



**CHERI TREE**

ENTREPRENEUR | SPEAKER | TRAINER | AUTHOR

MEDIA KIT

# AUTHOR BIOS

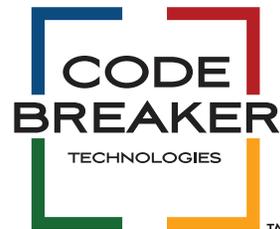
## TWO-LINE

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



## SHORT

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



## MEDIUM

Cheri Tree is a best-selling author, professional keynote speaker, executive business coach, world-renowned sales trainer, and entrepreneur. She is the Founder and CEO of CODEBREAKER Technologies, with clients in more than 180 countries worldwide. Cheri has spoken to hundreds of thousands of entrepreneurs and sales professionals globally and been featured in numerous international publications, sharing the stage with icons such as Tony Robbins, Robert Kiyosaki, Suze Orman, and Sir Richard Branson. Cheri has also lectured at Harvard University and UC Berkeley and is considered the number one personality-based sales trainer in the world thanks to her game-changing CODEBREAKER Personality Coding Technology, powered by B.A.N.K.



Cheri Tree | Tony Robbins



Suze Orman | Cheri Tree

# AUTHOR BIOS



Forbes

Google

Entrepreneur

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



**LONG****HOW CHERI GOT HER START IN SALES**

When Founder and Chairman Cheri Tree started her first business as a financial advisor, she struggled to make sales. In fact, the first year, she made an income of only \$700! For the next five years, she studied everything she could to become successful. She read great books, listened to audio programs, attended seminars, and even hired coaches, investing thousands of dollars financed by her credit cards to be successful. Unfortunately, her income peaked at \$72,000 and didn't come close to the 6-figure income she was desperately pursuing, and yet she was devoting almost every minute of her time to her business.

Cheri found herself completely disillusioned by the proverbial "sales is a numbers game" message and realized that she was being led to believe one of the greatest myths in sales when she was told that "in order to get more Yes's, you have to get more No's." This is when Cheri woke up to the reality that this just wasn't true! The truth, she realized, was that in order to get more Yes's, you have to get more Yes's, not more No's! This thought process led Cheri down a path that ended up changing her entire world.

In an effort to build a thriving small business without working herself to death, Cheri decided to learn everything she could about closing sales and she discovered that in fact, sales was not a numbers game, it was a people game! This discovery shifted her focus from sales, to people, including learning several personality typing systems. Cheri found personality science compelling, but difficult to apply to the sales process.

# AUTHOR BIOS

B.A.N.K.<sup>®</sup> WILL TEACH YOU HOW TO CONVERT  
PSYCHOLOGY TO BUYOLOGY - THE SCIENCE OF  
BUYING BEHAVIOR.



## HOW CHERI DEVELOPED THE GAME-CHANGING B.A.N.K.® METHODOLOGY

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

## WHY CHERI CREATED B.A.N.K. AND CODEBREAKER TECHNOLOGIES

Cheri was so overwhelmed by the success B.A.N.K. brought that she was inspired to share B.A.N.K. with other professionals, business owners and world leaders full-time. Cheri started BANKCODE, and later launched Codebreaker Technologies, and her success went viral. Personality intelligence combined with sales intelligence became the best way for businesses to get ahead. Thousands of entrepreneurs started using B.A.N.K., and the B.A.N.K. system has even been used by the sales teams of major corporations like Google and other major companies across multiple industries. And now with the introduction of CODEBREAKER AI, the world's first artificial intelligence powered by B.A.N.K., even Forbes predicted this could become *The Future of Sales*.

Cheri's success elevated her to iconic status and she is frequently invited to speak at many of the top business conferences in the world, sharing the stage with business giants like Robert Kiyosaki, Anthony Robbins, Les Brown, Steve Wozniak, and Sir Richard Branson to speak about the power of B.A.N.K. and lecture at top universities like Harvard University and the University of California. Cheri has been nominated as Innovator of the Year for the past four consecutive years by the Orange County Business Journal, accepted the American Riviera Woman Entrepreneur of the Year Award in Monte Carlo, and invited to speak at the United Nations AI For Good Summit—all because of her work in the business world and the social impact for humanity with B.A.N.K.!

# AUTHOR BIOS

## SPEAKER INTRODUCTION

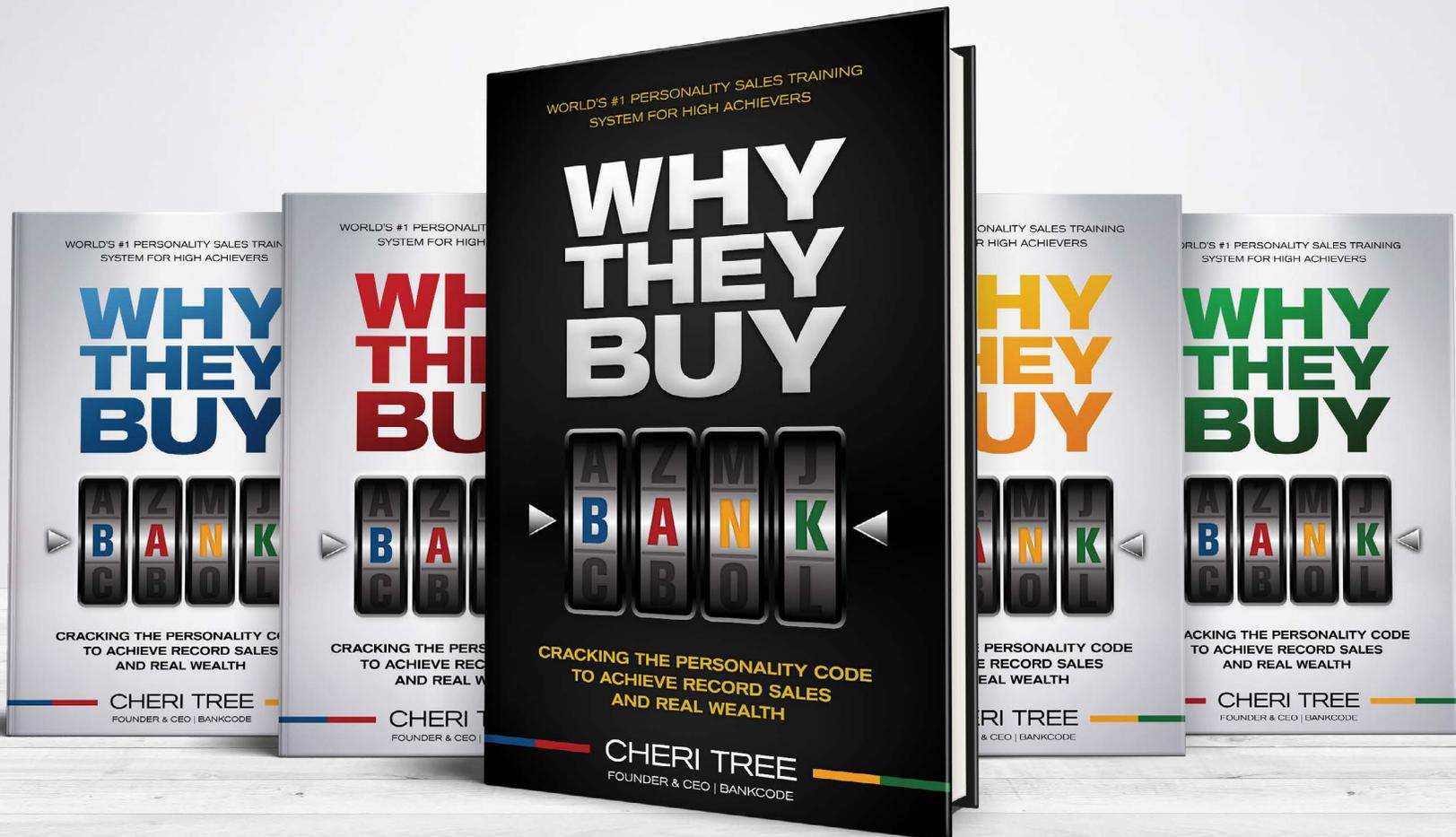
Cheri Tree is a best-selling author, professional keynote speaker, and world-renowned entrepreneur. She is the Founder and Chairman of Codebreaker Technologies, LLC., with clients in more than 180 countries worldwide. She is the creator of the revolutionary B.A.N.K. methodology and Codebreaker's Personality Coding Technology, designed to help business owners close more sales in less time and improve their communication skills and personal relationships. Cheri has spoken to hundreds of thousands of entrepreneurs and professionals globally at some of the top business conferences in the world. She has also been invited to speak at Harvard University, the University of California, Google, and the United Nations.

In addition, Cheri has been featured in numerous international publications including Forbes.com and Entrepreneur.com, and has been nominated as innovator of the year and entrepreneur of the year because of the breakthroughs created from her Personality Coding Technology, including Codebreaker AI, the world's first Artificial Intelligence powered by B.A.N.K.

Cheri is both purpose-driven and profit-driven, with a goal to create income, influence, and impact for all. Her mission is to crack the code of every human on the planet and ultimately make our world a better place by creating One World, One Language. She is passionate about life and helping others take it to the BANK, so they can take it to the beach! We are so excited to have her join us today. Please stand up and give a very warm welcome to Cheri Tree!

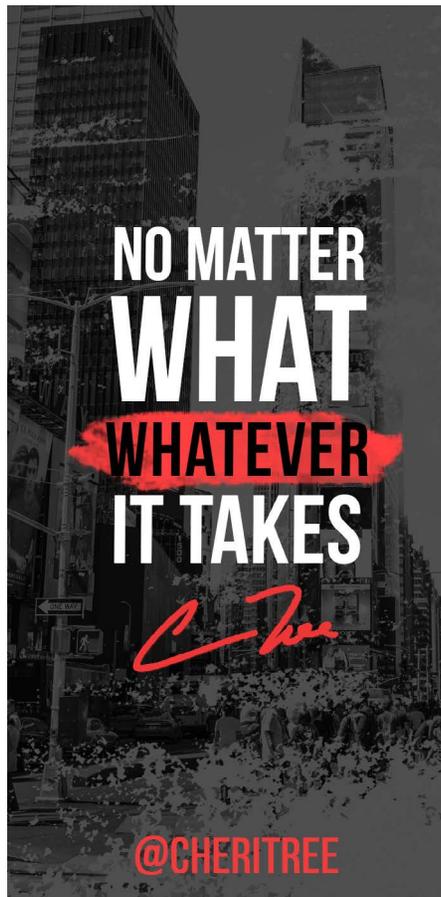
# WHY THEY BUY

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





FACEBOOK | CHERITREE  
TWITTER | CHERITREE  
LINKEDIN | CHERITREE  
INSTAGRAM | CHERI.TREE  
CHERITREE.COM  
CODEBREAKERTECH.COM  
WHYTHEYBUY.COM





## TEN FUN FACTS ABOUT CHERI

1. I've lived all over the world, including France, where I went to elementary school; Korea where I taught ESL to earn money for college; and Romania where I served on an 18-month service mission, but my favorite place is Hawaii.
2. I love motorcycles and own a Ducati. My mom says I came down from heaven on a motorcycle!
3. I love languages and speak English, French, German, Romanian, and I'm currently learning Dutch. However, my favorite language is B.A.N.K., the language of people!
4. I was a whitewater rafting guide in college and love the outdoors.
5. I studied leadership and business at my university, which are still my passions today.
6. I've been skydiving and bungee jumping, but I'm actually afraid of heights.
7. I got my sailing license when I was a teenager in Hawaii.
8. My sweet dog's name is Polo. If I get a second dog, I'll name it Marco!
9. My favorite foods are Thai and Mexican.
10. I was once actually in a photo shoot with Chippendale Models! Those pictures are likely priceless!

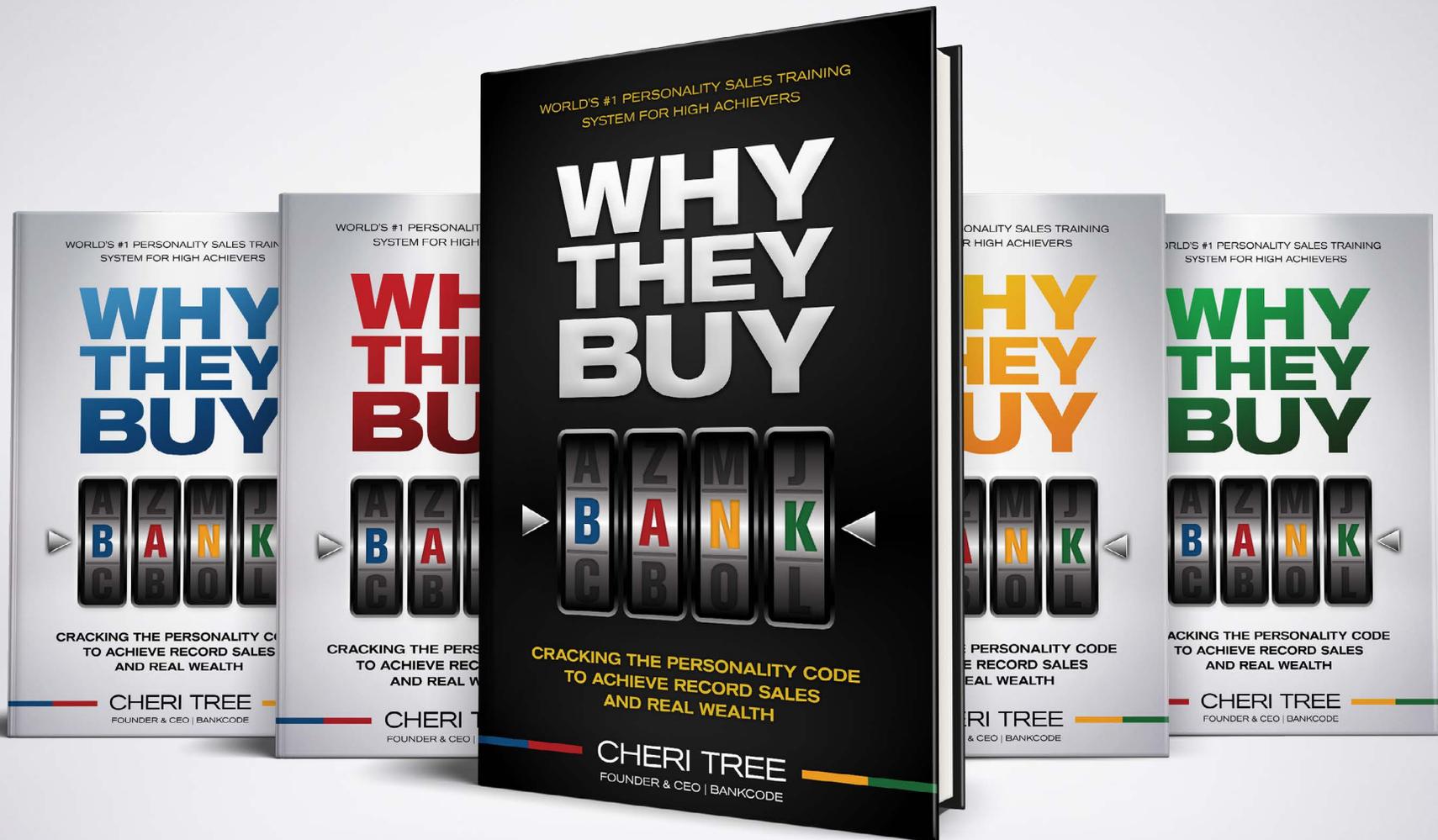


POI

HOLLAND

OPENE  
OFFSHORE RACING

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



MEDIA KIT



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

# WHY THEY BUY

▶ **BANK** ◀

TRACKING THE PERSONALITY CODE  
TO ACHIEVE RECORD SALES  
AND REAL WEALTH

**CHERI TREE**  
FOUNDER & CEO | BANKCODE

CHERI TREE

WHY THEY BUY

# BOOK SYNOPSES

## TWO-LINE

**Why They Buy:** Discover the secrets behind what makes your customers say “Yes.” Use the science of why they buy to increase your sales dramatically.

## SHORT

**Why They Buy:** “Why your prospects buy” is exponentially more important than “how you sell.” Companies spend thousands of hours and millions of dollars teaching their people how to sell, instead of investing in the only question that matters to the bottom line: “Why do they buy?” Cheri Tree reveals the answer in her game-changing book.

## MEDIUM

“Why your prospects buy” is exponentially more important than “how you sell.” Companies spend thousands of hours and millions of dollars annually teaching their people how to sell, instead of investing in answering the only question that ever matters to the bottom line: Why do they buy?

Cheri Tree reveals the game-changing answer in her book *Why They Buy*. Cheri explains the buying personalities that make up B.A.N.K., her reverse-engineered typing system, and teaches you her simple method to pinpoint another person’s type in under 90 seconds. Cheri even shows you how to customize your conversation to appeal to prospects 100% of the time.



# BOOK SYNOPSES

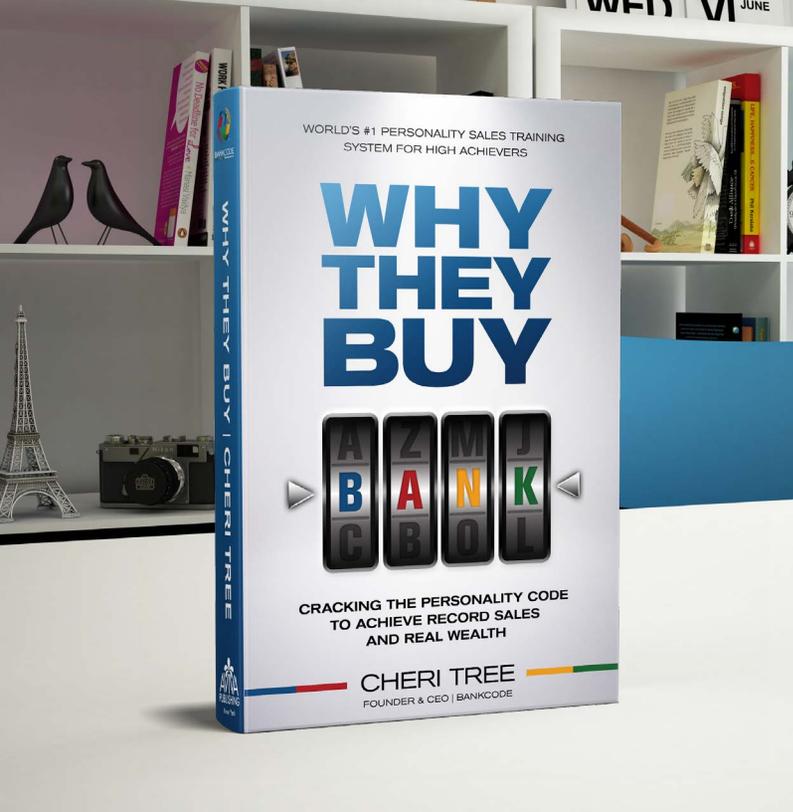


## CHERI TREE

ENTREPRENEUR | SPEAKER | TRAINER | AUTHOR

Cheri Tree is the author of the best-selling book *Why They Buy*, the world's #1 personality sales training system for high achievers. She is the Founder and Chairman of CODEBREAKER Technologies, the creator of the B.A.N.K. methodology and CODEBREAKER'S Personality Coding Technology, designed to help business owners close more sales in less time and improve their communication skills and personal relationships.

A handwritten signature in black ink that reads 'Cheri Tree' in a cursive, flowing script.

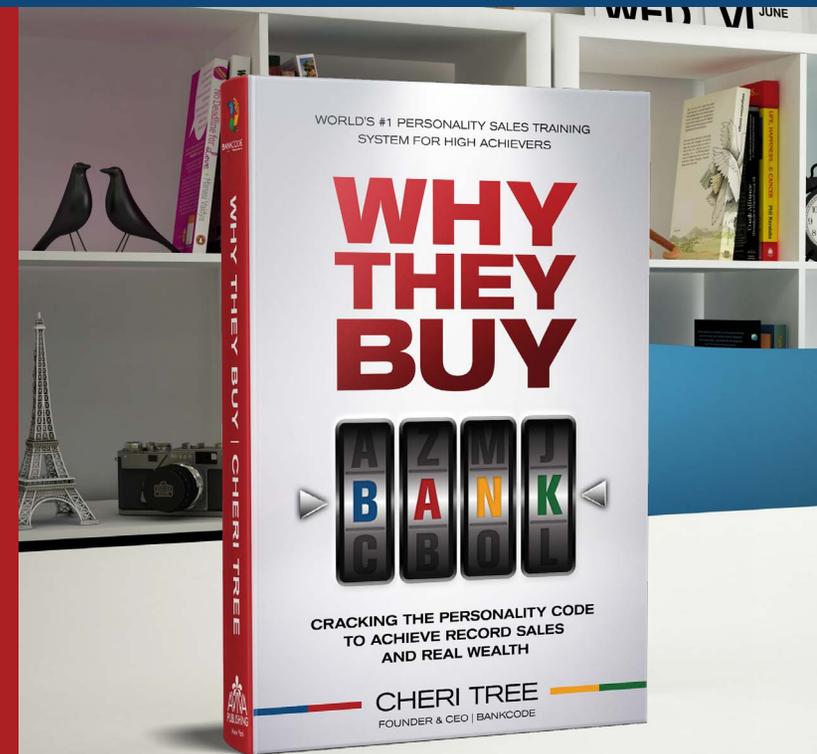


# COMMUNICATION IMPROVED

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SALE CYCLES  
SHORTED

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## LONG

“Why your prospects buy” is exponentially more important than “how you sell.” Companies spend thousands of hours and millions of dollars annually teaching their people how to sell, instead of investing in answering the only question that ever matters to the bottom line: Why do they buy?

You see, buying motivations differ dramatically depending on a prospect’s personality, yet most salespeople sell based on what would appeal most to their own personality codes without taking into consideration the personalities of their prospects. This leads to misunderstandings and unappealing pitches. It’s no surprise that 66% of customers are consistently turned off by sales presentations. When you decipher your prospect’s personality code and let it guide your sale, you are far more likely to get the YES!

Cheri Tree discovered the ultimate answer to why people buy when she decided to apply psychology to buyology. Now she’s ready to share the four basic buying personality types with readers in her game-changing book *Why They Buy*. Those four types are represented in the acronym B.A.N.K.—Blueprint, Action, Nurturing, Knowledge. By knowing B.A.N.K., you can crack the personality code of your prospect. In her book, Cheri explains the buying personalities that make up B.A.N.K., her reverse-engineered typing system, and teaches you her simple method to pinpoint another person’s type in under 90 seconds. Cheri even shows you how to customize your conversation to appeal to prospects 100% of the time.

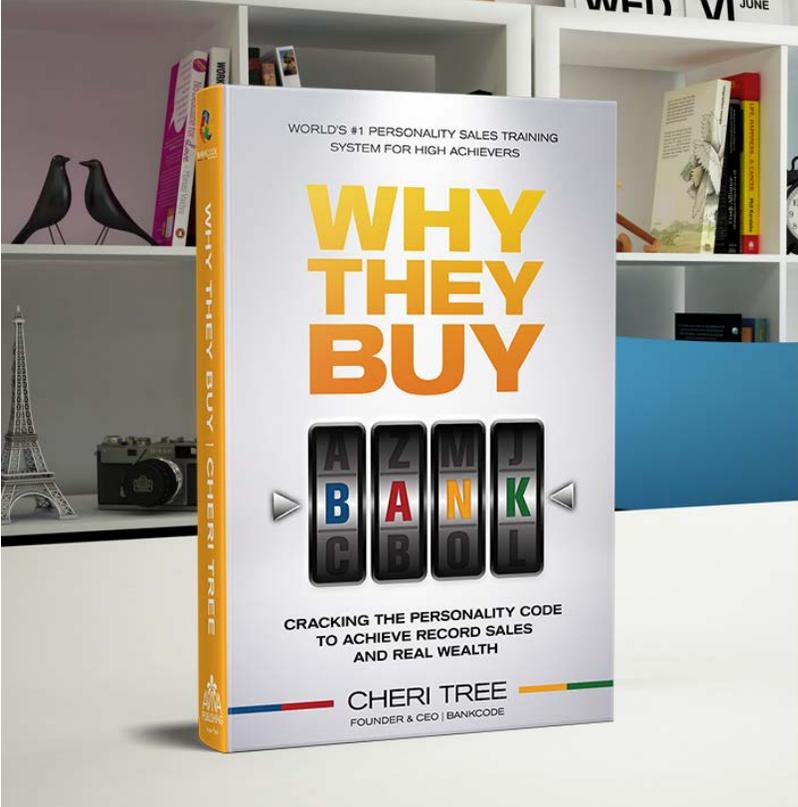
# BOOK SYNOPSES

## *WHY THEY BUY WILL TEACH YOU HOW TO:*

- Crack others' personality codes in less than 90 seconds
- Connect quickly with your prospects on a deeper level
- Communicate clearly and effectively in any situation
- Deliver memorable presentations that emphasize your core message
- Accelerate customer acquisition and increase retention
- Develop a highly trained sales force with a competitive advantage
- Expand your business and lead your teams to record success
- Maximize your influence and capitalize on your charisma

Why They Buy gives you the tools to increase your sales up to 300%. When you appeal to each personality type, not just your own, you'll predictably improve your sales success and skyrocket your revenue, all while communicating better. As Robert Kiyosaki, leading business coach and author of Rich Dad Poor Dad, reminds us, "The ability to sell is the number one skill in business...." You've got to sell! Cheri Tree will teach you how!

Why They Buy unlocks the secrets, the science, and the system you need to supercharge your sales and build solid relationships, personally and professionally. When you crack the personality code, you will achieve record sales and real wealth that you can take to the BANK!

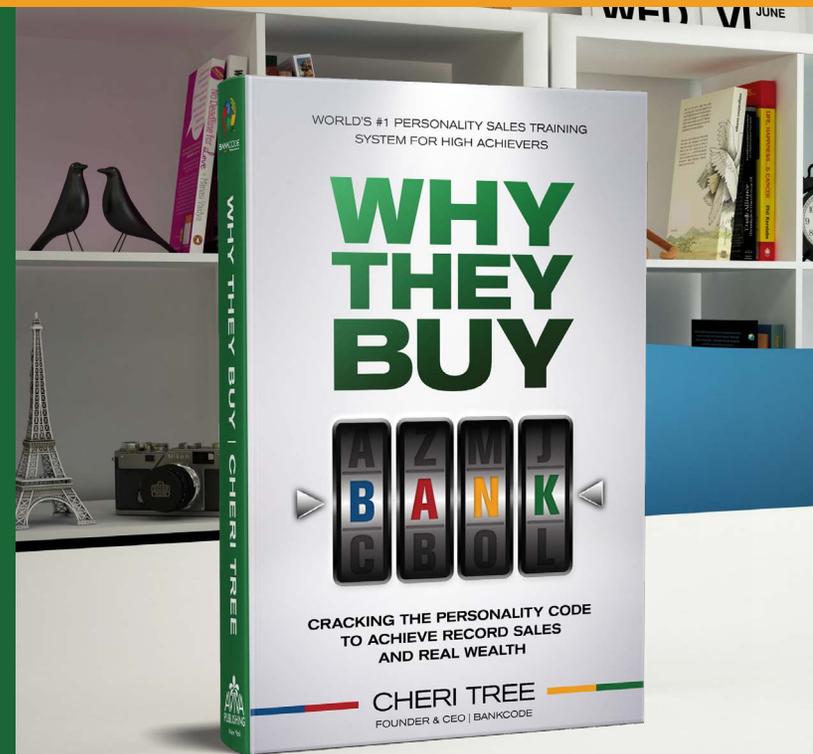


**BIGGER SALES  
CLOSED**

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**BUYING BEHAVIOR  
REVEALED**

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# BOOK SYNOPSES

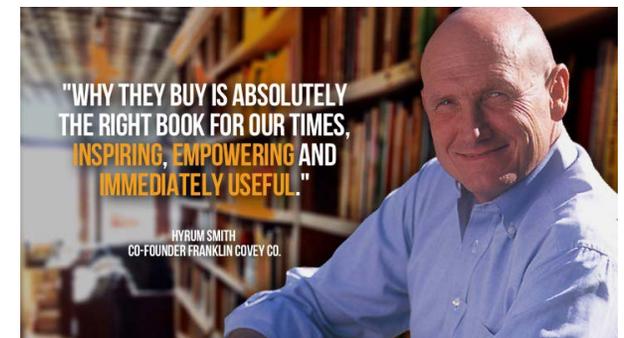
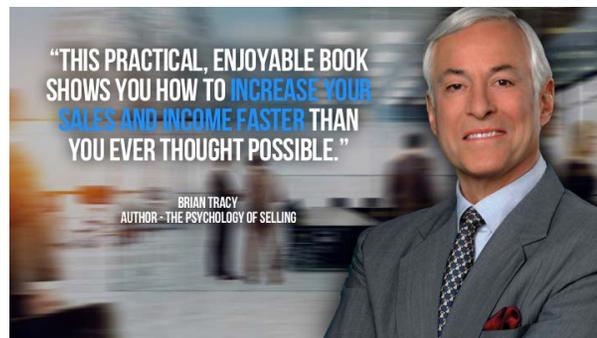
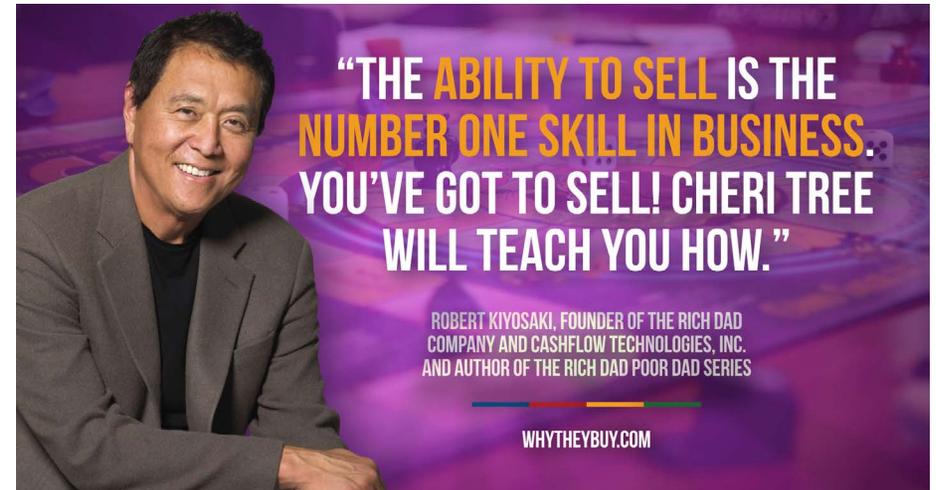
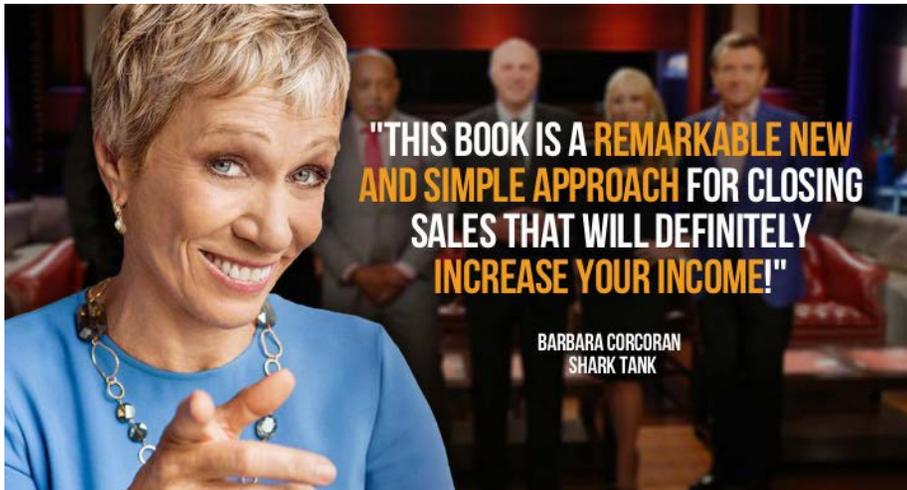
## FIVE POINTS OF INTEREST

1. Sales = Influence, which means that everyone is in sales. No one can succeed in today's economy without sales skills.
2. Why They Buy teaches you the B.A.N.K. system for sales success step-by-step. By the end of the book, you'll have all the tools you need to start getting more sales (including some free extra surprises from Cheri's company CODEBREAKER Technologies).
3. Cheri once made a company-wide sales record by taking her income from \$8,000 to \$261,000 in just 28 days by using B.A.N.K. on every lead.
4. B.A.N.K. isn't just about sales. Cheri's seen the B.A.N.K. communication formula save marriages, improve the way people parent, and even prevent a teenager from turning to suicide. B.A.N.K. is the universal language of people.
5. Sales is first a science, then an art, which means anyone can do it successfully with the right sales tactics. B.A.N.K. is a scientifically validated system designed to convert psychology into buyology, the science of buying behavior.

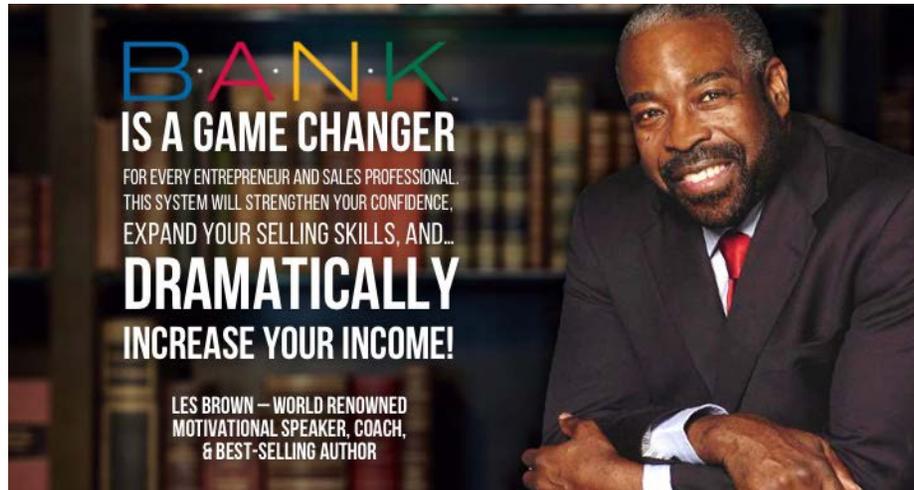


# BOOK SYNOPSES

## WHAT READERS ARE SAYING ABOUT WHY THEY BUY



# BOOK SYNOPSIS



**BANK**  
**IS A GAME CHANGER**

FOR EVERY ENTREPRENEUR AND SALES PROFESSIONAL, THIS SYSTEM WILL STRENGTHEN YOUR CONFIDENCE, EXPAND YOUR SELLING SKILLS, AND...

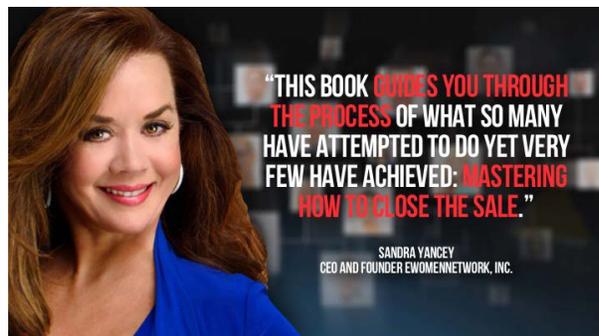
**DRAMATICALLY INCREASE YOUR INCOME!**

LES BROWN — WORLD RENOWNED MOTIVATIONAL SPEAKER, COACH, & BEST-SELLING AUTHOR



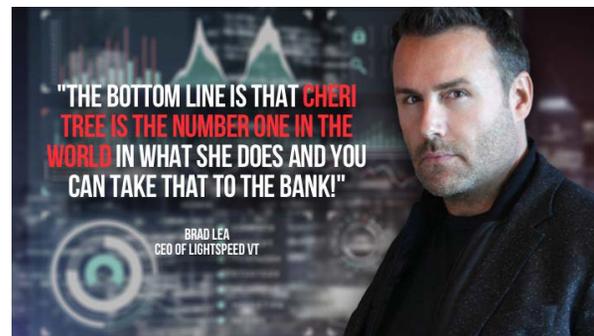
**“LET YOUR PROSPECT DETERMINE YOUR PRESENTATION.”**

TONY ROBBINS



**“THIS BOOK GUIDES YOU THROUGH THE PROCESS OF WHAT SO MANY HAVE ATTEMPTED TO DO YET VERY FEW HAVE ACHIEVED: MASTERING HOW TO CLOSE THE SALE.”**

SANDRA YANCEY  
CEO AND FOUNDER EWOMENNETWORK, INC.



**“THE BOTTOM LINE IS THAT CHERI TREE IS THE NUMBER ONE IN THE WORLD IN WHAT SHE DOES AND YOU CAN TAKE THAT TO THE BANK!”**

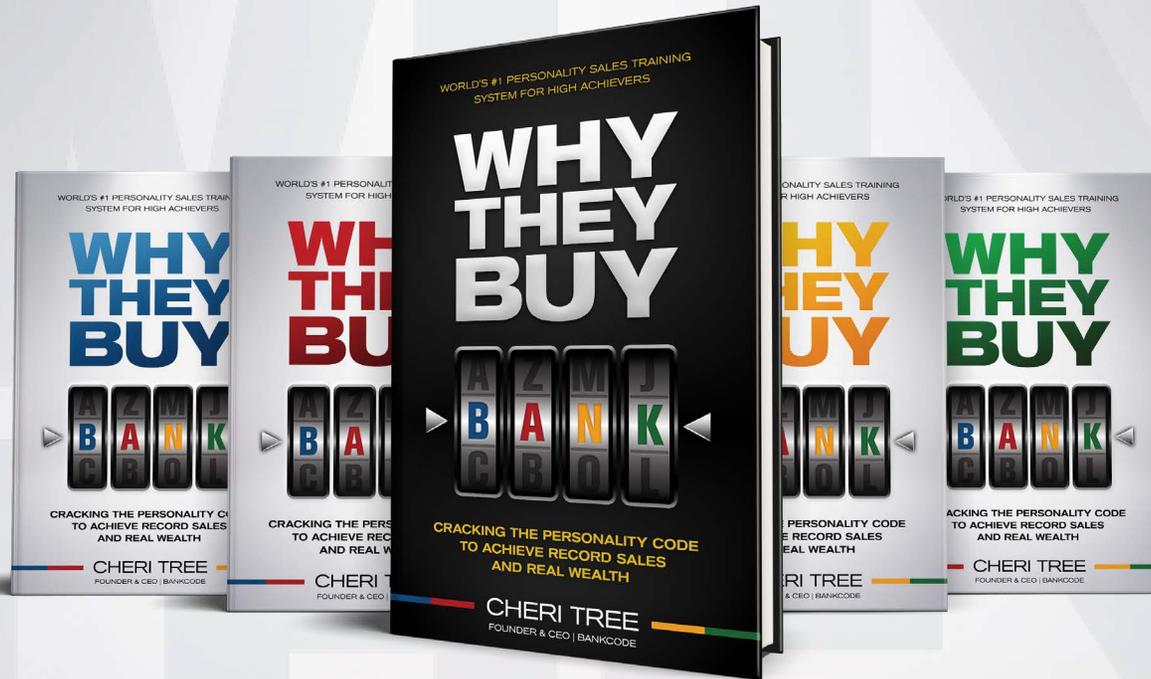
BRAD LEA  
CEO OF LIGHTSPEED VT



**“UNDERSTANDING WHY PEOPLE BUY VS. THE SAME OLD SALES TRICKS WILL REVOLUTIONIZE YOUR BUSINESS. I HAVE BEEN USING CHERI'S TEACHINGS FOR YEARS AND MADE MILLIONS!”**

JOSHUA HIGGINBOTHAM - TOP PRODUCING SALES AND MARKETING SPECIALIST, AUTHOR AND TRAINER

# BOOK DETAILS AND PURCHASE INFORMATION



**BOOK TITLE:** WHY THEY BUY

**BOOK SUBTITLE:** Cracking the Personality Code to Achieve Record Sales and Real Wealth

**BOOK AUTHOR:** Cheri Tree

**PUBLISHED BY:** Aviva Publishing | New York

**HARDCOVER PRINT ISBN:** 978-1-944335-68-7

**EBOOK ISBN:**

**AVAILABLE FOR SALE AT:** [whytheybuy.com](http://whytheybuy.com) | Amazon

**RETAIL PRICE FOR PRINT:** \$29.95 US | \$39.95 CAN | \$29.95 EU

**RETAIL PRICE FOR EBOOK:** \$19.95

**BOOK WEBSITE:** [whytheybuy.com](http://whytheybuy.com)

**COMPANY WEBSITE:** [codebreakertech.com](http://codebreakertech.com)

**AUTHOR WEBSITE:** [cheritree.com](http://cheritree.com)

**AUTHOR LINKEDIN:** [linkedin.com/in/cheritree](https://www.linkedin.com/in/cheritree)

**AUTHOR FACEBOOK:** [facebook.com/cheritree](https://www.facebook.com/cheritree)

**AUTHOR TWITTER:** [twitter.com/cheritree](https://twitter.com/cheritree)

**AUTHOR INSTAGRAM:** [instagram.com/cheri.tree](https://www.instagram.com/cheri.tree)

**PUBLISHER WEBSITE:** [avivapubs.com](http://avivapubs.com)

**AVAILABLE IN:** Blue | Red | Yellow | Green

**LIMITED EDITION:** Black | Autographed

# SUGGESTED INTERVIEW QUESTIONS

Cheri Tree welcomes all interview requests related to her new book *Why They Buy*. In order to maximize our time together and help you get started, we have provided some suggested interview questions.

1. How would you summarize the lessons of your book in a few sentences?
2. What do you think people will get out of reading *Why They Buy*?
3. You write that everyone today is in sales. Can you explain what that means?
4. Why is it important to know why your prospects buy?
5. You say in your book that it doesn't matter how you sell if you don't know why your prospects buy. Can you explain why?
6. What is different about the way you train people on sales versus how it's done by all the other sales programs and seminars currently in the market?
7. More sales is obviously a good goal on its own for many people, but what is the human impact of better sales skills?
8. How did you get your start in sales?
9. Were you a natural success when it came to sales? Is anyone?
10. Do you think sales is an art or a science? Why?
11. Your personality sales system is called B.A.N.K. Where did that name come from?
12. What is B.A.N.K.? How does it work?
13. Who can use B.A.N.K.? Is it just for salespeople?
14. How is B.A.N.K. different from the hundreds of other personality typing systems out there in the market like DISC and MBTI?
15. How did you develop B.A.N.K.?
16. How can we be sure that B.A.N.K. works?
17. What are the four main personality types in your system and what makes them each unique?
18. What's your BANKCODE? How does it affect the way you wrote this book?
19. Is everyone just one type? Is it possible to be a little bit of each?
20. How difficult is it to apply what you teach in *Why They Buy*?
21. Can anyone use B.A.N.K. and the lessons in *Why They Buy*?
22. What motivated you to write this book?
23. What in your background qualifies you to write on this subject?
24. You are the Founder & Chairman of CODEBREAKER Technologies? Tell us more about your company and what you offer.
25. This book is genius! Where can our audience go to buy *Why They Buy*?

**B** · **A** · **N** · **K**®

**PERSONALITY BASED · PEOPLE FOCUSED · PROFIT DRIVEN**

MEDIA KIT

# B

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

A in B.A.N.K. stands for ACTION

## ACTION

A types like Freedom, Flexibility, Spontaneity, Action, Opportunity, Excitement, Attention, Stimulation, Competition, Winning, Fun and Image.



# N

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

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.



# ABOUT BANK

## TWO-LINE

B.A.N.K. is a simple, personality-based system that shows you how to pinpoint anyone's personality type and sell to them in just 90 seconds.



## SHORT

B.A.N.K. is a simple, personality-based system that shows you how to pinpoint anyone's personality type in less than 90 seconds. B.A.N.K. gives you the universal formula to use that information to communicate better with your prospects and increase your sales by up to 300%.



## MEDIUM

Almost 66% of customers are turned off by sales presentations. Too often, this is because salespeople use scripts that only appeal to their own personality types, not their prospects'. B.A.N.K. is a game-changing personality-based system that teaches you how to pinpoint another person's personality type in less than 90 seconds, as well as a universal formula to adjust your sales script to appeal to each personality type 100% of the time. B.A.N.K. is the only sales training that teaches you to communicate with all prospects better and increase your sales by up to 300%.

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



# ABOUT BANK

## LONG

Traditional sales training teaches you that “to get more YES’s, you have to get more NO’s.” Unfortunately, that mindset causes lots of salespeople to fail in big ways, missing quotas, losing deals, ruining relationships, and ultimately struggling to make a living. CODEBREAKER Technologies Founder Cheri Tree used to be one of these salespeople, trapped in a system that wasn’t working. That’s when she realized the truth: to get more YES’s, you have to get more YES’s!

Cheri set out to find out why people say YES in the sales process rather than simply playing the numbers game, so she turned to personality science. After all, personality science has long been used to accurately predict human behavior, and personality typing systems provide invaluable insights into our values, priorities, and actions. Plus, Cheri figured out that if we are fundamentally different, we probably buy differently, too.

Unfortunately, none of the many personality typing systems on the market focused on why people buy. Most “sales-focused” systems simply tried to identify how each salesperson sold based on their personality. No assessment was following Tony Robbins’ invaluable sales advice: “Let your prospect determine your presentation.” That disconnect is why Cheri created B.A.N.K.



# ABOUT BANK

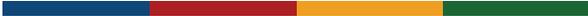
B.A.N.K. classifies people based on four categories of “buying behavior” (Blueprint, Action, Nurturing, and Knowledge). B.A.N.K. didn’t just tweak the categories of existing systems, though; it turned traditional personality typing systems on their head. Using B.A.N.K., you can use simple tools to type other people in less than 90 seconds, not just yourself-- and without a tedious formal assessment. After you type your prospect, you can use the proven B.A.N.K. communication formula to adjust your sales script to appeal to your prospect’s personality. They will be more willing to listen to what you have to say, and you’ll close more sales faster. B.A.N.K. sales trainings finally cracked the code to discovering the right words to get a YES with any prospect.

B.A.N.K. isn’t just theory. B.A.N.K. works. Cheri herself first used B.A.N.K. to take her annual sales income from \$72,000 to over \$500,000 in a single year— and to over \$1 million in three. Since then, thousands of salespeople, entrepreneurs, and professionals have used B.A.N.K. to dramatically increase their sales. B.A.N.K. has been taught at Harvard University and Fortune 500 companies. The B.A.N.K. methodology has even been independently validated to perform as promised 100% of the time by a research team at San Francisco State University.

Almost 66% of customers today are turned off by sales presentations given by salespeople who don’t speak their language. Using B.A.N.K., you’ll gain the tools to give an appealing presentation to any personality type. You’ll develop deeper professional relationships and increase your income by up to 300%.



# ABOUT BANK



## 5 WAYS THE B.A.N.K. SYSTEM IS UNIQUE:

### 1. **B.A.N.K. reveals the personality of your prospect, not yourself.**

Unlike DISC, MBTI, or the many other personality typing systems on the market. You learn deeper insights about others, not just yourself.

### 2. **The B.A.N.K communication formula has been independently proven to make an offer more appealing when targeting the correct personality type.**

A team of investigators at San Francisco State University led by Dr. Ryan T. Howell has validated B.A.N.K. as a “quick, reliable, and valid measure that predicts buying behavior and increases your probability of closing the sale.”

### 3. **B.A.N.K. increases close rates by helping you understand your prospect’s values better, not tricking them.**

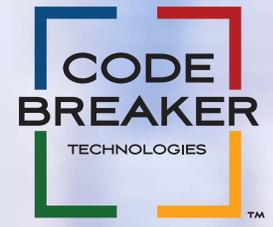
There’s no “tricks” involved in this way of selling. You simply learn how to present your offer in a way that addresses the aspects that matter most to your prospect without wasting their time talking about things they don’t care about.

### 4. **B.A.N.K. can pinpoint another person’s personality type in less than 90 seconds.**

No long assessment is needed to type your prospect. B.A.N.K. tools, skills, and trainings allow you to type your prospect in just over a minute.

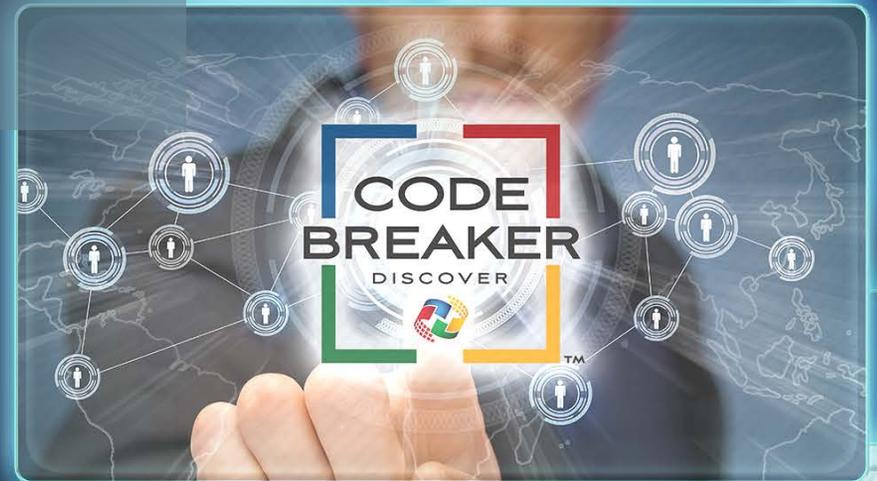
### 5. **B.A.N.K. can increase sales by up to 300%.**

If your standard script is only written to appeal to people with your primary personality type, you’re turning off three out of every four people you pitch. B.A.N.K. gives you the ability to appeal to the other three primary BANKCODES, increasing your sales by up to 300%.



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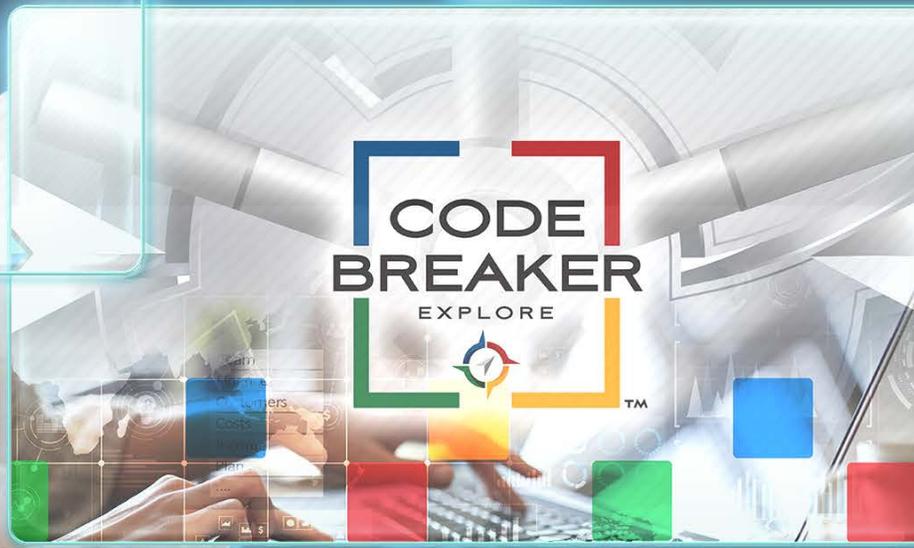




# CODE BREAKER

TECHNOLOGIES

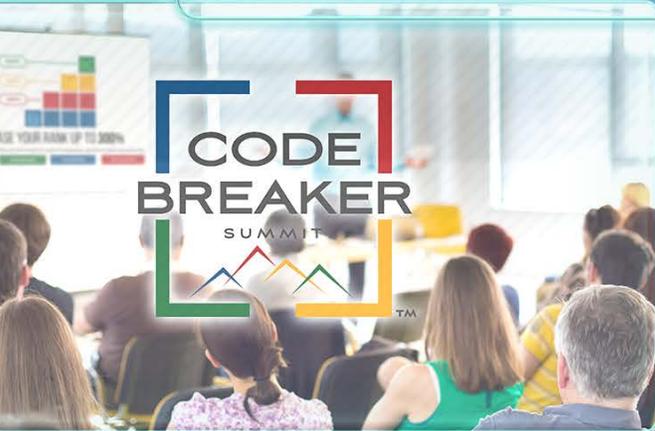
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EXPLORE

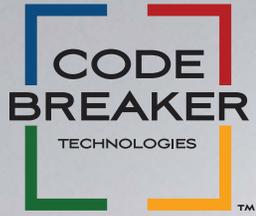
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# CODE BREAKER

SUMMIT

TM



**150,000+**

**CODES CRACKED**

**180+**

**COUNTRIES**



**150+**

**LICENSED TRAINERS**

**#1**

**PERSONALITY BASED  
SALES TRAINING**



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