

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 Salespeople
- 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

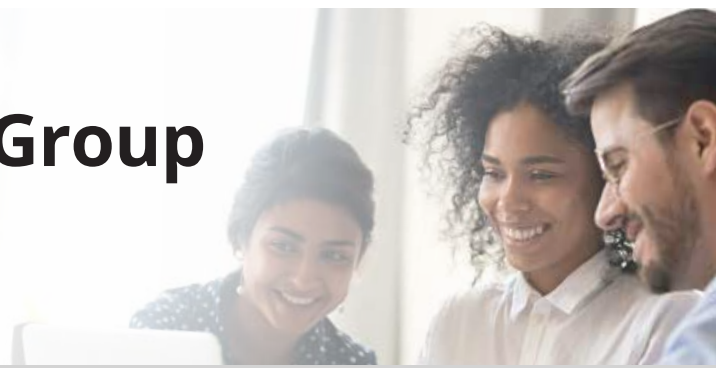


513.791.3458

www.anthonycollection.com

Anthony Cole Training Group

Helping Companies Sell Better,
Coach Better & Hire Better



Current Clients:

Alpine Bank
Northway Bank
Austin Bank
Central Valley Community Bank
EPIC Brokers & Consultants
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
Guadalupe Bank
Idaho Trust Bank
Jencap Speciality Service
Bank of Marin
Legacy Bank
Oxford Bank
West Plains Bank
Marsh & McLennan Agency
Arrow Bank
Miller Insurance Services
Sutton Bank
Texas Regional Bank
FNB of Central Texas
Bank Midwest

Outreach and Education

Supporting, participating and delivering workshops for Independent Insurance Associations across the country, Bank CEO Network, ABA, Indiana Bankers, Minnesota Bankers, Michigan Bankers, NYBA, Illinois Bankers, and others.

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%

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 our Clients Sell, Coach, & Hire Better