

Anthony Cole Training Group

**Helping Financial Services 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
- Sales Metrics/CRM Consulting

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
- One-Stop Portal for all Online Resources



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 revenue
- 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

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Current Clients:

Alpine Bank
Arrow Bank
Austin Bank
Bank Midwest
BroadStreet Bank
Central Valley Community Bank
Citizens National Bank
Eaton Community Bank
EPIC Brokers & Consultants
First National Bank & Trust
FNB of Central Texas
Frandsen Financial
Fresno First
Guadalupe Bank
Heritage Bank of Commerce
Jencap Speciality Service
Legacy Bank
Marsh & McLennan Agency
Oxford Bank
S. Michigan Bank & Trust
Santa Cruz Bank
Sutton Bank
Texas Regional Bank
The Hilb Group
The State Bank Michigan
TXN Bank
Wesbanco
West Plains Bank

Outreach and Education

Supporting, participating and delivering workshops for Independent Insurance Associations across the country, Bank CEO Network, GSB-LSU, Indiana Bankers, Minnesota Bankers, Michigan Bankers, NYBA, Illinois Bankers, IBAT, Virginia Bankers, and more.

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

- 400 Annual Corporate Client Programs
- 8,000 Participants
- 150 Keynotes/ Workshops and Association
Events

Core Focus:

- Grow People. Grow Organizations.
- Help our Clients Sell, Coach, & Hire Better



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