# "Why They Buy"
# The Secret, The Science and
# The System to Supercharge Your Sales

Stephanie Bonte-Lebair
Founder, The Empowered Voice
stephanie@empoweryourvoice.com
www.EmpowerYourVoice.com

BUSINESS FUNDAMENTALS
BOOTCAMP
Tactical Skills
for the Growing Business

# STEPHANIE BONTE-LEBAIR

VOCAL COACH, TRAINER
OVER 20 YEARS

SINGER, STAGE PERFORMER
IN NYC AND BEYOND

MOM, WIFE AND SUPPORTER
OF THE ARTS

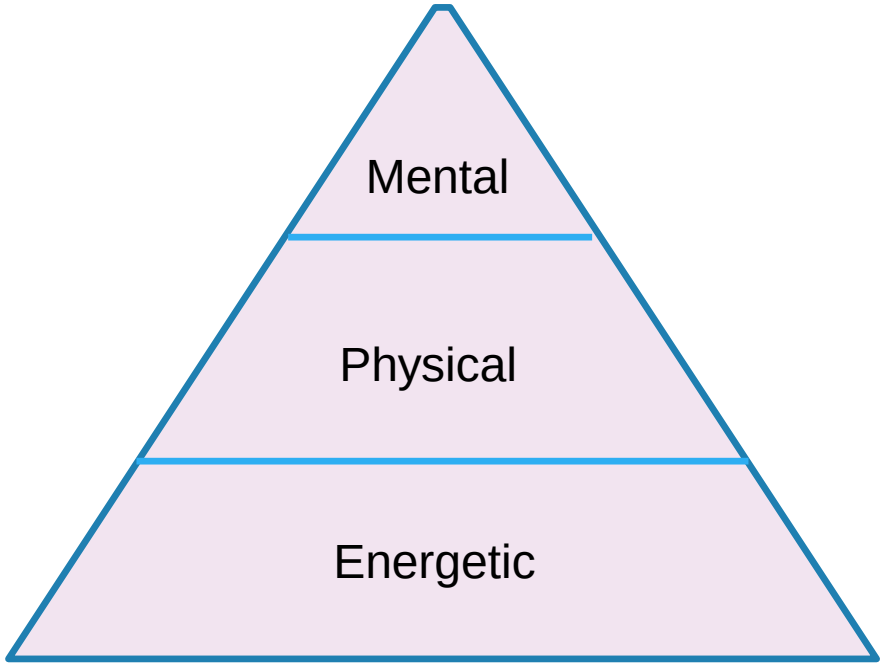
MASTERS VOICE, CERTIFIED
B.A.N.K. TRAINER

A N K B

Stage Dreams
The Musical
Are you still chasing a dream?
First Staged Reading
Sunday, September 23rd
4pm
Our Lady of Good Counsel High School
17301 Old Vic Boulevard
Olney, MD 20832
Book, Music and Lyrics by
Stephanie Bonte-Lebair and
Michelle Hakala Wolf
Piano Arrangements by
Scott Richards
Song "Queens Boulevard" by
Jason Wynn and
Stephanie Bonte-Lebair
BROADWAY

# Vocal Empowerment Method

1. Energetic Voice
2. Physical Voice
3. Mental Voice




BUSINESS FUNDAMENTALS BOOTCAMP
Tactical Skills for the Growing Business

# "SALES IS A NUMBERS GAME"

BUSINESS FUNDAMENTALS
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for the Growing Business

# WHAT IF THERE WAS A PROVEN WAY TO GET MORE

BUSINESS FUNDAMENTALS
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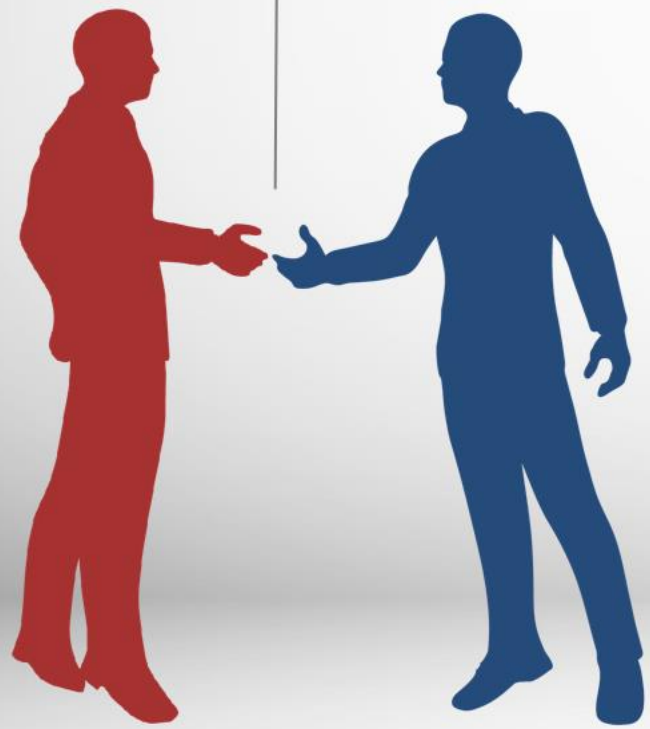
Tactical Skills
for the Growing Business

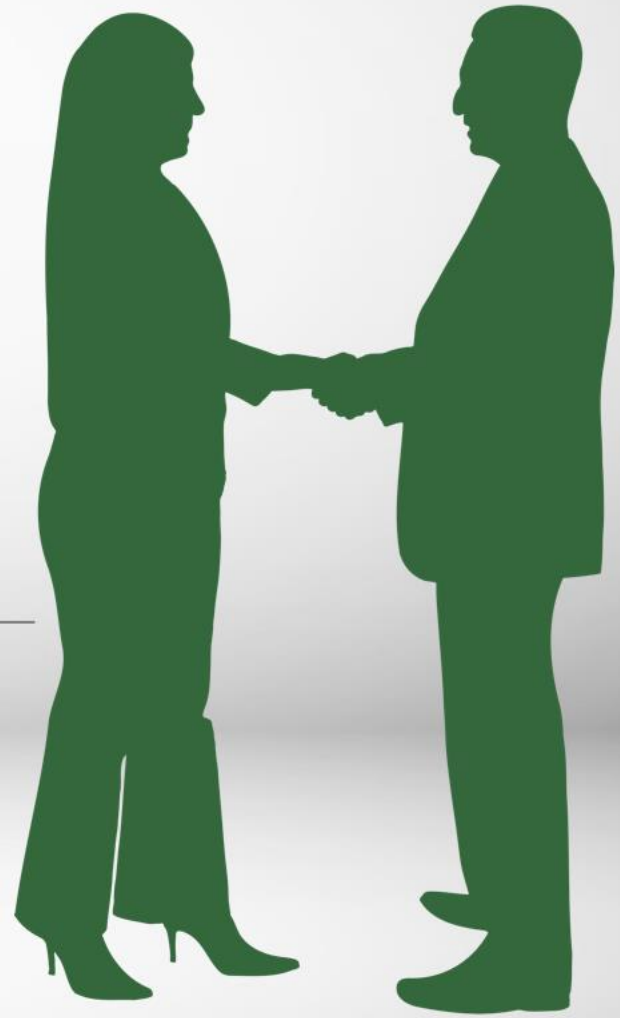
# THE SECRET

#BANKCODE

# SALES IS NOT A NUMBERS GAME

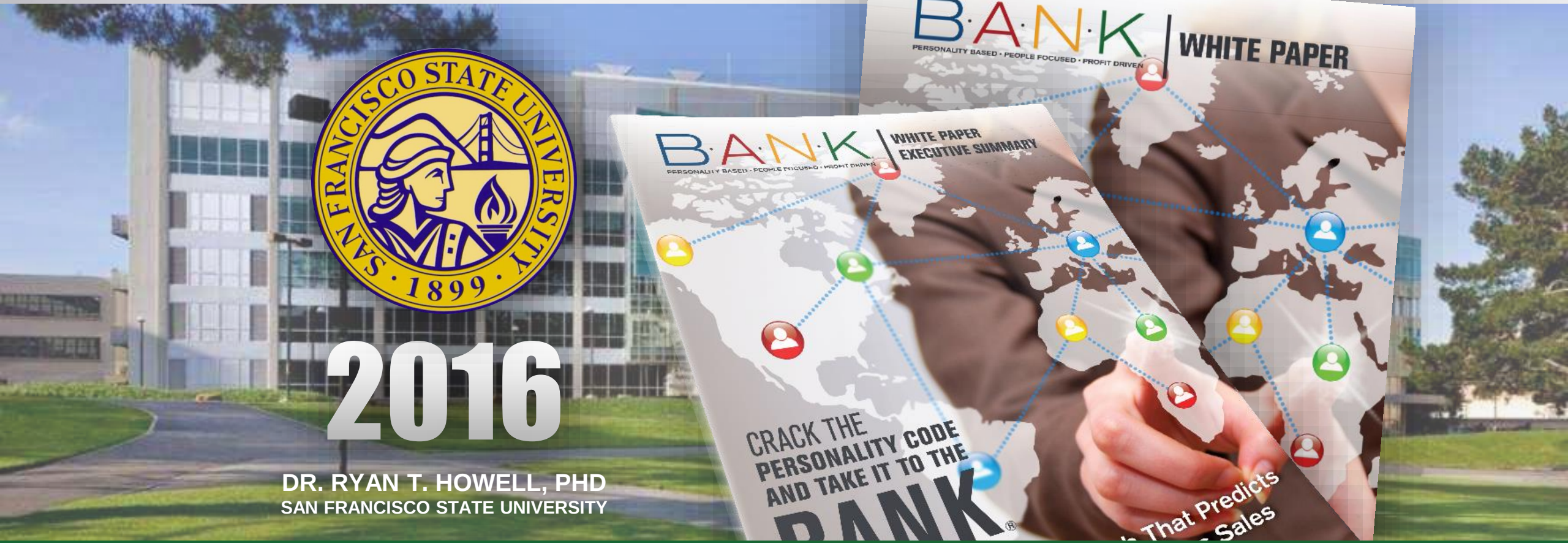


"ONLY 18% OF BUYERS WILL BUY FROM A SALESPERSON WHO DOESN'T MATCH THE BUYER'S PERSONALITY TYPE VS. 82% SUCCESS WHEN PERSONALITY TYPES ARE ALIGNED."



Chally Group®
A GrowthPlay Company

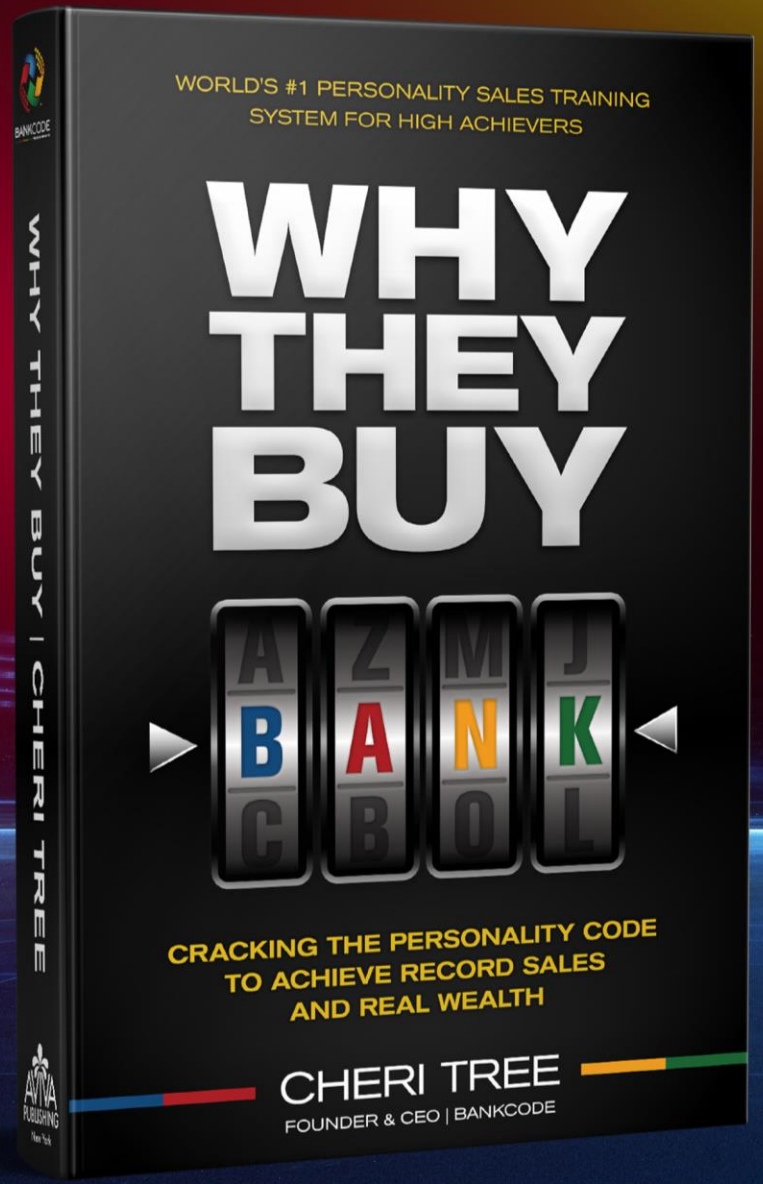
# SAN FRANCISCO STATE UNIVERSITY




2016

DR. RYAN T. HOWELL, PHD
SAN FRANCISCO STATE UNIVERSITY

## "B.A.N.K.™ PREDICTS BUYING BEHAVIOR"

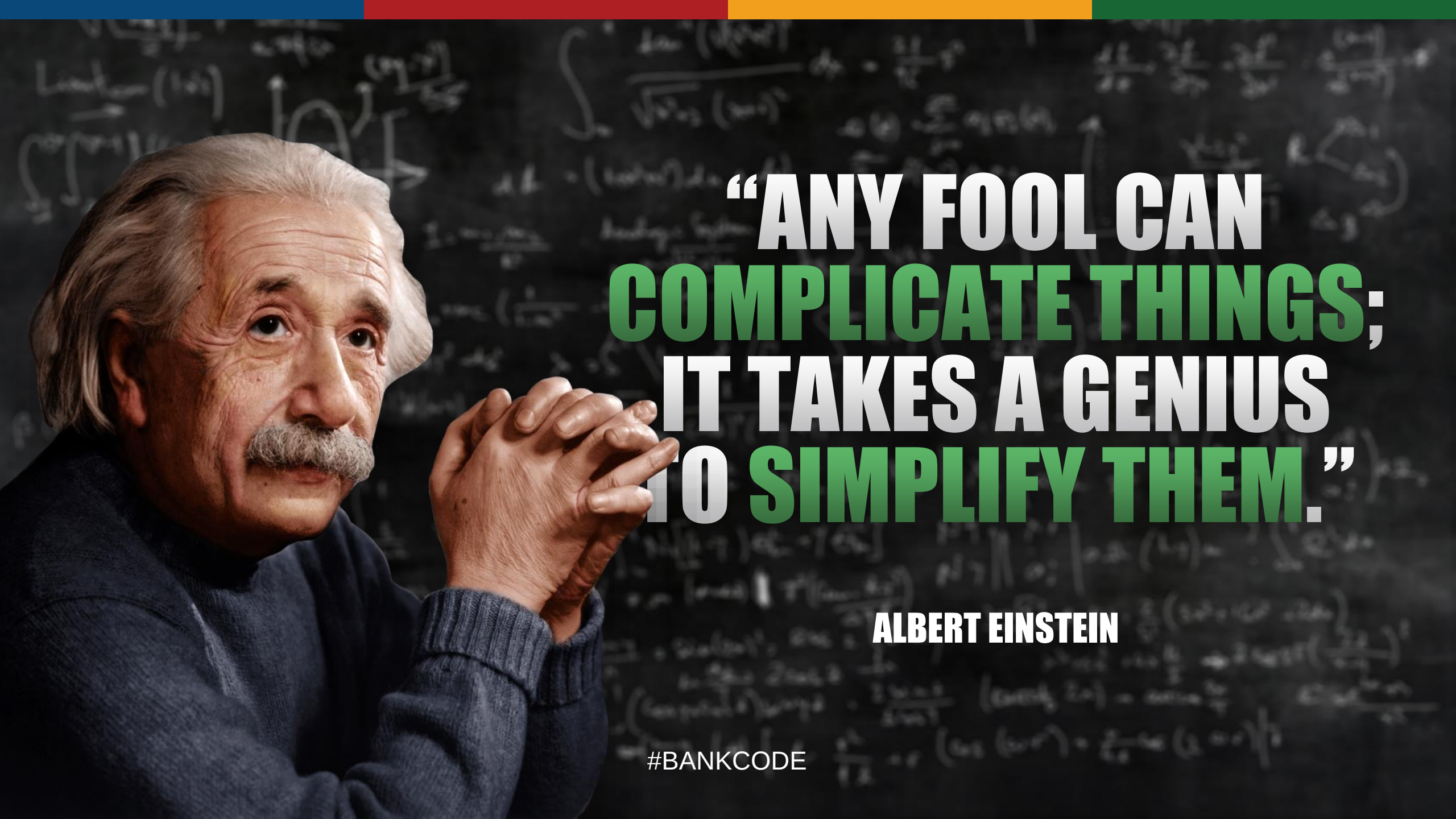



# B·A·N·K®

PERSONALITY BASED • PEOPLE FOCUSED • PROFIT DRIVEN

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

WHYTHEYBUY.COM

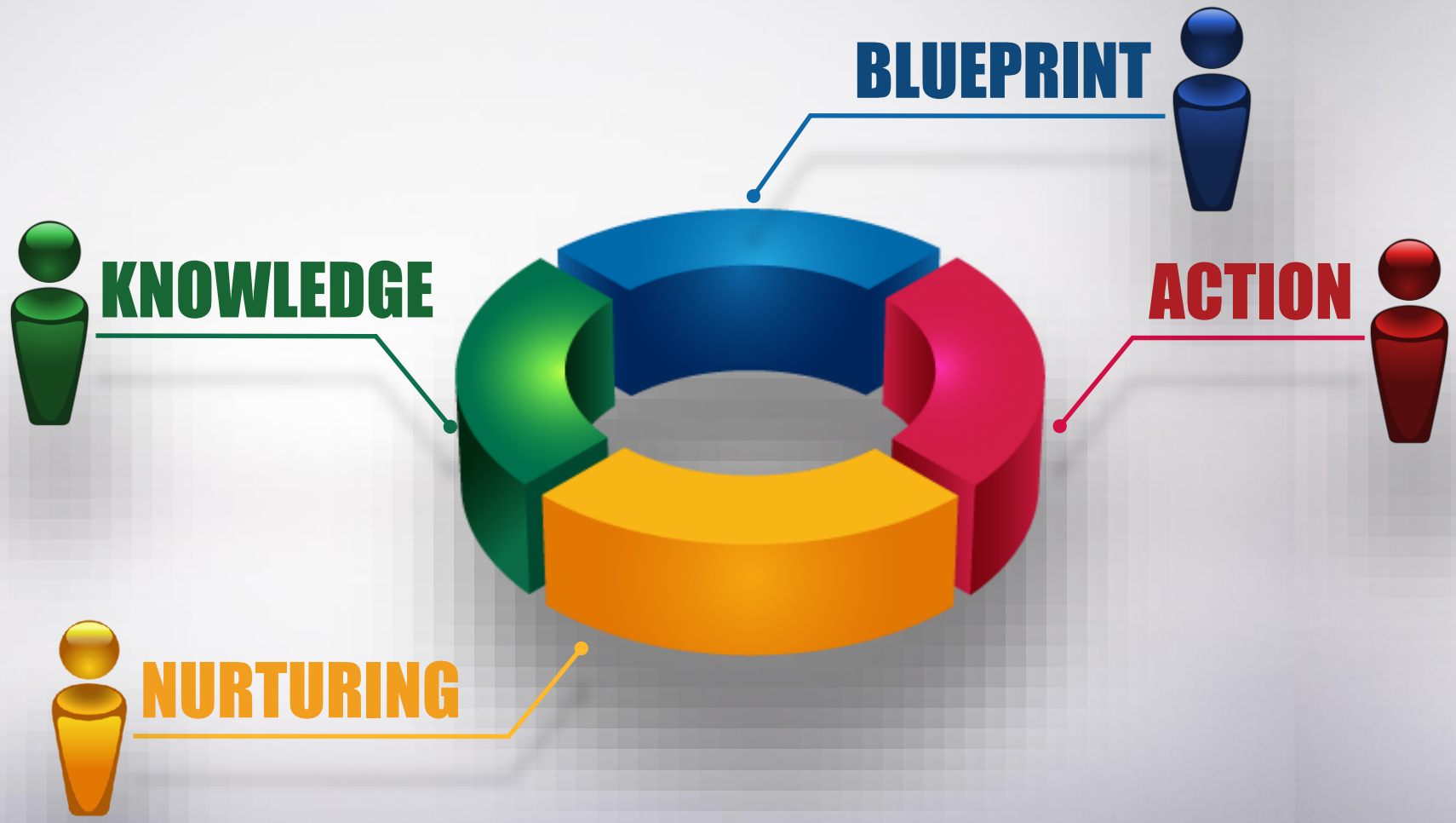

“ANY FOOL CAN COMPLICATE THINGS; IT TAKES A GENIUS TO SIMPLIFY THEM.”
ALBERT EINSTEIN
#BANKCODE

# THE SCIENCE

PERSONALITY BASED • PEOPLE FOCUSED • PROFIT DRIVEN

#BANKCODE

# PERSONALITY SCIENCE



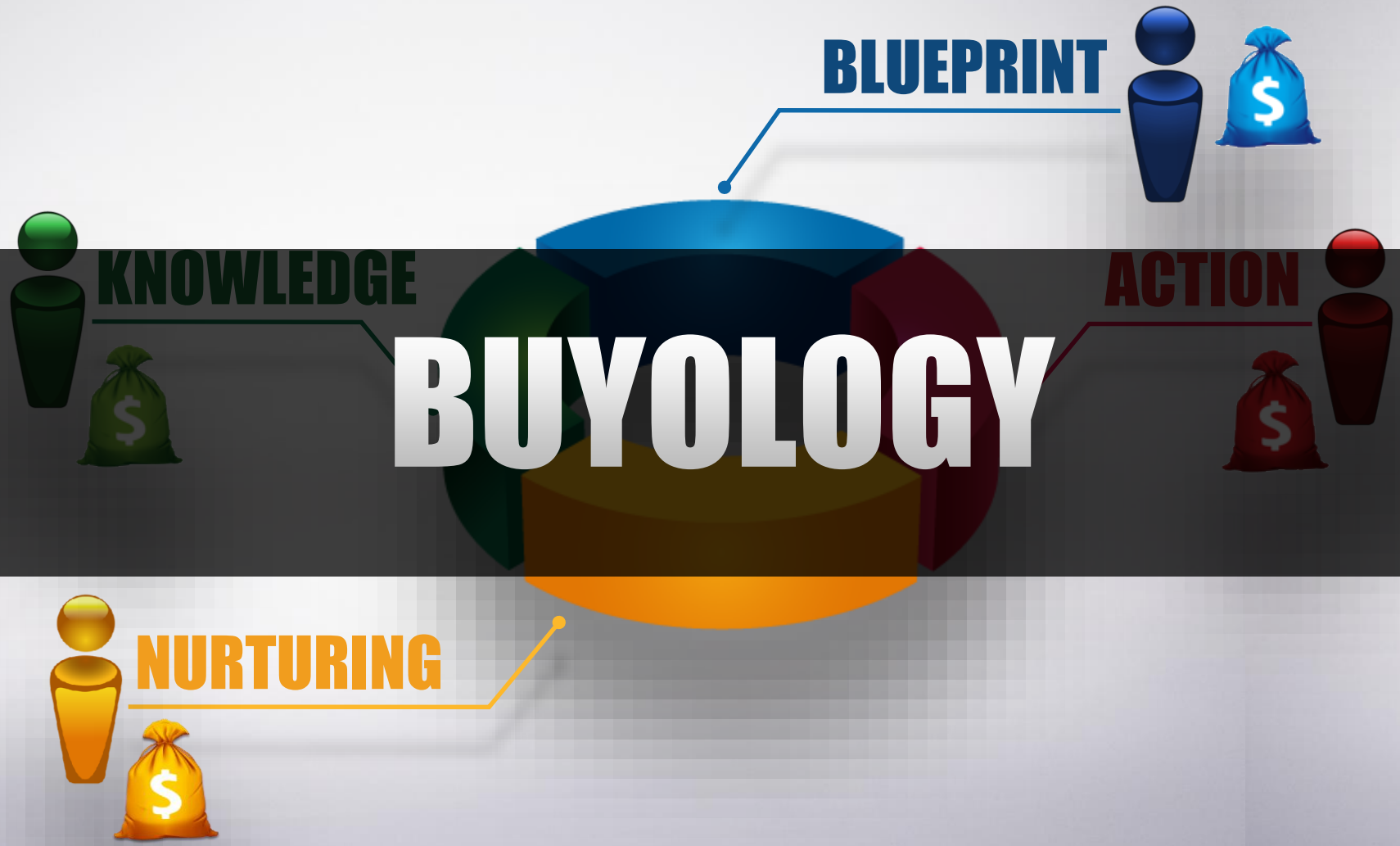
# GREEK PHYSICIAN HIPPOCRATES INCORPORATED THE THEORY OF

# THE FOUR TEMPERAMENTS INTO HIS MEDICAL PRACTICE

# (400 BC)

# MILLIONS TAKEN PERSONALITY ASSESSMENTS

# B.A.N.K.™ – THE MISSING LINK

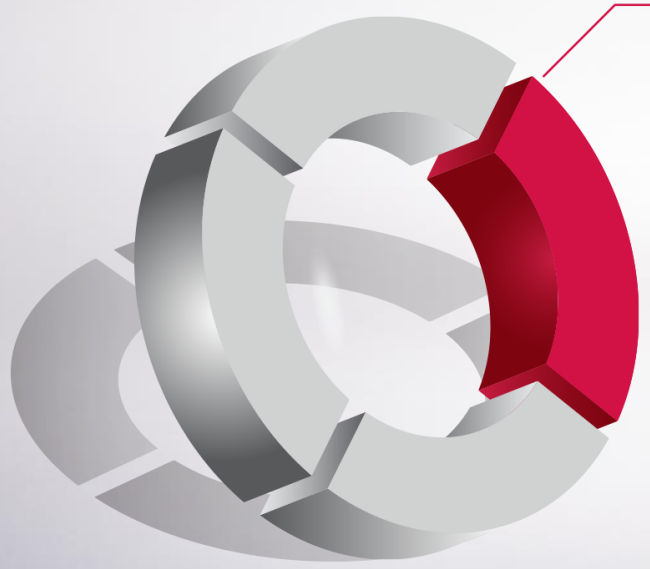


# THE CRYPTEX

# THE CRYPTEX

# THE MOST COMMON MISTAKE

## 1:4



YOU DELIVER THE RIGHT SCRIPT

**25%**

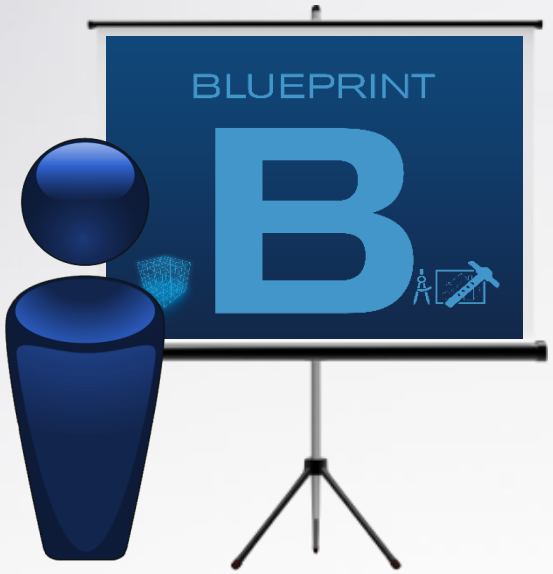
OF THE TIME

## 3:4

YOU DELIVER THE WRONG SCRIPT

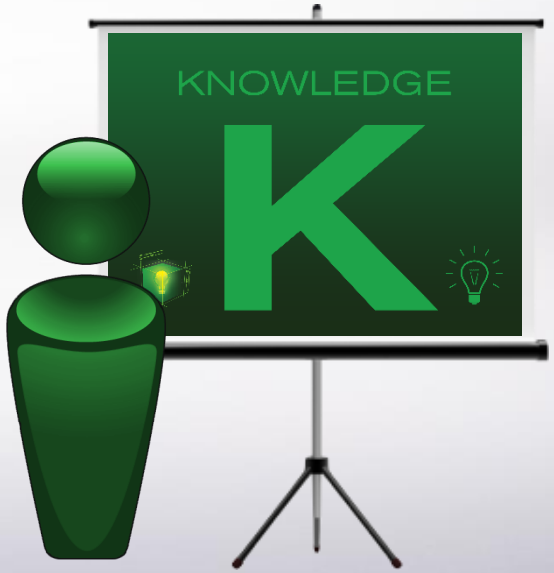
**75%**

OF THE TIME


BLUEPRINT
B

ACTION
A

NURTURING
N

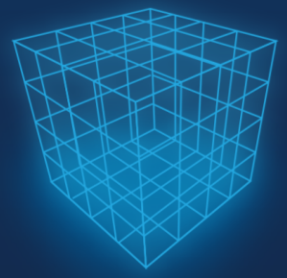

KNOWLEDGE
K

# THE SYSTEM

#BANKCODE

# BLUEPRINT

# B



#BANKCODE

# ACTION

# A

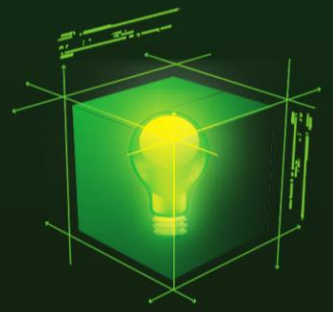
#BANKCODE

# NURTURING

# N

#BANKCODE

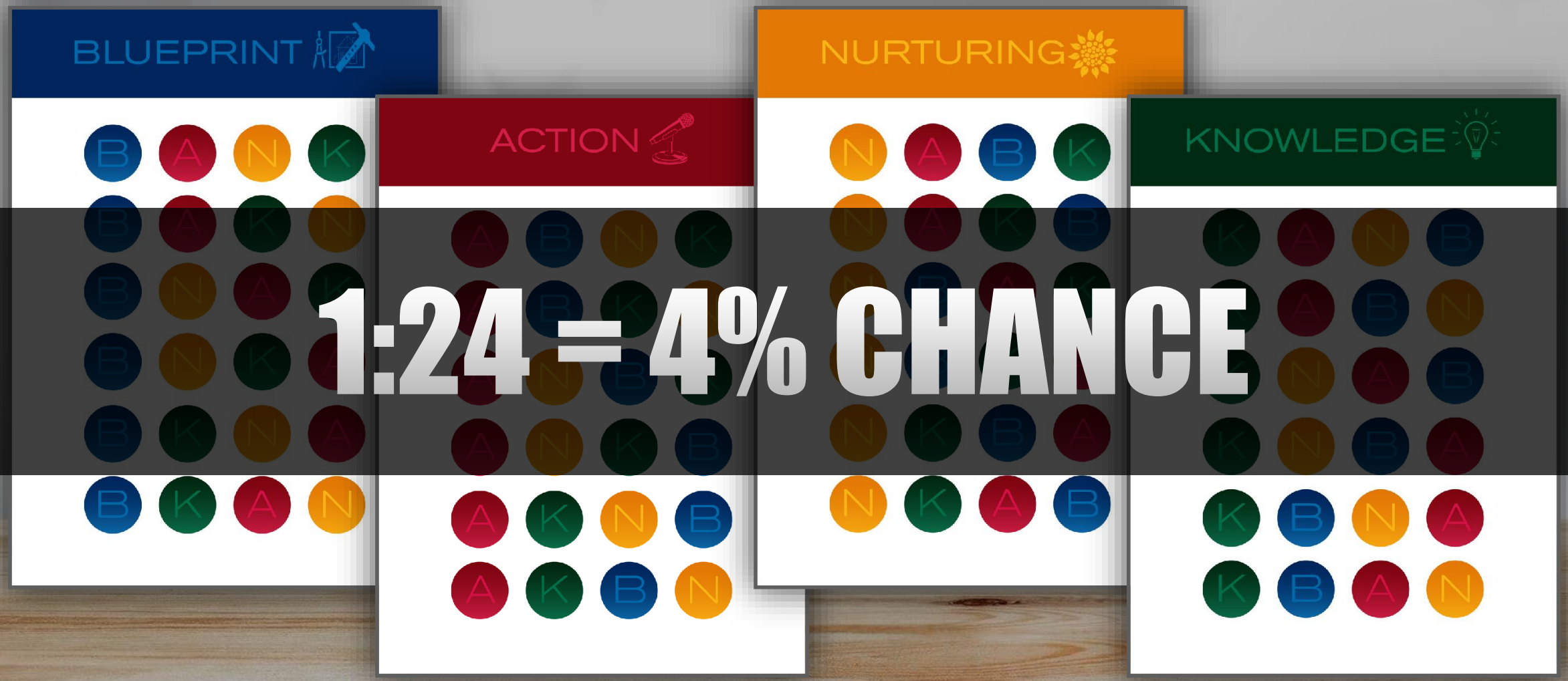
# KNOWLEDGE



#BANKCODE

# WHAT'S YOUR B.A.N.K. CODE?

# THE 24 B.A.N.K. CODES




## 1:24 = 4% CHANCE

# B.A.N.K. CARDS

• STABILITY
• STRUCTURE
• SYSTEMS
• PLANNING
• PROCESSES
• PREDICTABILITY
BLUEPRINT
VALUES
• RESPONSIBILITY
• DUTY
• RULES
• CREDENTIALS
• TITLES
• TRADITION
ACTION

# Steve Wozniak cracked his code

# Research shows…

- Know the primary code – increase chances of closing the sale by 22%
- Know the FULL code – increase chance of closing the sale by 75%
- Know what to say and what NOT to say

# B.A.N.K. PASS - CRACK CODES ONLINE

CRACK YOUR CODE

# IN JUST 3 EASY STEPS

1

**READ THE CARDS**

Read each card's values carefully

2

**ARRANGE THE CARDS**

From most important to least important

3

**SUBMIT THE CARDS**

Enter your email and Access Code

MYBANKCODE.COM/STEPHANIE

VIEW WORDS  VIEW ICONS

**VALUES**

- STABILITY
- STRUCTURE
- SYSTEMS
- PLANNING
- PROCESSES
- PREDICTABILITY
- RESPONSIBILITY
- DUTY
- RULES
- CREDENTIALS
- TITLES
- TRADITION

BLUEPRINT

**VALUES**

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

ACTION

**VALUES**

- RELATIONSHIPS
- AUTHENTICITY
- PERSONAL GROWTH
- SIGNIFICANCE
- TEAMWORK
- INVOLVEMENT
- COMMUNITY
- CHARITY
- ETHICS
- HARMONY
- MORALITY
- CONTRIBUTION

NURTURING

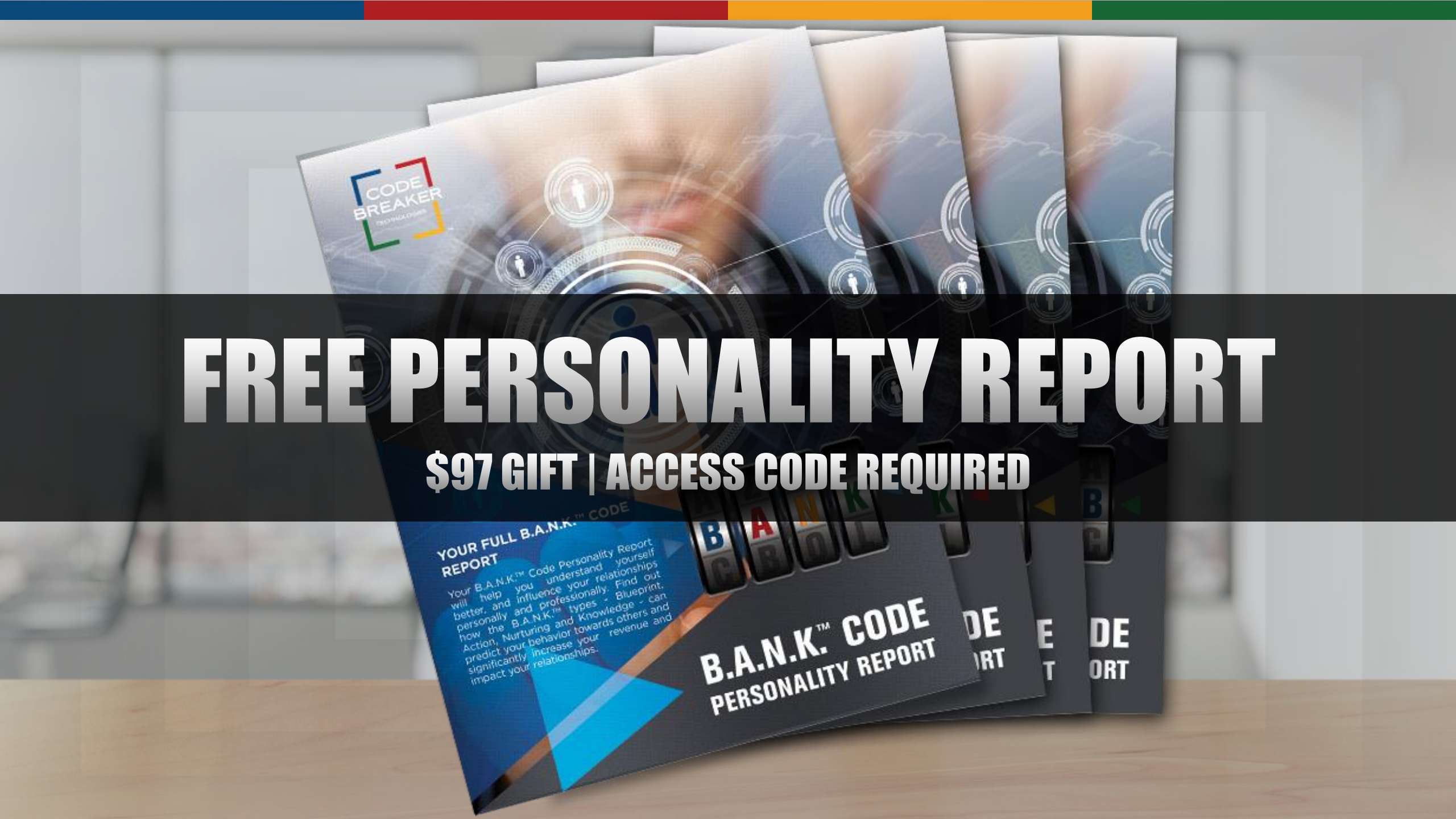
**VALUES**

- LEARNING
- INTELLIGENCE
- LOGIC
- SELF-MASTERY
- TECHNOLOGY
- RESEARCH AND DEVELOPMENT
- SCIENCE
- UNIVERSAL TRUTHS
- EXPERTISE
- COMPETENCE
- ACCURACY
- THE BIG PICTURE

KNOWLEDGE

**DRAG THE CARDS IN THE ORDER OF MOST IMPORTANT TO LEAST IMPORTANT**

BASED ON YOUR NATURAL BEHAVIOR




# FREE PERSONALITY REPORT

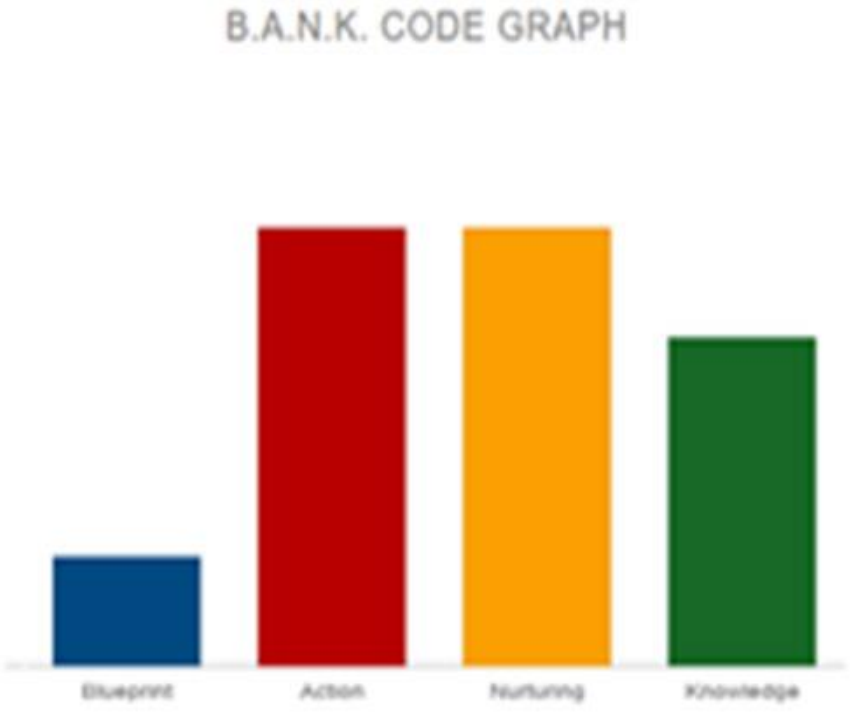
## $97 GIFT | ACCESS CODE REQUIRED

# CLOSE MORE SALES IN LESS TIME

## CODEBREAKER AI

# Before and After – Email using AI

NKBA – Her code




ANKB – My code

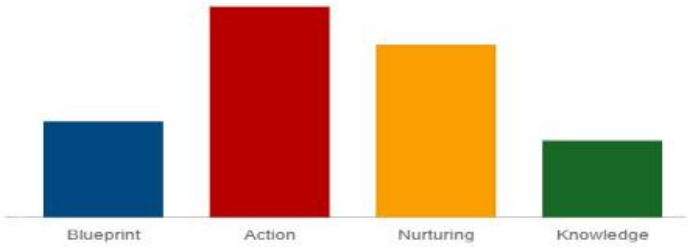
## You've cracked the B.A.N.K. code!

Review the insights revealed by this code.

VALUES | BEHAVIORS | SALES TIPS | TRIGGERS | TRIPWIRES | VIDEO

# My LinkedIn Profile BEFORE CODEBREAKER AI – CODE ANBK

B.A.N.K. CODE GRAPH




PRIMARY CODE

**VALUES**

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

ACTION

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STEP 1: CRACK THE CODE | STEP 2: RESPOND IN CODE

## You've cracked the B.A.N.K. code!

Review the insights revealed by this code.

VALUES | BEHAVIORS | SALES TIPS | TRIGGERS | TRIPWIRES | VIDEO

# LinkedIn Profile AFTER CODEBREAKER AI – EVEN ANBK

B.A.N.K. CODE GRAPH

PRIMARY CODE

**VALUES**

- FREEDOM
- FLEXIBILITY
- SPONTANEITY
- ACTION
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ACTION

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STEP 1: CRACK THE CODE | STEP 2: RESPOND IN CODE

# FREE COMMUNICATION ASSESSMENT

CODE BREAKER
ARTIFICIAL INTELLIGENCE
TM

CODEBREAKER.AI

# ANY FINAL QUESTIONS?

Stephane Bonte-Lebair
Founder, The Empowered Voice
Stephanie@EmpowerYourVoice.com
www.EmpowerYourVoice.com

**Remember to Complete the Speaker Survey:**
Supportingstrategies.com/bootcamp > 'click' event name > scroll to agenda > select your speaker

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