

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
- Live ZoomCast Webinars
- Drill for Skill / Role Playing
- Phone Coaching for Accountability & Prospect Development
- Learning Journey 1-Stop Portal



What sets us apart?

- Deep Domain Expertise in banks, insurance and financial services and industries requiring knowledgeable, longer-sales cycle, consultative salespeople
- 30 Years of Data & Experience developing salespeople 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 salespeople and sales managers



513.791.3458

www.anthonycollection.com

Anthony Cole Training Group

Helping Community
Banks Grow.



Current Community Bank Clients:

Alpine Bank
Northway Bank
Austin Bank
Central Valley Community Bank
First Dakota National Bank
F&M Bank Virginia
First National Bank & Trust
F&M Trust
First Liberty National Bank
First Community Bank
The State Bank Michigan
Fresno First
Frandsen Financial
Heartland Bank
Guadalupe Bank
Idaho Trust Bank
Bank of Marin
Legacy Bank
Oxford Bank
West Plains Bank
ReadyCap Lending
Arrow Bank
Starion Bank
Sutton Bank
Texas Regional Bank
FNB of Central Texas
Bank Midwest

Outreach and Education

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

Proven Results:

Community Bank

- Doubled Loan Volume in 3 Years
- Average Loan per RM from \$8M to \$20M
- Increased Sales Calls by 23%,
Appointments by 41%

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.
- Help Community Banks Grow.