

Anthony Cole Training Group

Helping Banks 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



ANTHONY COLE
TRAINING GROUP, LLC

513.791.3458
www.anthonycollection.com

find out more >

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Current Community Bank Clients:

Alpine Bank
American National Bank of Texas
Austin Bank
Central Valley Community Bank
Denver Savings Bank
F&M Bank Virginia
F&M Savings Bank
F&M Trust
FNB Eagle Lake
First Community Bank
First National Bank of Elk City
First State Bank of Bedias
Frandsen Financial
Heartland Bank
Iowa State Bank
KeyBank
Mabrey Bank
Oxford Bank
PlainsCapital Bank
ReadyCap Lending
Regions Bank
Starion Bank
Sutton Bank
Texas Regional Bank
The Cooperative Bank of Cape Cod
United Prairie Bank

Outreach and Education

Supporting, participating and delivering workshops for Bank CEO Network, ABA, Ohio Bankers League, Western Bankers, Indiana Bankers, Minnesota Bankers, Michigan Bankers, Bank Trainers Conference, bankwebinars.com, NYBA, New Mexico Bankers

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

Core Focus:

- Grow People.
Grow Organizations.



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