

Anthony Cole Training Group

Helping Companies Sell Better,
Coach Better & Hire Better

What do we do?

Improve Sales Performance and Revenue Retention through:

- Sales Training & Development Programs
- Sales Management Training & Development Programs
- Sales Talent Hiring Programs

Specific Offerings include:

- Current-State-of-Sales Team Analysis
- Sales Managed Environment® Program for Sales Leaders
- Effective Selling System for Sales People
- Hire Better Salespeople Program
- Success Tracker

Modalities include:

- Integrated Learning Systems
- Online Sales Learning Centers
- Keynote Addresses & Workshops
- Instructor-Led Training
- ZoomCast Webinars, eLearning
- Pre & Post Call Consulting/ Role Playing
- Phone Coaching for Accountability & Prospect Development



What sets us apart?

- **Deep Domain Expertise** in banks, insurance and financial services and industries requiring knowledgeable, longer-sales cycle, consultative salespeople
- **25+ Years of Data & Experience** developing sales people into consistent & predictable producers
- **Sales Managed Environment® Certification** – Sales leaders are trained to cultivate and grow company sales culture and results
- **Instructors are Sales-Experienced Training Veterans** with extensive financial services knowledge and experience delivering, role-playing, recruiting, on-boarding and coaching sales people and sales managers



513.791.3458
www.anthonycollection.com

find out more >

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Current/ Past Clients

- Key Bank Community Banks- 12 years
- Alliant Insurance Services- 8 years
- USI Insurance Services- 8 years
- American National Bank of Texas- 4 years
- CRC Insurance Services-6 years
- Frandsen Bank & Trust- 1 ½ years
- Frandsen Financial Corporation- 5 years
- Midwestern Securities Training- 5 years
- First Fidelity Bank- 5 years
- Wholesale Trading Co-Op- 5 years
- ReadyCap Lending- 2 years
- Cooperative Bank of Cape Cod- 2 years
- Gateway Service- 3 years
- Rose Street Advisors- 6 years
- F&M Trust- 3 years

Outreach and Education

Supporting, participating & delivering Keynotes, Workshops, Articles for Industry Associations: BISA, American Banker, BAI, Ohio Banker's League, CUSO, BankDirector, CIAB, WBENC

Proven Results:

Community Bank

- Doubled Loan Volume in 3 Years
- Average Loan per RM from \$8M to \$20M

Bank-Owned Insurance Team

- 150% Increase in Annual Sales in 3 years
- 131% Increase in New Business Sales per Producer

Financial Advisor

- Sales Goals Exceeded by 95% in 6 months

Client Results

- 5+ Years Average Client Program Longevity
- 93% of Participants surveyed consistently rate training programs as effective or highly effective

Wide Reach:

Over Past 5 Years

- 140 Corporate Clients
- 2,600 Participants
- 62 Keynotes/ Workshops with 2,500 Attendees

WBENC CERTIFICATION | DUNS: 83-461-3242

NAICS Codes: 611430 Professional & Mgmt Development Training; 541612 Human Resources Consulting Services; 541611 Administrative Management & General Management Consulting Services

Serving United States | Family Owned & Run since 1993



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