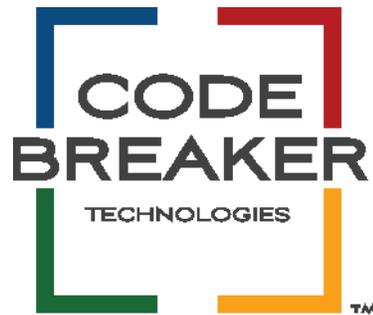




**KARLHEINZ ZUERL**

**FULL  
PERSONALITY REPORT**





**The World Leader in Personality Coding Technology**

©CODEBREAKER TECHNOLOGIES, LLC—All trademarks and copyrighted content used under license from CODEBREAKER IP RESERVES, LLC.

# **KARLHEINZ ZUERL**

# **PERSONALITY REPORT**

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior consent of the CODEBREAKER TECHNOLOGIES, LLC.

# CONTENTS

This report provides an in-depth look at how you can use KARLHEINZ ZUERL's **BANKCODE**<sup>®</sup> to communicate for receptivity, negotiate with proven triggers, and close the sale with him.

- 03 | **INTRODUCTION**  
Why use this report?
- 04 | **KARLHEINZ ZUERL'S BANKCODE IS BANK**  
How to apply KARLHEINZ ZUERL's **BANKCODE**
- 05 | **BUSINESS MINDSET**  
What is KARLHEINZ ZUERL's business mindset?
- 06 | **PERSONALITY PROFILE**  
Details about KARLHEINZ ZUERL's full **BANKCODE**
- 08 | **SALES TIPS & CHARACTERISTICS**  
KARLHEINZ ZUERL's likes, dislikes & tips to close the sale
- 10 | **BEHAVIORS, TRIGGERS & TRIPWIRES**  
KARLHEINZ ZUERL's behaviors & how you should behave with him
- 12 | **THE BANKCODE FORMULAS**  
The secret formulas for communicating with KARLHEINZ ZUERL
- 14 | **ABOUT CODEBREAKER TECHNOLOGIES**



## INTRODUCTION

To get the best results in every single interaction with KARLHEINZ ZUERL, use this comprehensive BANKCODE Sales Report for communicating with **BANK** personality types.

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

This report reveals how to:

**CRACK THE PERSONALITY CODE**

# KARLHEINZ ZUERL'S BANKCODE IS BANK

People with the BANK BANKCODE are primarily responsible, dependable, and detail-oriented—with an amazing zest for life—and they always prefer to avoid risk.

1.



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

The third position typically represents how KARLHEINZ ZUERL responds under stress.

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



## BUSINESS MINDSET

- They typically run predictable and profitable businesses by following proven systems, budgets, and schedules.
- They typically lead with clearly defined goals and a plan to make a large profit.
- They quickly recognize and act upon opportunities based on metrics and predictable results.
- Because of their respect for policies and procedures, they solve problems with winning tactics that don't break the rules.

# BLUEPRINT

## VALUES

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

BLUEPRINT 

© COPYRIGHT 2020 CODEBREAKER TECHNOLOGIES, LLC. ALL RIGHTS RESERVED



## PERSONALITY PROFILE

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

### THE FIRST POSITION

**BLUEPRINT (B)** influences KARLHEINZ ZUERL's decisions the most.

**B's** are highly ethical, committed, and well-prepared. They are the people you can always count on to do things exactly as they should. Responsible and detail-oriented, B's are planning whizzes who can be trusted to organize an event or meeting that will be efficient and meet expectations. They respect tradition and favor systems and methods that are proven to work well every time. B's live by strong inner moral codes and generally respect the rules and authority, which means that they are some of the most trustworthy people to have around.

## THE SECOND POSITION



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

**A's** are not afraid to take risks and they are always on the lookout for new opportunities to disrupt and improve upon the status quo. If anyone is going to be involved in the next big thing, it's an A! When you make your offer sound like an incredible opportunity, A's are the first to sign up.

## THE THIRD POSITION



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

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

## THE LAST POSITION

**KNOWLEDGE (K)** is in the 4th position for KARLHEINZ ZUERL, and it's likely a turn off for him. We recommend avoiding communication that includes any part of the 4th personality type.



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

# BLUEPRINT

## SALES TIPS

- Be professional and organized.
- Be on time (15-30 minutes early).
- Have a step-by-step plan that you can give him.
- Don't be too pushy or exaggerate.
- Provide him with facts, proof, and references.
- Show him a system for success.
- Minimize the risk to get involved.
- Stay within budget.

## CHARACTERISTICS

### LIKES

---

- Accountability
- Budgets
- Commitment
- Consistency
- Directions
- Discipline
- Discounts
- Due Diligence
- Goals
- Guarantees
- Insurance
- Integrity
- Lists
- Loyalty
- Order
- Organizing
- Perfection
- Proven Plans
- Punctuality
- References
- Routines
- Savings
- Sequential Steps
- Track Records

### DISLIKES

---

- Blame
- Carelessness
- Change
- Chaos
- Clutter
- Danger
- Debt
- Delays
- Disorder
- Exaggeration
- Instability
- Interruptions
- Irresponsibility
- Jokes
- Missing Deadlines
- Overspending
- Paying Interest
- Risk
- Rule Breakers
- Surprises
- Tardiness
- Unclear Instructions
- Unreliability
- Waste

# ACTION

## SALES TIPS

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

## CHARACTERISTICS

### LIKES

---

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

### DISLIKES

---

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

# BLUEPRINT

## BEHAVIORS

A BLUEPRINT Personality Type:

- Expects everyone to follow the rules and regulations.
- Requires people to keep their word.
- Sets up and implements predictable systems.
- Trusts proven authority.
- Sees everything in the world through the lens of right and wrong.
- Accepts only a time-tested and proven establishment.
- Learns best through memorization, recall, and drill.
- Runs agenda-driven, efficient meetings that start and end on time.
- Enjoys seeing people be held accountable for their wrong behavior.
- Dislikes it when people question authority or do not obey.
- Works best with systems, routines, and procedures.
- Learns from past mistakes and proceeds with caution.

## TRIGGERS

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

- Follows all rules and regulations.
- Is well-organized.
- Goes above and beyond to show respect.
- Greets you with a traditional handshake or customary greeting.
- Acts professionally.
- Displays appropriate manners and etiquette.
- Demonstrates a system for success.
- Acknowledges their task completion and accomplishments.
- Provides full disclosure of costs and timelines.
- Shows up on time for appointments.

## TRIPWIRES

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

- Makes up their own rules or has no regard for the rules.
- Displays rude behavior and is insensitive to surroundings.
- Does not give him special discounts or savings incentives.
- Has no structure in their processes or approach.
- Constantly interrupts or makes unscheduled calls or visits.
- Fails to acknowledge their perspective or point of view.
- Uses aggressive sales tactics and behaviors.
- Does not possess the appropriate credentials for their field of work.
- Sets unrealistic expectations or offers false promises.
- Does not show him a step-by-step plan up front.

# ACTION

## BEHAVIORS

An ACTION Personality Type:

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

## TRIGGERS

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

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

## TRIPWIRES

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

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

# BLUEPRINT FORMULAS

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

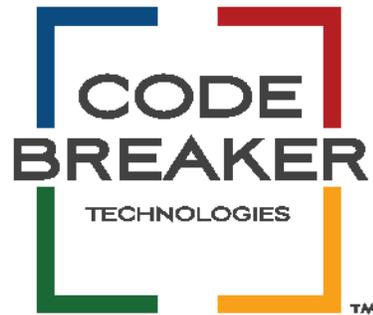
- **STABILITY:** Share how long you've been in business, the financial stability of your company, your performance track record, reliability of service, and any satisfaction guarantees or warranties.
- **STRUCTURE:** Talk about the organizational structure of your company, the pricing structure, deal structure, and any terms of agreement.
- **SYSTEMS:** Outline any of your business systems, payment systems, sales systems, marketing systems, hiring systems, etc. Demonstrate that you have streamlined your systems and ensure they are optimized, effective, and efficient.
- **PLANNING:** Map out your milestones, calendar of events, schedules and timelines, budgeting and forecasting, and identify any and all steps involved: A-Z.
- **PROCESSES:** Identify any and all processes with clear communication and expectations at each milestone or step.
- **PREDICTABILITY:** Give him a glimpse into the future; disclose any and all expectations up front, and identify any potential risks or threats to your plan.
- **RESPONSIBILITY:** Assure your clients that they are in good hands, you keep your word, you don't let any balls drop, and then be sure to under-promise and over-deliver.
- **DUTY:** Pledge your commitment and provide exceptional service to exceed their expectations.
- **RULES:** Be firm with your standards and be rigorous in following the rules, guidelines, policies, and terms and conditions. Be sure to reveal any rules or terms up front so the client has clear expectations and no surprises.
- **CREDENTIALS:** Reveal any credentials that you have earned in your business, trade, or education. Provide references for additional credibility.
- **TITLES:** Respect all stakeholders appropriately and acknowledge implied authority with respect to titles or rank. Be sure your title is included in your communication.
- **TRADITION:** Demonstrate your loyalty to your clients, vendors, and partners. Avoid making frequent changes that would add additional risk.

# ACTION FORMULAS

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



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



## ABOUT CODEBREAKER TECHNOLOGIES

### WHO WE ARE

The World Leader in Personality Coding Technology

### WHAT WE DO

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