



ANTHONY COLE  
TRAINING GROUP, LLC

# Workshops to Help Community Banks Grow

Anthony Cole Training Group, LLC | [www.anthonycollectiontraining.com](http://www.anthonycollectiontraining.com) | (877) 635-5371

The role of the banker is shifting and the need for skilled, consultative bankers is more important than ever. Does your banking team need help starting engaging conversations with current clients or finding new prospects to call on? What about those managing your relationship team – do they need help in the critical areas of coaching, motivating, or recruiting?

We provide engaging sales and sales management training virtually or in-person, one hour to full day workshops that will help bankers sharpen their skills. What differentiates our workshops and seminars from most is the interactivity that our speakers drive and our customized-to-your-needs content. Participants will be fully engaged. They will leave with tools and ideas that will help them be more productive immediately after the event and in the future.



**30 YEARS**

EST. 1993

*Helping Banks Sell, Coach & Hire Better*

## Topics

We will work with your association to customize a workshop for your special event in the areas of business development, prospecting, sales, hiring, sales leadership, and coaching. Our **Bank Specialty Practice Team** delivers robust, interactive workshops with takeaway tools and strategies at:

- CEO Forums
- Annual Meetings
- Lending Conferences
- Women in Banking
- Retail Conferences

### Topics for CEOs, Sr. Sales Executives and Managers

- How Your Bank Can Drive More Profitable Relationships
- Leading Your Banking Sales Team: 5 Keys to Success
- Build a Coaching Environment
- Motivate Your Bankers from Good to Great
- 4 Activities of Top-Performing Banks
- How to Hire Bankers Who Will Sell Better
- Growth Strategies: Find Out if Your Sales Team Has What it Takes
- The Sales DNA of a Successful Banker
- Succession Planning: Build Your Team of the Future

### Topics for Relationship Managers, Lenders and Managers

- Relationship Selling – The Key to Growing the Bank
- 2 Problems Facing Bankers Today
- Transformative Branch Conversations
- Rules of Engagement for Your Bank's Closeable Opportunities
- Selling in a Challenging Rate Environment
- 7 Habits of Highly Successful Bankers
- 4 Steps to Maximize Initial Prospect Meetings
- Top 10 Ingredients for Banking Sales Success



*"SO many amazing takeaways from this session, I really enjoyed it and our presenter was amazing and so easy to listen to. His information was very helpful and I will definitely use the tips he gave."*

– Association Event Participant

*"Our speaker from Anthony Cole Training Group was the perfect presenter with the perfect content to kick off the summit. It was engaging and relevant and set a great tone for the whole event. He presented in a fun and informative manner with some key actionable takeaways. I wish we had more time with him!"*

– WBA BOLT Summer Leadership Summit Participant

## Our Speakers



### **Mark Trinkle** **Chief Growth Officer & Speaker**

Mark is a sales-experienced training veteran who possesses extensive financial services experience in delivery, role-play, recruiting, onboarding, and coaching salespeople. Mark also leads our Bank Specialty Practice Team and delivers sales and sales leadership workshops across the country to associations such as ABA, Bank CEO Network, NYBA, IBAT, and American Banker. He has a great passion to ignite prosperity in individuals and banks by helping them close their sales opportunity gap.



### **Jack Kasel** **Sales Development Expert & Speaker**

Jack has 30+ years of experience in sales and sales management spanning a host of industries. Since joining Anthony Cole Training in 2014, Jack has become one of our community bank specialists, helping our bank clients sell better, coach better, and hire better. Jack brings deep experience of feet on the street, practical selling as well as a coaching and training background, to help banks improve their sales culture and results. He is an active speaker for many state bank associations including Michigan, Illinois, Indiana, Wisconsin and Minnesota.



### **Alex Cole-Murphy** **Director of Learning & Sales Development Expert**

Alex is focused on customizing and delivering sales training to help clients find and build relationships. She currently trains and coaches banking teams to sell better and be more effective within their specific line of business while supporting company and sales initiatives. Alex is a natural speaker, animated and interactive as well as an emerging leader within our organization.

*"Jack Kasel with Anthony Cole Training Group, did a great job for us at our Annual Convention! He had a tough slot at the end of the last day but really engaged the audience – they were still asking questions after we were supposed to have adjourned – which is really a testament to his presentation!"*

– Chris Bennett, Indiana Bankers Association

## Helping Banks Sell, Coach, and Hire Better.



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Contact Jeni to learn more about our banking workshops!  
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