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

ANTHONY COLE TRAINING GROUP, LLC

513.791.3458
www.anthonycoletraining.com

find out more >
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

513.791.3458
www.anthonycoletraining.com