

# A ChartaCloud Solution Brief

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**FaceCODE™**

**The AI Breakthrough in  
Sales Process Engineering.**

**Phenometrix.ai Delivers a Unique and  
Definitive Selling Advantage for  
Professional Sales Executives  
...in Two Minutes.**

- **Decode and Understand A Prospect's Personality and Character Traits**
  - **Decipher Prospect Motivations**

What if as a sales rep you knew more about a prospect than they may even know about themselves? Advances in AI now make that possible. Gaining insight into the personality traits and character of targeted sales prospects enable sales executives to create powerful custom knowledge-based pathways to sales success.

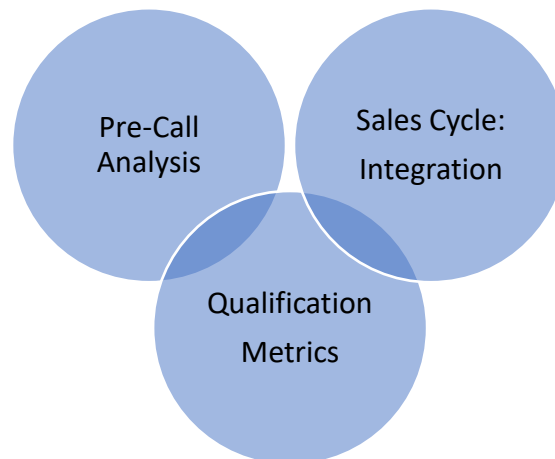
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I have been leading and teaching successful sales process design and engineering for more than 40 years and recognize this AI breakthrough as one of the most significant advances in sales engineering that I have ever encountered.

Essentially, sales process engineering is currently defined by three major elements:

One, an in depth understanding of and an execution according to the principles driven by the psychology of the 'buying process' i.e., a multi-step sales cycle process. Two, a detailed integration that melds the influencing elements of pre-call analysis, product relevance, marketing, finance, and reputation into a cohesive teachable, repeatable sales model. And three, the identification of the metrics that define a qualified prospect.



Bottom line, the more you know about a prospect and their business the greater the likelihood that a successful sale will result. By using Phenometrix.ai, sales executives can now acquire a deep understanding of the personality and character traits that define the targeted prospect and thus craft a custom engagement approach, discussion dialogue and presentation that rings true and unique to a specific prospect.

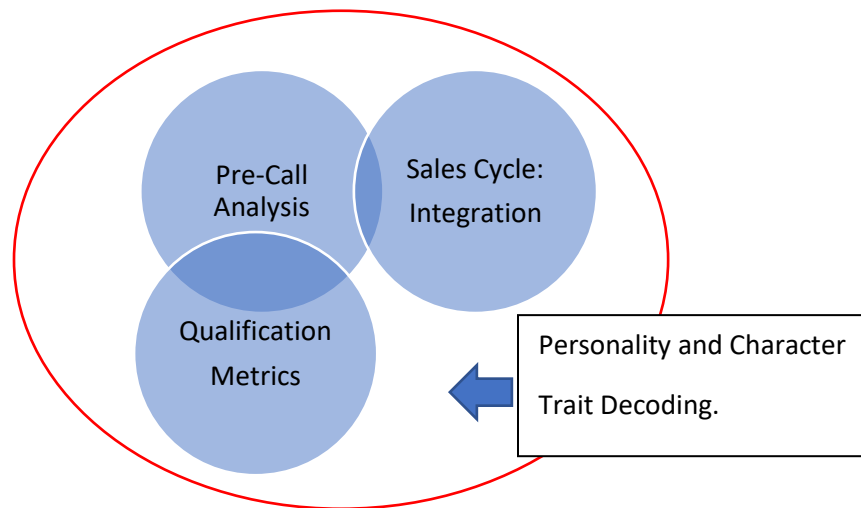
Every individual possesses a combination of personality traits that defines them. What if as a sales executive you knew in advance the personality traits of a prospect? Knowing that each prospect is unique wouldn't it be wise to craft your sales approach and selling

methodology to engage, seamlessly guided by the personality traits of the individual to whom you are selling?

It has long been recognized that sales executives who can rapidly cue their approach based on the personality traits of their targeted prospects always sell the largest and most new business contracts. They seem to create almost an immediate and a deep rapport with their prospects. Why? Because as Dr Christophe Morin suggests in the book the ***Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere Anytime***, the science of neuro marketing succeeds when sales 'cases' are made personal. (1)

Called **FaceCODE**, Phenometrix .ai has created and utilizes AI-based technology to decipher the personality traits of individuals by decoding their traits easily and directly derived from an AI-driven analysis of a simple photograph/image of an individual's (prospect's) face. They call it FaceCODE. Once the analysis is completed the appropriate sales approach can then be defined and prepared. Interactions can then be based on the neuro-construct of the prospect. Sales executives can now know in advance what personality type they are engaging and how best to approach and conduct a successful selling engagement.

In summary terms therefore, successful sales process engineering to date can be defined as doing sufficient pre-sale prospect analysis, linking the product or service offer to the achievement of prospect objectives, and discovering the qualification metrics that underlie a justifiable investment of sales time, resources, and effort. All these elements can now be wrapped with defined personality and character traits.



To schedule a no obligation demonstration and consultative briefing on the use of FaceCODE as a landscape changing element of your individual and corporate sales engineering efforts or conducting a two-hour sales training and development program contact:

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(1) **The Persuasion Code: *How Neuromarketing Can Help You Persuade Anyone, Anywhere Anytime***; Christophe Morin and Patrick Renvoise; John Wiley & Sons Publishing 2018

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