



WE LOVE TO PARTNER WITH
OUR LOCAL SBDC CENTERS TO
DELIVER THESE WORKSHOPS!

Small Business Sales Growth Series

The Small Business Sales Growth Series is designed specifically for Small Business Owners and Sales Leaders to learn best practices and strategies around increasing revenue, driving consistent sales, and business growth. Each 60-minute live broadcast session features interactive participation with application case study discussion. Attendees can also receive a follow up coaching call at no charge with one of our Sales Growth Coaches with Anthony Cole Training Group.

The Sales Leader's Growth Mindset

With the dramatic impact of Covid-19, survival and growth is on the mind of every successful business owner. We will introduce participants to the findings from the #1 rated sales leadership evaluation on what the DNA of an effective Growth Leader must include so that participants can self evaluate their strengths and weaknesses. Discussion will also center around these 6 key competencies of an effective sales leader: strategic thinking, developing strong relationships, accountability, coaching, motivating and recruiting.

A Sales Growth Workplan

This workshop will provide business leaders with a working template containing the essential components they can use to customize and build their own company's sales success workplan. It is designed to be a living, breathing workplan, helping owners identify, address and overcome sales and growth obstacles so that they can reach their sales goals. The Sales Growth Workplan will include establishing or revisiting mission, vision, establishing specific goals and strategies to reach these goals as well as a framework to track, share, review and celebrate the Wins.

Creating & Communicating Your USA

The brand and messaging for most successful companies begins at the top. We will work with business owners to help them craft a compelling and Unique Selling Advantage with time for participants to create their own value proposition, centered around how they solve problems for their best clients. We will also focus on helping participants hone in on their best targeted prospects using the principles from the 80/20 Sales & Marketing book written by Perry Marshall. Business Owners will leave this workshop with a USA they can confidently communicate with their team and use at networking events.

Prospecting & Building Relationships Virtually

There has never been a time when it has been more challenging to do the sales activities necessary to grow business. It has become even more essential that businesses continue to stay visible, with compelling and relevant outreach to prospects and clients. We will share proven prospecting methods

including maximizing the use of LinkedIn, an 8-step compelling phone call process and an approach to scheduling virtual discovery meetings. In most small businesses, the focus on developing new relationships begins at the top and the effective utilization of technology is becoming a must-do activity.

7 Habits of Highly Effective Sales Teams

There are consistent behaviors and habits that successful sales companies use day in and day out, year after year to achieve their goals. The 7 Habits of Highly Effective Sales Teams is a powerful workshop that will provide specific and proven best practices that business owners can implement with their team immediately. The 7 steps include creating a perfect target client profile, prioritizing prospecting and eliminating “lack of time” excuses, implementing a unique selling approach, scheduling quality appointments, 3 great questions to help close business and a plan for tracking success.

Create Your Company’s Effective Selling System

The most effective salespeople and businesses have an effective and milestone-centric sales process. In fact, this is the hallmark of top producers – top 7% of all salespeople – have a consistent, stage-based sales system. This virtual workshop will introduce you to the essential steps of an effective selling system, customizable to the process and culture of your company. Before you begin this session, you must open your mind to approaching your sales steps in a new way in order to close more business, more quickly and at higher margins.

The Will to Sell & Grow

If you have ever wondered what separates good from great businesses and salespeople, you will find out in this workshop. You will begin to understand what the five components of The Will to Sell are and how they impact your own success and the success of your team. Desire, Commitment, Outlook, Motivation and Responsibility – these are the underlying, root causes of success or failure and understanding these will help business owners understand their own barriers and those of their people. This session will take some self-analysis, but will be well worth the effort.

Maximize Your Initial Call

Think about a recent first meeting with a significant prospect. What did the phone call sound like when you scheduled that appointment? On that phone call, did you uncover a real reason the prospect needs your services or did you agree to meet them to show them “your stuff”? After you had your initial meeting, did you or the prospect leave with more information? In order to maximize your first meeting with your prospect, you must have a compelling phone call and you must be different from every other salesperson they have met with. This workshop will teach you an effective, repeatable process that you can use and share with your team.

Self-Management vs. Crisis Management

Every day you make decisions on how you are going to spend your time. Some of these activities support your overall growth and sales objectives and some do not. This workshop will help you prioritize your expected results so that you can plan and execute the activities that will lead to those results. This process translates to your team and what they are focused on doing. The big idea is to self-manage versus crisis manage and take control of your schedule today.

Sell in Any Market

Yes, it's a tough market – even tougher than most in the past. But there has always been and always will be difficult markets, if you are in sales and responsible for growing your business. There are always challenges; rejections and competition for market share that make the sales leader's job a difficult one. Difficult but not impossible and it all begins in your head. This workshop will help you gain a strong and healthy perspective and provide a process for selling, regardless of the market, to utilize and share with your people.

Anthony Cole Training Group

For 27 years, Anthony Cole Training Group has been working with associations that support the development and growth of small businesses. Our goal is to provide value to the associations by delivering programs for their members to help them grow by selling, coaching and hiring better. We tailor our sales and sales leadership training programs to fit the specific priorities of the association members and we customize it to fit each of their target markets. Our goal is to help companies close their sales opportunity gap by focusing on what matters most – improving the effectiveness of their sales leaders, salespeople and increasing sales results.

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