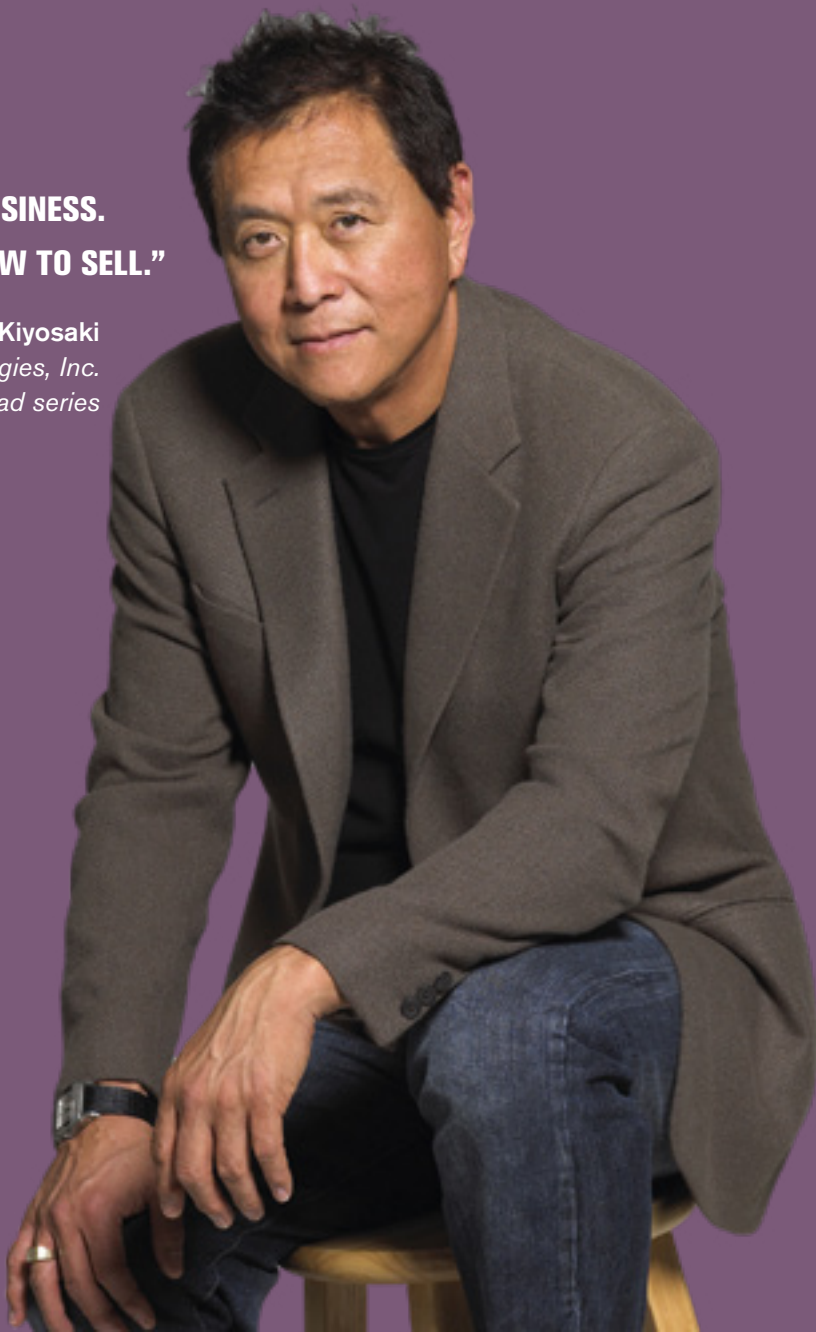
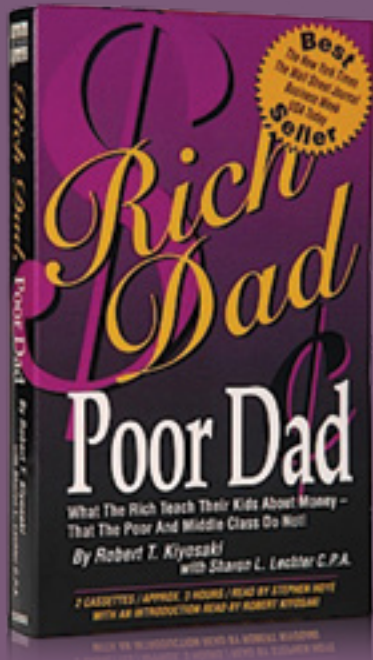
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**“THE ABILITY TO SELL IS THE NUMBER ONE SKILL IN BUSINESS.
YOU’VE GOT TO SELL! CHERI TREE WILL TEACH YOU HOW TO SELL.”**

— 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.



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 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 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.

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

- Take a free B.A.N.K. Training Online: watch a free introductory B.A.N.K. training at 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 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.

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A Scientific Breakthrough That Predicts
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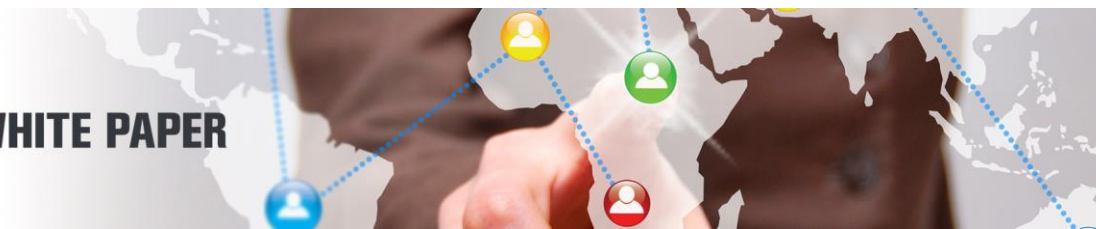
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OVERVIEW

B.A.N.K. Research

B.A.N.K.™ has been field-tested with proven results for more than 15 years, and now Dr. Ryan T. Howell and his team have scientifically proven the validity of the B.A.N.K. Methodology with formal research.

This white paper provides the detailed results of Dr. Howell's research.

Primary Aim

The primary aim of the present research was to develop and validate the B.A.N.K. Personality Assessment™.

Research

We utilized five unique samples of US adults and

1. developed scale items and explored the factor structure of our original B.A.N.K. Personality Assessment items,
 2. confirmed that factor structure in a separate sample,
 3. established its temporal stability,
 4. examined its construct validity by investigating patterns of convergent and discriminant validity with relevant constructs; and
 5. demonstrated the utility of the B.A.N.K. Personality Assessment by predicting buying preferences based on the B.A.N.K. Codes™.
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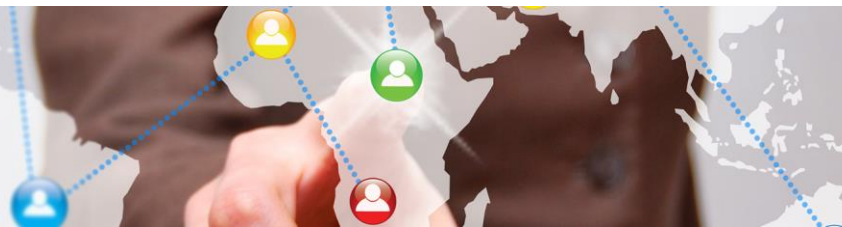
About Dr. Ryan T. Howell, PhD

Dr. Ryan T. Howell is an Associate Professor of Psychology at San Francisco State University and a co-founder of Beyond the Purchase. He received his Ph.D. in Personality Psychology from the University of California, Riverside (2005).

Personality and Well-Being Lab

He is the director of The Personality and Well-Being Lab 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 Dr. Howell's full biography, see Appendix C on page 25.



STUDY 1: SCALE DEVELOPMENT

Goals

The purpose of Study 1 was to generate items designed to measure the four personality types (i.e., Blueprint, Action, Nurturing, and Knowledge) and use exploratory factor analysis (EFA) to understand the B.A.N.K. Personality Assessment.

Through EFA, we also were looking to reduce the number of items required to measure the four B.A.N.K. personality types. Finally, we tested the internal consistency of each subscale.

Method

Participants

A total of 621 participants were recruited from Amazon's Mechanical Turk to select the best items to develop the B.A.N.K. Personality Assessment. With 40 items initially generated, this sample size more than meets the Kass and Tinsley (1979) recommendation of 5-10 participants per variable.

Participants were mostly female (55.6%), European-American (78.3%), and their ages ranged from 18-71. For this sample, most of the participants (41.6%) reported a household income between \$35,000 and \$75,000; less than 2% of participants reported making more than \$150,000.

Procedures

Following consent, participants responded to the 40 items initially developed for the B.A.N.K. scale (e.g., "I believe that it is important that rules are enforced;" "I need to be the leader;" "I look for opportunities to serve and help others;" and "I value science and the scientific method.").

Responses were given on a 7-point Likert-type scale from 1 ("Strongly disagree") to 7 ("Strongly agree").

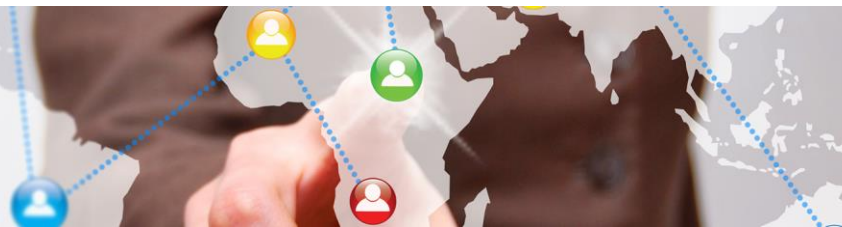
Results

Factor Analysis

A principal components analysis (PCA) was performed on all 40 items. For this exploratory factor analysis we used a promax (oblique) rotation which allows the factors to correlate because we wanted to delineate a clear factor structure.

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy indicated an adequate sample size, KMO = 0.907—as KMO values above .70 demonstrate a sufficient sample size.

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STUDY 1: SCALE DEVELOPMENT, CONTINUED

Results, continued

To determine the number of factors to retain, Horn's parallel analysis, following O'Connor's guidelines (2000) using the Parallel Analysis Engine created by Patil et al. (2007), suggested only factors with an eigenvalue greater than 1.51 should be retained. Using this criterion, there were four factors, as was predicted. To ensure simple structure and internal consistency, only items with the highest primary loadings (e.g., > .60), the lowest cross-loadings (< .30), and the highest corrected item-total correlations were retained.

Pattern of Factor Loadings

The pattern of factor loadings on the four extracted factors suggested that several items could be dropped because they either did not load onto a factor or because they cross-loaded onto multiple factors.

Also, we dropped a few additional items that were semantically redundant with items that loaded more strongly onto the factors.

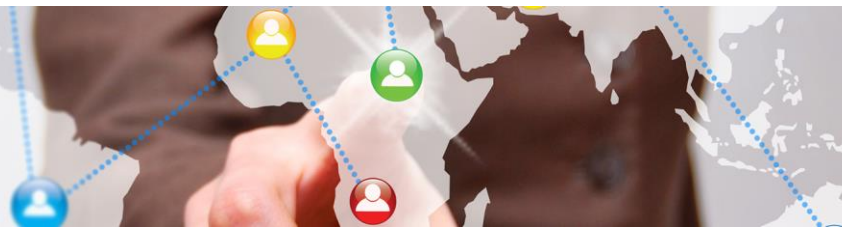
It was determined that six items on each scale needed to be retained—the addition of any of the remaining four items per scale either did not improve, or in some cases reduced, the reliability of the scales.

Because the four-factor solution produced factors that were theoretically sound, a four-factor solution was used in the final analysis.

The final 24 items were factor analyzed again, and the 4-factor structure was supported. This final factor analysis accounted for 53% of the variance in the scores. (*For the factor loadings, see Table 1.*)

This factor solution is in line with Gorsuch (1983), who noted that extracted variances of 40%–50% or above reflect an adequate factor structure for self-report scales.

Finally, as expected by the factor analysis, the four scales are rather orthogonal and internally consistent (*see Table 2*).



STUDY 2: CONFIRMATORY FACTOR ANALYSIS

Goals

The primary goal of study 2 was to validate the proposed structure of the B.A.N.K. Personality Assessment using confirmatory factor analysis.

A secondary goal was to corroborate our previous findings that the sets of items loading on each of four factors were internally consistent.

Method

Participants

A total of 269 participants were recruited from Amazon's Mechanical Turk (we used Turkprime.com to ensure the participants had not participated in the previous study) to validate the proposed structure of the B.A.N.K. Personality Assessment.

Participants were mostly male (60.6%), European-American (69.9%), and their ages ranged from 18-69 ($M = 33.07$; $SD = 10.62$).

Procedures

Participants completed the 24 items from *Table 1* as well as numerous demographic questions. However, we altered the response scale; in Study 2 (as in all subsequent studies, responses were given on a 5-point Likert-type scale from 1 ("Strongly disagree") to 5 ("Strongly agree").

Results

Confirmatory Factor Analysis

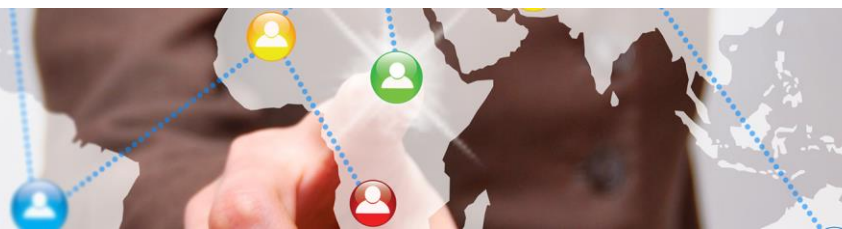
Because the data met all univariate and multivariate assumptions, we performed a confirmatory factor analysis (CFA) using the maximum likelihood method with the AMOS program.

We determined the fit of the CFA by examining different goodness-of fit indices (see Hu and Bentler [1999] for a review of these indices).

Specifically, we examined the:

- **Chi-square likelihood ratio**, which demonstrates good fit when the value is below 3.0;
 - **Comparative Fit Index (CFI)**, which demonstrates good fit when the value is above .90, and
 - **Root mean square error of approximation (RMSEA; Steiger, 1990)** which demonstrates good fit when the value is below .05, although less than .08 is acceptable (Browne & Cudeck, 1993).
-

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STUDY 2: CONFIRMATORY FACTOR ANALYSIS, CONTINUED

Results, continued

CFA 1

The first CFA we examined regressed each B.A.N.K. personality type onto the items retained from Study 1 (again, see Table 1).

Results demonstrated that the model fit was adequate, though not excellent. Specifically, the **chi-square** statistic was significant, $\chi^2 (238, n = 269) = 547.90, p < .001$; though, the chi-square likelihood ratio was determined to be low ($X^2/df = 2.30$).

The **Comparative Fit Index** was determined to be modest ($CFI = .86$; also, the TLI was .84 and the NFI was .78) and the **root mean square error of approximation** was acceptable ($RMSEA = .072$).

Thus, we examined various modification indices, and after correlating a number of error terms on the same constructs (that is, no error terms were allowed to correlate across personality types), it was determined that model fit would be most improved by removing items.

Therefore the following items were dropped:

- “I prefer having a step-by-step system to follow” from the Blueprint latent construct,
- “I embrace risk” from the Action construct,
- “I look for opportunities to serve and help others” from the Nurturing construct, and
- “I place great value on expertise” from the Knowledge construct.

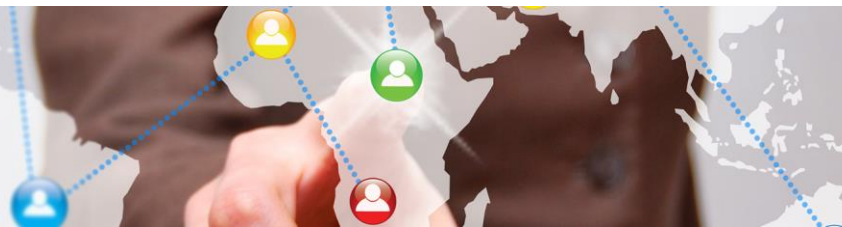
CFA 2

The second CFA we examined regressed each B.A.N.K. personality type onto the remaining five items per construct after the above-mentioned items were removed.

Results demonstrated that the model fit was much improved and could be considered good to excellent. Specifically, the **chi-square** statistic was significant, $\chi^2 (95, n = 269) = 114.42, p = .001$; and, the chi-square likelihood ratio was improved ($X^2/df = 1.52$).

The **Comparative Fit Index** was determined to be excellent ($CFI = .96$; also, the TLI was .95 and the NFI was .89) and the **root mean square error of approximation** was good ($RMSEA = .045$).

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STUDY 2: CONFIRMATORY FACTOR ANALYSIS, CONTINUED

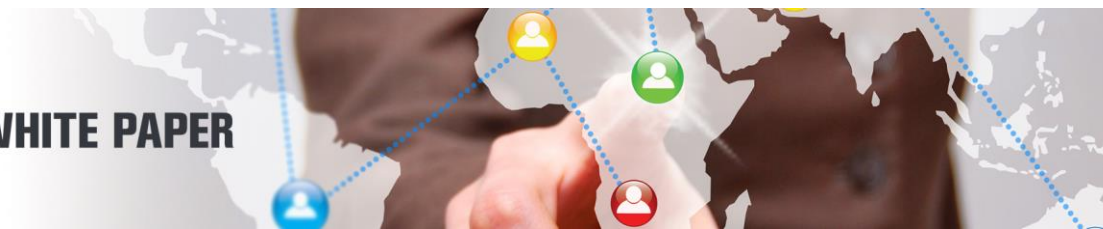
Results, continued

Thus, after we removed four items (one from each construct) the four factors predicted the appropriate items.

Also, we reassessed the internal consistency and inter-correlations of each personality type. The means, standard deviations, and alpha coefficients, as well as the personality type correlation matrix for each B.A.N.K. Code, are presented in Table 3.

Even after removing one item from each scale, we found acceptable internal consistencies for the items within each subscale. Therefore, given that our model met the acceptable limits of several fit indices, and a CFA is a very stringent test of factor structure, these results strongly support the four-factor structure of the B.A.N.K. Personality Assessment.

(For the final set of 20 items as well as the scoring for the B.A.N.K. Personality Assessment, see Appendix A on page 18.)



STUDY 3: TEST-RETEST RELIABILITY AND CONCURRENT VALIDITY

Goals

The first goal of Study 3 was to examine the test-retest reliability of the B.A.N.K. Personality Assessment.

The second goal of Study 3 was to examine the concurrent validity (i.e., the ability to distinguish between the B.A.N.K. Codes) of the B.A.N.K. Personality Assessment; that is, the B.A.N.K. Personality Assessment should be able to predict an individual's self-ranking of the B.A.N.K. Codes.

Method

Participants

A total of 242 participants were recruited from Amazon's Mechanical Turk (we used Turkprime.com to ensure the participants had not participated in any of the previous studies) to establish the temporal consistency of the B.A.N.K. Personality Assessment.

Participants were slightly more likely to be male (52.5), they were mostly European-American (78.9%), and their ages ranged from 18-65 ($M = 34.84$; $SD = 11.02$).

Procedures

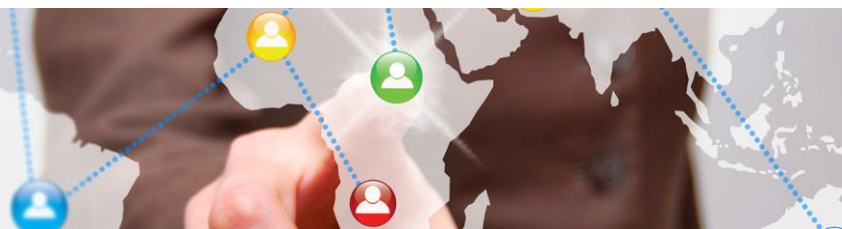
The participants were informed they were being recruited to take part in a 4-week longitudinal study where they would be asked to complete a survey every Monday for four weeks. Thus, they completed the B.A.N.K. Personality Assessment initially, and then for three consecutive weeks (i.e., 1-week test-retest, 2-week test-retest, 3-week test-retest). On all occasions, the date and time of completion were recorded.

In addition to the B.A.N.K. Personality Assessment, participants ranked four sets of descriptions (with five descriptors per group) from most to least descriptive of themselves (see Appendix B for the groups of descriptors).

It was expected that the traits from the B.A.N.K. Personality Assessment should strongly predict higher rankings on descriptors that match the personality types (e.g., higher scores on the Blueprint personality type should rank the following descriptions very high: Following Rules, Protocols, Guidelines, and Timelines, Stability, Predictability, Tradition).

Strong positive Spearman correlations between the matched personality type and group of descriptions would demonstrate concurrent validity and would validate the use of the abbreviated descriptors.

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STUDY 3: TEST-RETEST RELIABILITY AND CONCURRENT VALIDITY, CONTINUED

Results

Temporal consistency

Of the 242 participants who took the initial survey, 183 (76%) completed all four B.A.N.K. Personality Assessments. This demonstrates a remarkable lack of attrition in the study.

Overall, the B.A.N.K. Personality Assessment demonstrated excellent temporal stability. All four of the personality types had test-retest correlations larger than .70 (and all p 's < .001) at each point (*see Table 4 for all test-retest correlations*).

These correlations do suggest that the Action and Nurturing personality types are slightly more stable (mean correlations across time being .83 and .82, respectively) than the Blueprint or Knowledge personality types (mean correlations across time being .76 and .73, respectively)—however, these difference are rather minor.

Also, there is no clear trend that the test-retest correlations are tending to be less stable across time—therefore, it is expected that the B.A.N.K. Personality Assessment should be stable even if the assessments are more than three weeks apart.

Concurrent Validity

To test the concurrent validity of the of the B.A.N.K. Personality Assessment (i.e., the B.A.N.K. Personality Assessment should be able to predict an individual's self-ranking of the B.A.N.K. Codes from the short descriptors), we examined the Spearman Rho correlations between each personality type (e.g., Blueprint) and self-ranking of group descriptions (self-ranking of "Following Rules, Protocols, Guidelines, and Timelines, Stability, Predictability, Tradition" as to how well it describes the individual).

In sum, at each time point the Spearman Rho correlations were strong and positive (*see Table 5*). For example, the four concurrent validity coefficients for the Blueprint personality type are: .35, .41, .33, and .35. Importantly, at each time point, only the Blueprint personality type was a significant positive predictor of the Blueprint descriptions (Following Rules, Protocols, Guidelines, and Timelines, Stability, Predictability, Tradition)—and this finding was observed for all personality types.

Also, similar to the test-retest correlations, these concurrent correlations do suggest that the Action and Nurturing personality types are slightly better at predicting group membership (mean correlations across time being .55 and .52, respectively) than the Blueprint or Knowledge personality types (mean correlations across time being .36 and .30, respectively)—however, these difference are not marked.



STUDY 4: CONSTRUCT VALIDITY

Goal

The overarching goal of Study 4 was to establish the construct validity of the B.A.N.K. Personality Assessment.

Method

Participants

A total of 1,224 participants were recruited from Amazon's Mechanical Turk (we used Turkprime.com to ensure the participants had not participated in any of the previous studies) to establish the construct validity of the B.A.N.K. Personality Assessment.

Participants were slightly more likely to be female (52.4%), they were mostly European-American (77.5%), and their ages ranged from 18-78 ($M = 34.67$; $SD = 11.31$). For this sample most of the participants (59.3%) reported a household income of less than \$49,999, though 8.9% of participants reported making more than \$90,000.

Procedures

Participants completed the B.A.N.K. Personality Assessment, the self-rankings of B.A.N.K. Code descriptions, scales of well-being, and demographic questions—however, to reduce participant burden, individuals completed a subset of questions aimed at measuring the Big Five personality traits, consumer motivations (developed for this study), buying triggers and tripwires (developed for this study), and consumer styles.

Though not all participants completed all surveys, we used the maximum number of participants for any analysis. For example, we can describe age, gender, or income relations with the B.A.N.K. personality types for over 1200 individuals, and thus, all these analyses contain all possible participants. However, when examining the correlations between the Big Five personality traits and the B.A.N.K. Personality Assessment (to demonstrate discriminant validity), only 301 participants were assigned to complete both of these measures—therefore, the sample size for these correlations are smaller.

While not all participants completed all scales, the relations between the B.A.N.K. Personality Assessment and the various measures were all intended to establish the construct validity of the B.A.N.K. Personality Assessment or to better understand the four B.A.N.K. personality types. For example, we determined support for discriminant validity by examining the correlations between the Big Five personality traits and the B.A.N.K. personality types (i.e., discriminant validity would be supported if the 20 correlations were weak or moderate, which would demonstrate the uniqueness of the B.A.N.K. personality types) as well as predicting consumer styles from both the Big Five personality traits and the B.A.N.K. personality types (i.e., discriminant validity would be supported if the B.A.N.K. personality types were better predictors of consumer styles than the Big Five personality traits).

Continued on next page

STUDY 4: CONSTRUCT VALIDITY, CONTINUED

Method, continued

Also, we determined the support for convergent validity by examining the variance explained in buying triggers and tripwires by the B.A.N.K. personality types; while no specific predictions were made for the B.A.N.K. profile for each trigger or tripwire, convergent validity would be supported if the B.A.N.K. personality types explained unique variance in most of the triggers and tripwires.

Finally, and most importantly, we determined the support for criterion validity by examining the degree to which the B.A.N.K. personality types predicted which sales scripts appealed to individuals—with each sales script written to appeal to one, and only one, of the B.A.N.K. personality types. It was expected that each B.A.N.K. personality type would find their corresponding scales script the most appealing (e.g., Blueprints would find the sales script written for Blueprints to be the most appealing).

Demographic Correlates

Demographic Correlates of B.A.N.K. Personality Types

First, because of the large sample of independent observations ($N = 1,186$), we examined the inter-correlation matrix as well as the demographic predictors of the B.A.N.K. personality traits.

Correlate = Mutual relationship or connection where one thing can affect or depend upon another.

As seen in Table 6, the means, standard deviations, internal consistencies, and inter-correlations reported in Study 2 are remarkably similar to the same descriptive statistics reported in Study 4.

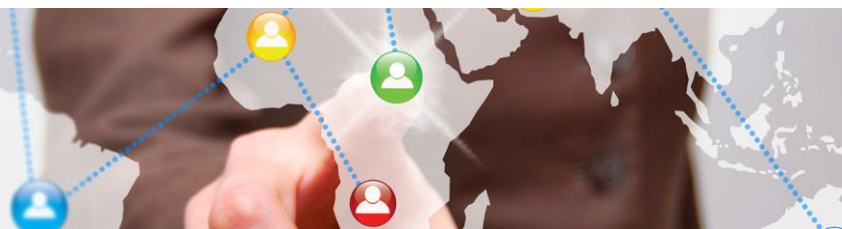
While the B.A.N.K. personality traits are rather orthogonal, there are weak positive correlations between the Knowledge personality type and the Blueprint as well as the Nurturing personality types.

Also, there are some notable correlates between the B.A.N.K. personality traits and various demographic variables. For example, younger individuals were more likely to be high on the Action personality trait.

Also, gender was correlated with each of the four B.A.N.K. personality traits: males tended to be higher on the Action and Knowledge personality traits while females tended to be higher on the Blueprint and Nurturing personality traits.

As a matter of fact, the Action personality trait was most strongly correlated with demographic variables—with young, wealthy, males, being most likely to be high on the Action personality type—while the Knowledge personality trait was very weakly associated with the demographic variables.

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STUDY 4: CONSTRUCT VALIDITY, CONTINUED

Discriminant Validity

“The Big Five personality traits provide insight into the B.A.N.K. personality types.”

Because the B.A.N.K. Personality Assessment measures four macro traits, it was important to ensure that the scale is not overly redundant and is unique from the Big Five personality traits.

The Big 5 Personality Traits:

1. Extraversion
2. Agreeableness
3. Conscientiousness
4. Neuroticism
5. Openness

As seen in Table 7, the correlations between the Big Five personality traits and the B.A.N.K. personality types, given their shared method variance, are rather weak—only one correlation is greater than .30—which demonstrates that the B.A.N.K. personality types are conceptually independent from the Big Five personality traits.

Instead, the Big Five personality traits provide insight into the B.A.N.K. personality types.

Blueprint and Action: For example, individuals who are most likely to be the *Blueprint* type are those who tend to be introverted, neurotic, and closed to new experiences; whereas individuals who are most likely to be the *Action* type are those who tend to be extraverted.

Nurturing: Interestingly, personality traits were most strongly related to the *Nurturing* personality type, with the strongest associations demonstrating the Nurturing type to be agreeable, conscientious, and open to experience.

Knowledge: Finally, those most likely to be the *Knowledge* type are those who tend to be introverted, conscientious, and open to experience.

Thus, while there are correlational patterns between the Big Five and the B.A.N.K. personality types, these relations are, for the most part, weak and demonstrate the uniqueness of the B.A.N.K. personality types.

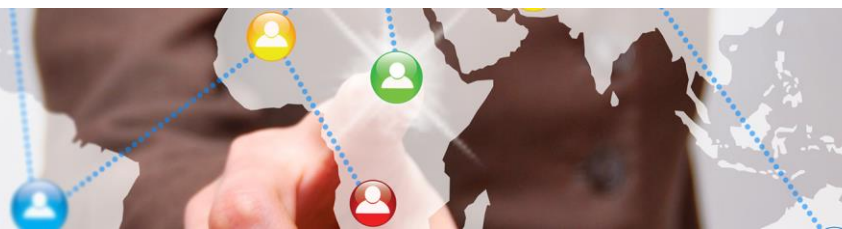
Convergent Validity

Consumer Styles

Because the B.A.N.K. Personality Assessment aims to measure important differences in how people approach buying decisions, the B.A.N.K. Codes should predict a consumer's decision making style (i.e., a consumer style).

One's consumer style has been defined as a “patterned, mental, cognitive orientation towards shopping and purchasing, which constantly dominates the consumer's choices...these traits are ever-present, predictable, central driving forces in decision-making” (Sproles, 1985, p. 79). Thus, as Sproles suggests, consumers adopt a “shopping personality” that is consistent, enduring, and predictable.

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STUDY 4: CONSTRUCT VALIDITY, CONTINUED

Convergent Validity, continued

The 8 Consumer Styles:

1. Perfectionistic
2. Brand conscious
3. Novelty/fashion conscious
4. Recreational hedonism
5. Price conscious
6. Impulsive/careless
7. Confused by overchoice
8. Habitual consumer

While we make no specific predictions about which B.A.N.K. personality traits should specifically correlate with the eight typical consumers styles (as measured by the Consumer Styles Inventory [CSI] developed by Sproles and Kendall, 1986), convergent validity would be supported if the B.A.N.K. personality types consistently explained unique variance in consumer styles.

As seen in Table 8, the B.A.N.K. personality types do explain unique variance in all eight of the consumer styles. Also, these regression models demonstrate the necessity to understand one's B.A.N.K. total profile to better understand, and predict, one's consumer choice.

Brand conscious: For example, those who have a brand conscious consumer style are likely to be high on the Action personality type; however, they are also likely to be high on the Blueprint personality type while being low on the Knowledge personality type.

As the previous results demonstrated, the B.A.N.K. personality types are, for the most part, independent of each other—that is, you can score high on the Blueprint type while also scoring high or low on the Action Type.

Thus, individuals who are brand conscious have a specific B.A.N.K. Code of high B and A as well as low K. As a matter of fact, while the B.A.N.K. personality traits significantly predict all eight consumer styles, only price conscious (being low on the Action personality trait) is explained by variance in just one B.A.N.K. type.

Buying Triggers and Tripwires

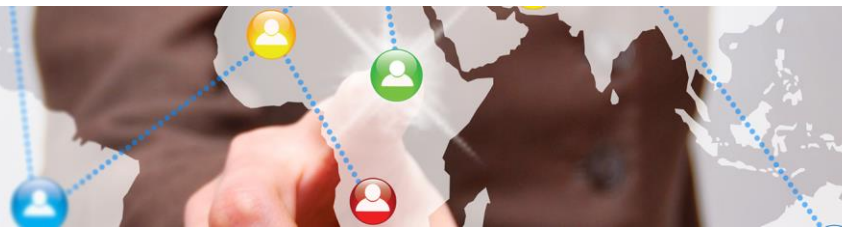
Consistent with the last set of analyses, we expected the B.A.N.K. personality types to predict what consumers look for when deciding if a purchase is “right for them.” That is, we expected a specific B.A.N.K. profile to emerge which would help explain what influences individual buying decisions.

33 possible triggers: To measure the degree to which the B.A.N.K. personality types predict what consumers look for when deciding if a purchase is right for them, we developed 33 possible triggers (e.g., “celebrity endorsements”) and tripwires (e.g., “negative testimonials from unhappy customers”).

Because nearly all the triggers and tripwires were correlated with the B.A.N.K. personality types, in Table 9 we report only the regression models of those triggers and tripwires most strongly related to the B.A.N.K. personality types. As was true of the consumer styles, these regression models demonstrate the necessity of understanding one's B.A.N.K. total profile to better understand, and predict, buying triggers.

Money-back guarantee: For example, having a money-back guarantee influences individual buying decisions—but the pattern is not just being high on one personality type. Those who are high on B and N while being low on K are most likely to be influenced by having a money-back guarantee.

Continued on next page



STUDY 4: CONSTRUCT VALIDITY, CONTINUED

Convergent Validity, continued

Celebrity endorsements, Budget: Also, those who are high on A and B as well as low on K are most likely to be influenced by celebrity endorsements, while those low on A and high on K are most likely to be influenced by their budget.

Tripwires: Another approach would be to look across all the regression models and build a set of tripwires for each personality type.

For example, those highest in the trait of Nurturing are going to be most influenced by (in order):

1. whether the company makes a contribution to a worthwhile cause,
2. having a money-back guarantee,
3. knowing there is a cancellation period, and
4. Quality of relationship or degree of connection with the salesperson.

One can imagine building a sales script including all these buying triggers and significantly increasing the probability that the Nurturing personality type will be influenced by the script.

Predictive Validity

By far the most important goal of this study was to demonstrate that the B.A.N.K. Personality Assessment could predict something it should theoretically be able to predict.

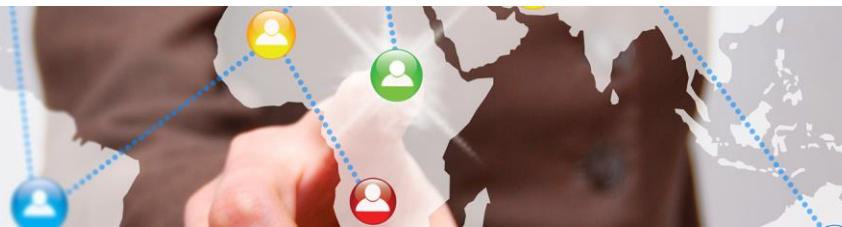
Predicting the appeal of 4 different sales scripts for the Mercedes S-600

In this case, we decided to determine if B.A.N.K. personality types could predict how appealing various sales scripts are to individuals—and each script was written to appeal to a specific type of personality. Specifically, four different sales scripts were written to try to sell the Mercedes S-600, with each describing the features that should appeal most to each B.A.N.K. personality type.

Action personality type: For example, because of how much those high on the Action personality type are drawn to taking risks, spontaneity, stimulation and excitement, fame and fortune, we wrote the following sales script to appeal to those high on the Action personality type:

For 47 years, Mercedes has been creating championship racecars and thoroughbreds for the street. Every trophy earned, and each experience learned, has shared the same starting line: an engine crafted by the hands of a master. A singular ambition drives the S-Class: to be the best car in the world. It's not what it goes for, but what it stands for. The S-600 is iconic, strong, powerful and majestic; it's also lighter, sleeker, and the most athletic S-Class yet. And while it slips through the wind with ease, it stands out in any crowd. In fact, it stands above.

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STUDY 4: CONSTRUCT VALIDITY, CONTINUED

Predictive Validity, continued

Participants who read these scripts rated how appealing each script was.

(1 = not particularly appealing to me; 5 = makes me want to own the car)

Thus, predictive validity would be supported if each B.A.N.K. personality type rated the script written for that type to be the most appealing.

To test predictive validity, we regressed the ratings of the car scripts onto the four B.A.N.K. personality types. Also, because of the correlates between the B.A.N.K. personality types and demographic variables, all regression models control for age, gender, and household income.

First script produced mixed results

As seen in Table 9 (note that both the F-ratios and R² are reported after controlling for age, gender, and income), the first set of car scripts produced a mixed set of results.

While those who were high on the Action personality and Nurturing types found the Action and Nurturing car scripts most appealing, and the other personality types neither found those scripts appealing nor unappealing, and neither the Blueprint nor the Knowledge personality types found their respective car scripts appealing. Actually, when predicting the Knowledge car script it was those highest on the Action personality type that found the script most appealing.

Rewrote Blueprint and Knowledge scripts

Therefore, we rewrote the Blueprint car script and the Knowledge car script (while not altering the Action or Nurturing car scripts) to appeal more to those personality types; we then recruited a new sample of adults to rate the how appealing they found each script.

Action, Nurturing scripts: When examining the regression models for the second version of the scripts, we see two important results. First, because the Action and Nurturing scripts were not altered, and this was a new sample, these regression models nearly perfectly replicated the results from the first sample—that is, those who were high on the Action personality and Nurturing types found the Action and Nurturing car scripts most appealing.

Blueprint, Knowledge scripts: Second, and most importantly, the new Blueprint and Knowledge car scripts were most appealing to those high on the Blueprint and Knowledge personality types, respectively. Thus, as expected, when there was a match between the sales script and the personality type, these individuals found the sales scripts most appealing and the script was most likely to make the person want to own the car.

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STUDY 4: CONSTRUCT VALIDITY, CONTINUED

Predictive Validity, continued

Impact of Matching Personality Type to a Sales Script

Finally, because of the linear relationship between the personality types and scripts, those lowest on the types of the intended scripts found the scripts least appealing. That is, while those higher or lower on the Blueprint, Nurturing, and Knowledge personality types were largely unaffected by the Action car script, those lowest on the Action personality type, found the Action car script rather unappealing.

Thus, these results demonstrate the positive impact of matching one's personality type to a sales script; however, they also demonstrate how being low on a personality type can negatively impact a potential sale by being presented a script that one finds unappealing.



CONCLUSIONS

Summary

Thus, based on the results of Studies 1, 2, 3, and 4, the B.A.N.K. Personality Assessment™ is:

- internally consistent,
 - stable across time,
 - able to predict group membership,
 - distinct from the Big Five personality traits, and
 - predicts individual consumer styles as well as how appealing they find specific sales scripts.
-

Application

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

Confirmed Results

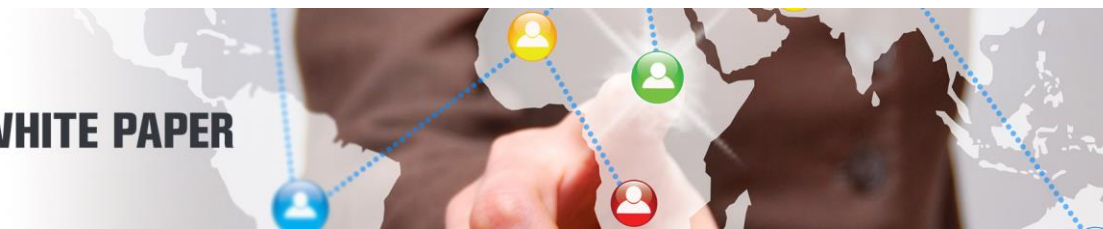
Overall, through rigorous scientific methodology, we can confirm that the B.A.N.K. Personality Assessment is a:

- quick,
- reliable,
- stable, and
- valid measure of personality.

Importantly, 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—thus, using the B.A.N.K. Personality Assessment will increase the likelihood of closing a sale.

Recommendation

Using the B.A.N.K.™ methodology is highly recommended when communicating, negotiating, recruiting, networking, or selling to your client or prospect.



ABOUT CHERI TREE

Founder & CEO of BANKCODE

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 multi-million dollar income, Cheri Tree is a leading authority on sales and personality profiling.

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 recognition, 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.



Featured Keynote Speaker

Cheri has been 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 has even been featured in Your Business At Home magazine, Success From Home magazine, and other well-known international publications.

In addition, Ms. Tree was honored with prestigious invitations from the HEWC to speak and lecture at Harvard University and the UC Berkeley Haas School of Business Alumni Network about the genius of B.A.N.K. 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

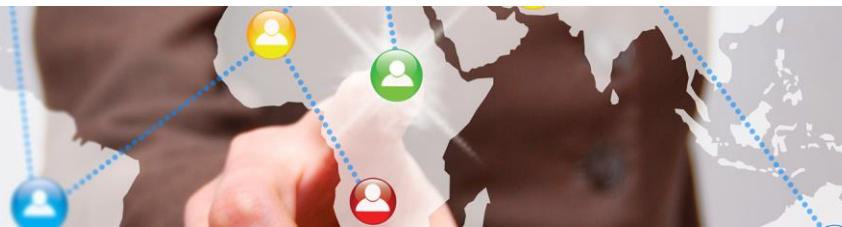
To book Cheri Tree to speak at your next event, contact BANKCODE at:

info@bankcode.com | 1.800.840.BANK

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

[facebook.com/CheriTree](https://www.facebook.com/CheriTree)

Twitter: [@CheriTree](https://twitter.com/CheriTree)



ABOUT B.A.N.K.

"B.A.N.K. IS A GAME CHANGER FOR EVERY ENTREPRENEUR AND SALES PROFESSIONAL. THIS SYSTEM WILL 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, whether 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 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 B.A.N.K. communication formula teaches you how to let your prospect determine your presentation

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.

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!

Continued on next page



ABOUT B.A.N.K., CONTINUED

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 your company (or yourself!). 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 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.

"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

Rich Dad Poor Dad
 What The Rich Teach Their Kids About Money – That The Poor And Middle Class Do Not!
 By Robert T. Kiyosaki with Sharon L. Lechter, Ph.D.



CONNECT WITH B.A.N.K.

Learn more about B.A.N.K.

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

Go to 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 to learn more about the B.A.N.K. methodology and our company. We help you fast track to the top of your career with significantly more successful outcomes.

Free B.A.N.K. Consultation

Get a free B.A.N.K. consultation and 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 email directly: info@bankcode.com.

Free online B.A.N.K. Training

Watch a free introductory B.A.N.K. training at bankcode.com on the basics of how to use B.A.N.K., so you can start to apply 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

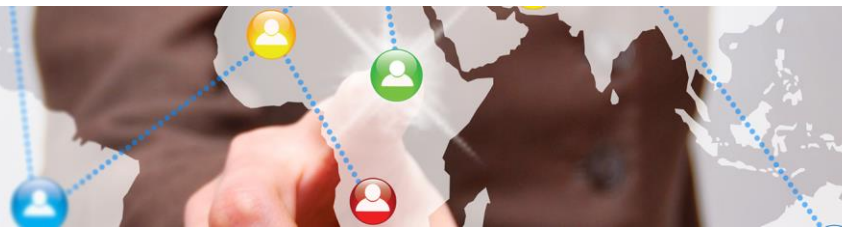
Find out what makes you tick, how you make buying decisions, and how that affects you as a salesperson.

To crack your own B.A.N.K. CODE, go to mybankcode.com now.

Become 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.

To learn more about our trainer certification programs, please go to: bankcode.com.



APPENDIX A: FINAL B.A.N.K. PERSONALITY ASSESSMENT™

Scoring

Responses are given on a 5-point Likert-type scale from 1 ("Strongly disagree") to 5 ("Strongly agree").

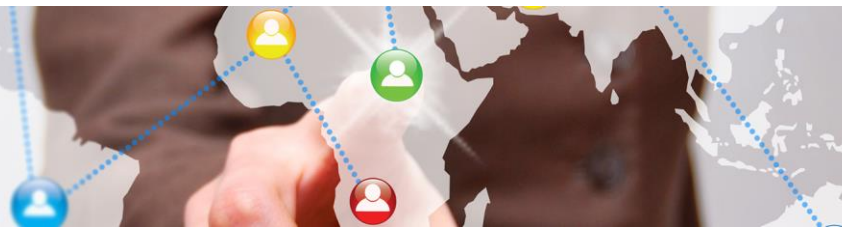
Scoring each personality type:

- Blueprint is the average of items 1, 5, 9, 11, and 15;
 - Action is the average of items 2, 6, 12, 16, and 19;
 - Nurturing is the average of items 3, 7, 13, 17, and 20;
 - Knowledge is the average of items 4, 8, 10, 14, and 18.
-

Assessment

Please indicate how much you agree or disagree that the statement describes how you feel in general.

- 1) I believe that it is important that rules are enforced.
 - 2) I need to be the leader.
 - 3) I look for opportunities to serve and help others.
 - 4) I value science and the scientific method.
 - 5) I am disciplined and like to follow protocols, guidelines and timelines.
 - 6) I embrace risk.
 - 7) I tend to be compassionate and tender to most people.
 - 8) I highly value intelligence.
 - 9) I value stability over change.
 - 10) I make decisions based on good analysis and good data.
 - 11) I prefer having a step-by-step system to follow.
 - 12) I crave stimulation and excitement.
 - 13) I find joy in charitable giving.
 - 14) I highly value competence.
 - 15) I value predictability in my life.
 - 16) I like to be the center of attention.
 - 17) I am passionate about supporting the causes that I believe in.
 - 18) I place great value on expertise.
 - 19) I crave a lifestyle of fame and fortune.
 - 20) It is important for me to make deep connections with other people.
-

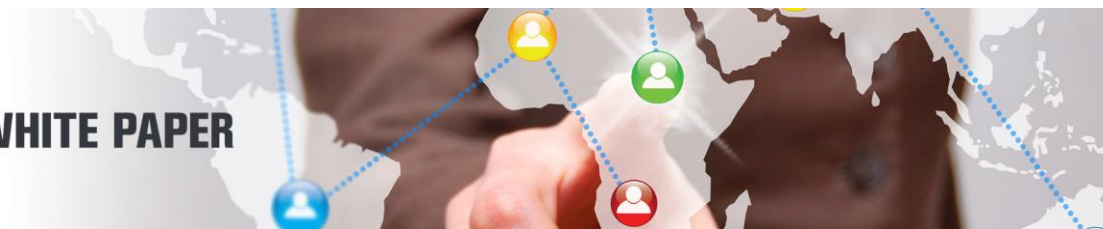


APPENDIX B: FINAL B.A.N.K. BRIEF DESCRIPTORS

Brief Descriptors

Please read the four groups of descriptions below. Then, rank each one as to how well it describes you overall.

1.
 - Following Rules
 - Protocols, Guidelines, and Timelines
 - Stability
 - Step-by-Step Systems
 - Predictability
 2.
 - Being a Leader
 - Taking Risks
 - Stimulation and Excitement
 - Center of Attention
 - Fame and Fortune
 3.
 - Serving Others
 - Compassionate
 - Charity
 - Supporting My Causes
 - Deep Connections
 4.
 - Science and Scientific Method
 - Intelligence
 - Analysis and Data
 - Expertise
 - Competence
-



APPENDIX C: DR. RYAN T. HOWELL BIOGRAPHY



Dr. Ryan T. Howell is an Associate Professor of Psychology at San Francisco State University and a co-founder of *Beyond the Purchase*.

He received his Ph.D. in Personality Psychology from the University of California, Riverside (2005).

Personality and Well-Being Lab

He is the director of The Personality and Well-Being Lab 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.

Spending and long term happiness

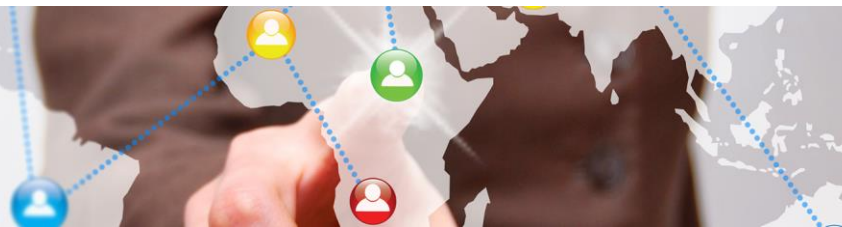
For example, in Howell's meta-analysis (2008) his findings show that for all people, especially those living in the developing world, savings and wealth accumulation behaviors matter most for long term happiness.

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.

30+ scholarly publications

He 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 the 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, FoxNews.com, and he has appeared on National Public Radio, Radio New Zealand, and ABC 7 News.

Continued on next page



APPENDIX C: DR. RYAN T. HOWELL BIOGRAPHY, CONTINUED

Extensive writing on happiness and money management

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

For example, his research has demonstrated that:

1. when people are in poverty the relation between their net-worth and subjective well-being is stronger than when they are in affluence (Howell, Howell, & Schwabe, 2006; Howell & Howell, 2008), and
 2. the relation between net-worth and life satisfaction is mediated by both financial security and psychological need satisfaction (Howell, Kurai, & Tam, 2013).
-

People are happier when they buy life experiences rather than tangible goods

Concerning consumption, he has determined that people are happier from buying life experiences rather than tangible goods because experiences foster people's feelings of relatedness (Howell & Hill, 2009).

1. Experiential consumers report increased well-being as well as greater psychological need satisfaction (Howell, Pchelin, & Iyer, 2012)
 2. Materialistic people do not enjoy the experiential advantage because their experiential purchases do not meet their need for identity expression (Zhang, Howell, Caprariello, & Guevarra, 2014),
 3. While purely experiential purchases increase feelings of relatedness, experiential products help people fulfill their need for competence (Guevarra & Howell, 2014), and
 4. One barrier to experiential consumption is that people choose material items instead of life experiences when they seek to maximize the economic value of what they buy (Pchelin & Howell, 2014).
-



TABLE 1

FACTOR LOADING FROM THE EXPLORATORY FACTOR ANALYSIS IN STUDY 1

ITEMS	B.A.N.K. PERSONALITY TYPES			
	BLUEPRINT	ACTION	NURTURING	KNOWLEDGE
I value predictability in my life.	.70			
I am disciplined and like to follow protocols, guidelines and timelines.	.72			
I value stability over change.	.74			
I prefer having a step-by-step system to follow.	.70			
I believe that it is important rules are enforced.	.69			
I believe in following tradition.	.61			
I embrace risk.		.69		
I like to be the center of attention		.62		
I believe spontaneity is central to who I am.		.66		
I crave a lifestyle of fame and fortune.		.68		
I need to be the leader		.69		
I crave stimulation and excitement		.62		
I look for opportunities to serve and help others.			.84	
I tend to be compassionate and tender to most people.			.82	
I believe in helping people in need.			.82	
I find joy in charitable giving.			.80	
I am passionate about supporting the causes that I believe in.			.70	
It is important for me to make deep connections with other people.			.65	
I value science and the scientific method.				.70
I highly value intelligence.				.75
I make decisions based on good analysis and good data				.67
I highly value competence.				.71
I place great value on expertise.				.66
I value invention and innovation.				.63

NOTE: Small cross-loadings (< .30) are not reported.



TABLE 2

MEANS, STANDARD DEVIATIONS, ALPHAS, AND INTER-CORRELATIONS OF B.A.N.K. PERSONALITY ASSESSMENTS FROM STUDY 1

PERSONALITY TYPE	MEAN (SD)	BLUEPRINT	ACTION	NURTURING	KNOWLEDGE
BLUEPRINT	4.86 (1.04)	(.82)			
ACTION	3.57 (1.21)	-.13*	(.81)		
NURTURING	5.14 (1.12)	.25*	.21*	(.88)	
KNOWLEDGE	5.64 (.86)	.21*	.07	.33*	(.84)

NOTE: Internal consistency displayed on the diagonal. Responses were given on a 7-point Likert-type scale from 1 ("Strongly disagree") to 7 ("Strongly agree").

* $p < .05$

TABLE 3

MEANS, STANDARD DEVIATIONS, ALPHAS, AND INTER-CORRELATIONS OF B.A.N.K. PERSONALITY ASSESSMENTS FROM STUDY 2

PERSONALITY TYPE	MEAN (SD)	BLUEPRINT	ACTION	NURTURING	KNOWLEDGE
BLUEPRINT	3.79 (.60)	(.77)			
ACTION	2.75 (.83)	-.11	(.79)		
NURTURING	3.66 (.75)	.23*	.27*	(.83)	
KNOWLEDGE	4.15 (.52)	.42*	.04	.34*	(.78)

NOTE: Internal consistency displayed on the diagonal. Responses were given on a 5-point Likert-type scale from 1 ("Strongly disagree") to 5 ("Strongly agree").

* $p < .05$

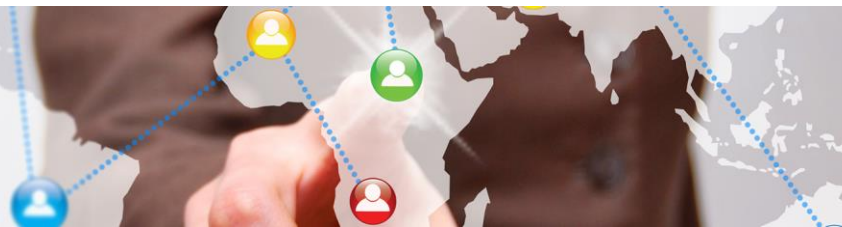


TABLE 4

TEMPORAL CONSISTENCY COEFFICIENTS OF EACH B.A.N.K. PERSONALITY TYPE
FROM STUDY 3

PERSONALITY TYPE	1-WEEK STABILITY (test-retest correlation)	2-WEEK STABILITY (test-retest correlation)	3-WEEK STABILITY (test-retest correlation)
BLUEPRINT	.77**	.74**	.76**
ACTION	.85**	.81**	.84**
NURTURING	.84**	.80**	.83**
KNOWLEDGE	.75**	.74**	.71**

NOTE: Responses were given on a 5-point Likert-type scale from 1 (“Strongly disagree”) to 5 (“Strongly agree”). Each row displays the test-retest correlation coefficient for each personality type at one-week, two-weeks, and three-weeks. For example, the three test-retest correlations for the Blueprint personality type are: .77, .74, .76.

N = 183

* $p < .05$

** $p < .01$

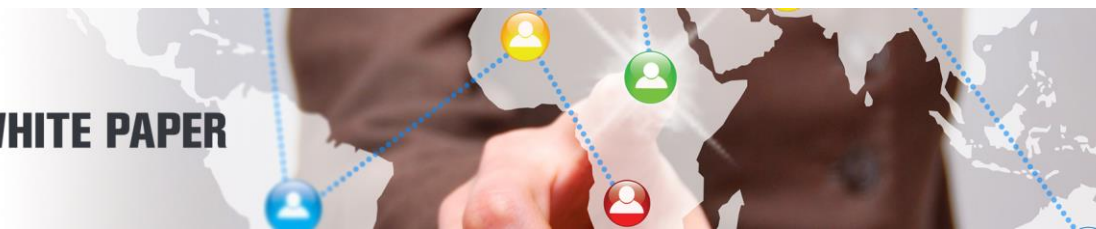


TABLE 5

CONCURRENT VALIDITY COEFFICIENTS BETWEEN EACH B.A.N.K. PERSONALITY TYPE AND SELF-RANKING OF EACH B.A.N.K. CODE FROM STUDY 3

PERSONALITY TYPE	WEEK 1 Concurrent validity coefficients	WEEK 2 Concurrent validity coefficients	WEEK 3 Concurrent validity coefficients
BLUEPRINT	.35**	.41**	.33**
ACTION	.51**	.54**	.58**
NURTURING	.56**	.50**	.49**
KNOWLEDGE	.30**	.27**	.33**

NOTE: Each row displays the Spearman Rho correlation between the scores on the BANK personality assessment and the participants' self-ranking of which descriptions best describe them—strong positive correlations demonstrate concurrent validity. For example, the four concurrent validity coefficients for the Blueprint personality type are: .35, .41, .33, and .35. Importantly, at each time point, only the Blueprint personality type was a significant positive predictor of the Blueprint descriptions (Following Rules, Protocols, Guidelines, and Timelines, Stability, Predictability, Tradition)—this trend was observed for all personality types.

N = 183

* $p < .05$

** $p < .01$

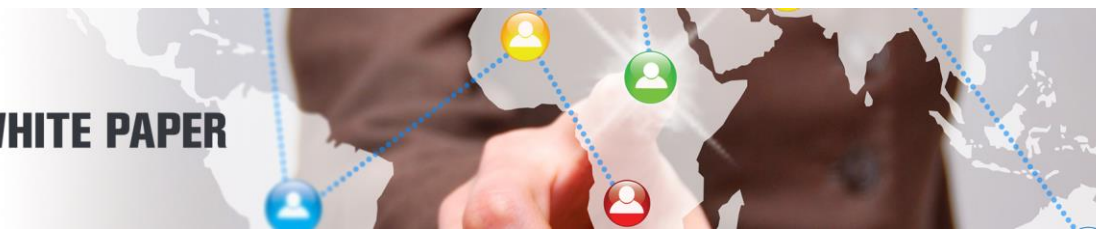


TABLE 6

MEANS, STANDARD DEVIATIONS, ALPHAS, AND INTER-CORRELATIONS, AND
DEMOGRAPHIC CORRELATES OF B.A.N.K. PERSONALITY ASSESSMENTS FROM STUDY 4

PERSONALITY TYPE	MEAN (SD)	BLUEPRINT	ACTION	NURTURING	KNOWLEDGE
BLUEPRINT	3.79 (.59)	(.75)			
ACTION	2.66 (.74)	-.11*	(.74)		
NURTURING	3.73 (.68)	.19*	.14*	(.79)	
KNOWLEDGE	4.16 (.53)	.31*	.04	.27*	(.78)
AGE	34.67				
GENDER Male = 1 Female = 2	(11.31)	-.00	-.31*	-.01	.01
INCOME	—	.13*	-.21*	.23*	-.08*

NOTE: Internal consistency displayed on the diagonal. Responses were given on a 5-point Likert-type scale from 1 ("Strongly disagree") to 5 ("Strongly agree").

N = 1186

* $p < .05$



TABLE 7

TESTING FOR DISCRIMINATE VALIDITY OF EACH B.A.N.K. PERSONALITY TYPE AND THE BIG FIVE PERSONALITY TRAITS FROM STUDY 4

BIG 5 PERSONALITY TRAIT	BLUEPRINT	ACTION	NURTURING	KNOWLEDGE
Extraversion	-.27**	.36**	.13*	-.17**
Agreeableness	.05	-.06	.28**	.05
Conscientiousness	.07	.03	.24**	.16**
Neuroticism	.18**	-.09	.13*	.05
Openness	-.16**	.07	.21**	.17**

$N = 299$

* $p < .05$

** $p < .01$

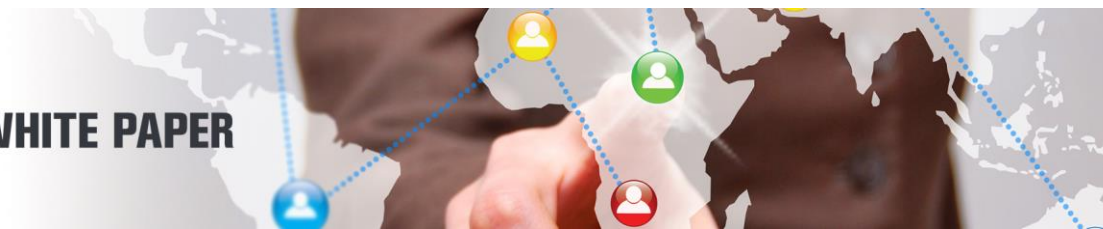


TABLE 8

REGRESSION MODELS PREDICTING CONSUMER STYLES FROM THE FOUR B.A.N.K. PERSONALITY TYPES

CONSUMER STYLE	F (2,298)	R ²	STANDARDIZED REGRESSION COEFFICIENTS			
			BLUEPRINT	ACTION	NURTURING	KNOWLEDGE
Perfectionistic	6.65	.08*	.07	.14*	.04	.19*
Brand conscious	9.05	.11*	.21*	.28*	-.03	-.12*
Novelty / fashion conscious	14.11	.16*	.01	.32*	.20*	-.10
Recreational hedonism	4.54	.06*	.00	.08	.21*	-.16*
Price conscious	3.47	.05*	.02	-.16*	.06	.12
Impulsive / careless	6.04	.08*	.07	.21*	.02	-.22*
Confused by overchoice	6.62	.08*	.19*	.19*	.08	-.21*
Habitual consumer	4.02	.05*	.16*	.02	.16*	-.05

N = 298

* *p* < .05



TABLE 9

PREDICTING BUYING TRIGGERS AND TRIPWIRES FROM THE FOUR B.A.N.K. PERSONALITY TYPES

BUYING TRIGGERS/TRIPWIRES	F (4,296)	R ²	STANDARDIZED REGRESSION COEFFICIENTS			
			BLUEPRINT	ACTION	NURTURING	KNOWLEDGE
Positive recommendations from people you know	11.37	.13*	.23*	.19*	.20*	-.03
Having a money-back guarantee.	7.31	.09*	.19*	.02	.24*	-.15*
Having the information I need to make the smartest decision possible	11.81	.14*	.15*	-.07	.10	.25*
Knowing there is a cancellation period	6.78	.09*	.16*	.05	.24*	-.06
Automated recommendations	7.69	.10*	.17*	.23*	.13*	-.24*
Excellent written details describing the product or service.	11.95	.14*	.17*	.04	.15*	.19*
Celebrity endorsements	14.55	.16*	.21*	.31*	.08	-.35*
My budget	13.35	.15*	.10	-.15*	.00	.32*
Whether the company makes a contribution to a worthwhile cause	12.38	.15*	.06	.03	.37*	-.03
A good existing relationship with the seller.	8.06	.11*	.10	.08	.14*	.18*
When I have had the time to do full due diligence on the purchase.	8.51	.10*	.15*	-.07	.05	.20*
Quality of relationship or degree of connection with the salesperson.	11.21	.14*	.30*	.11	.22*	-.18*
Overall reputation of the company or person I'm buying from	8.61	.11*	.15*	.02	.15*	.16*

NOTE: Because of the correlates between the BANK personality types and demographic variables, all regression models control for age, gender, and household income.

* $p < .05$

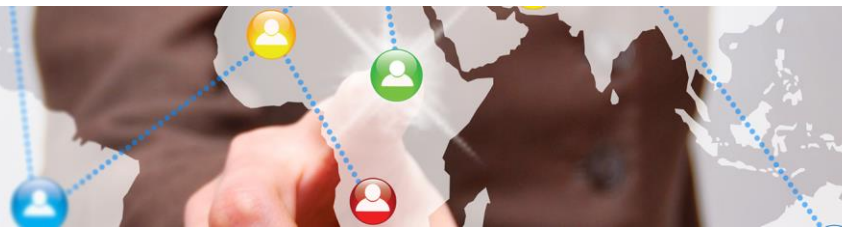


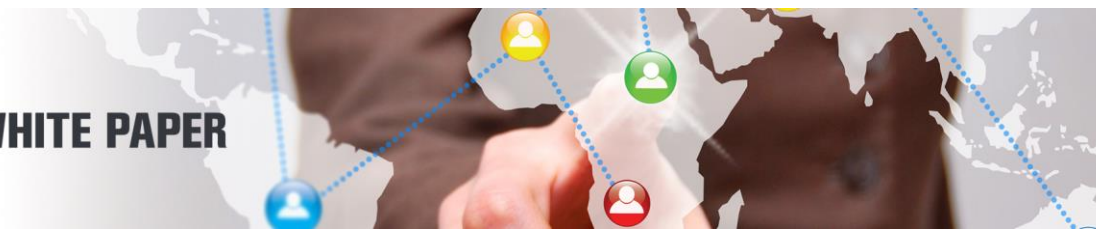
TABLE 10

REGRESSION MODELS PREDICTING THE APPEAL OF CAR SALES SCRIPTS FROM THE FOUR B.A.N.K. PERSONALITY TYPES

			STANDARDIZED REGRESSION COEFFICIENTS			
CONSUMER STYLE	F (2,298)	R ²	BLUEPRINT	ACTION	NURTURING	KNOWLEDGE
FIRST VERSION OF SCRIPTS						
BLUEPRINT CAR SCRIPT	2.21	.03	.09	-.00	.01	.12
ACTION CAR SCRIPT	4.71	.06*	-.00	.27*	-.02	-.01
NURTURING CAR SCRIPT	4.76	.06*	.03	-.06	.27*	-.07
KNOWLEDGE CAR SCRIPT	2.86	.03	.05	.15*	.09	.02
SECOND VERSION OF SCRIPTS						
BLUEPRINT CAR SCRIPT	3.28	.04*	.16*	-.03	.09	.02
ACTION CAR SCRIPT	6.37	.08*	.08	.27*	.07	-.02
NURTURING CAR SCRIPT	5.59	.07*	.05	.10	.24*	-.06
KNOWLEDGE CAR SCRIPT	3.44	.04*	.00	.12	.07	.14*

NOTE: Because of the correlates between the B.A.N.K. personality types and demographic variables, all regression models control for age, gender, and household income—therefore the F-ratio and R² are reported after controlling for these variables. For the first sample, the DFs are 4 and 286; for the second sample the DFs are 4 and 291. Also, because of the non-significant relations between the Blueprint car script and the Blueprint personality type as well as the Knowledge car script and the Knowledge personality type, the scripts were altered and presented to a unique sample of participants.

* $p < .05$





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ONE LANGUAGE



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