

Tony Cole

Founder & Chief Learning Officer at Anthony Cole Training Group

Cincinnati, OH, US

Helping Companies Sell Better, Coach Better and Hire Better for 27 Years

Biography

Over the years, ACTG has served thousands of clients, helping them to grow sales and build sales cultures within organizations nationwide, establishing ACTG as a sales expert.

Since 1991, Tony Cole and Anthony Cole Training Group have specialized in Sales Talent Acquisition and Development. Tony has published a deep inventory of learning modules, many of which are available online, in webinars and through ACTG's Sales Development Experts. The Effective Selling System provides a finely tuned sales process that is practical, memorable and easy to implement. Sales Managed Environment® Certification, supplies a directed, intentional coaching and talent development process for sales managers. Hire Better Salespeople brings a thoroughly detailed different and effective approach to hiring salespeople who can and will sell. ACTG uses a scientific, research-based assessment to determine individual and internal company strengths, weaknesses and disconnects.

Tony is the co-author of the highly acclaimed Resurrecting Anthony, A True Story of Courage and Destination, which is the basis for the inspiring Ignite the Fire Within keynote speeches.

Availability

Keynote, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Corporate Training, Banking, Corporate Leadership, Financial Services, Training and Development, Professional Training and Coaching, Education/Learning, Insurance, Recruiting

Areas of Expertise

Sales Leadership, Sales Process, Sales Development, Increasing Sales, Recruiting, Sales Training, Hiring Salespeople, Creating a Sales Managed Environment, Sales Evaluation

Affiliations

Objective Management Group Partner - #1 Sales Assessment, FreeStore FoodBank - Board Member and Volunteer, American Bankers, CIAB, BISA, Ohio Banker's League

Sample Talks

5 Keys to a Winning Sales Team

This workshop is designed to help Sales Managers manage activity, coach behaviors and lead for results. The 5 Keys Workshop is an intensive, interactive workshop that will help any Sales Management team develop the critical skills to set extraordinary standards, learn motivation techniques that work, coach for success, upgrade the sales force and grow with the numbers. It will provide a structured process that managers can implement immediately to improve sales performance and drive revenue.

7 Habits of Highly Successful Salespeople

There is a specific set of consistent behaviors and habits that successful salespeople use day in and day out, year after year to achieve their goals. In this powerful sales & management workshop, you will learn:

- Why the only "A" priority is prospecting
- The formula for sales success
- How to be unique
- How to set qualified appointments
- How to eliminate the shoppers
- How to close key accounts faster
- How to 'track' your way to close more business

Why Aren't Your Salespeople Selling?

The core function of your sales team is to drive revenue. Yet, there are self-limiting obstacles that prevent them from delivering the results your company needs.

In this session, you'll learn how to:

- Identify the 4 critical performance factors that your sales people must possess to succeed
- Use key techniques to uncover these factors in candidates and your team
- Expose the roadblocks that create underperformance in sales people
- Become a better coach to drive sales performance

How to Hire Salespeople Who Will Sell

Why aren't those salespeople producing like the champions you interviewed? Can you afford to make that mistake again?

This workshop will help companies HIRE BETTER SALESPEOPLE with a proven process for searching, interviewing, hiring and on-boarding new hires. Using our systematic approach, we will identify and hire salespeople for your firm that can and will sell successfully.

High Touch Coaching in a High-Tech World

Technology has forever changed the landscape for transacting across all business services. While there are some who are comfortable buying complex products online, most feel the need to talk, meet and trust an advisor who is knowledgeable and caring. We call ideal candidates for this role “farmers”. Those who take the time to sow the seeds and care for the plant until it is ready for harvest will lay the groundwork for building a trusting relationship, enabling them to reap years of future sales and referrals to ultimately grow their business.

Does this describe your salespeople? Most sales leaders were promoted into their position and may not have the coaching skills necessary to hire and develop their people. In fact, typically less than 5% of leadership teams assessed have the skills to be effective coaches. This workshop will provide a framework to help sales managers deliver high touch coaching to grow relationships and revenue in this high-tech world.

Event Appearances

CBI Leasing

7 Habits of Highly Successful Sales Teams

Ascension Insurance

5 Keys to Coaching

BISA Annual Conference

7 Habits of Highly Effective Sales Teams

EcSell Institute Sales Coaching Summit

Precision Coaching

Pacific Life

8 Step Phone Call

PrimeVest Financial Services

From Success to Significance

Independent Community Banks of North Dakota

Annual Conference - Ignite the Fire & 5 Keys to Successful Sales Teams

Lindal Cedar Homes

Create a No-Excuses Environment & Ignite the Fire

BB&T

5 Keys to Coaching

Office Furniture USA

7 Habits of Highly Effective Sales Teams

American Marketing Association Luncheon
Building the SPARK between Marketing & Sales

Cincinnati Regional Chamber
Are They Really a Prospect?

KeyBank National Sales & Service Leadership Workshop
A No-Excuses Environment

KeyBank GTM Sales Conference
Reaching Extraordinary Heights

Central Trust Bank Annual Meeting
Coaching an Effective Sales Process

BISA Convention Workshop
Precision Coaching

CUPMA Annual Meeting
5 Keys to a High Performing Sales Team

Cincinnati Chamber of Commerce
CEO Checklist for Growth

COSE Small Business Convention
5 Keys to a High Performing Sales Team

BAI Retail Delivery Conference
Create a No-Excuse Sales Environment

CUSO Financial Services
Create a No-Excuse Sales Environment

M&T Securities Annual Sales Meeting
Close More Business More Quickly at Higher Margins

BISA Convention Workshop
How to Recruit Sales Superstars

Cincinnati Chamber Minority Business Accelerators
5 Keys to a High Performing Sales Team

BISRA Sales Management Summit
Intentional Coaching + Facilitated Roundtable

Cetera National Sales Conference

How to Find, Attract & Hire an All-Star Sales Team

M&T Retail Quarterly Meeting

5 Keys to a High Performing Sales Team

Fairwinds Credit Union

Personal & Business Workplan

Midwestern Securities CEO Forum

Building Advocacy, the Key to Growth & Survival

Old Republic Risk Mgmt

National Sales Conference - Ignite the Fire Within

Huntington Bank

In Search of Freedom

BISA Annual Convention

Why Isn't My New Producer Selling?

Cetera Connect Conference

Motivate Your Average Producer from Good to Great

SmartIT

Selling Bill of Rights

Region's Bank

Precision Coaching

BAI Retail Delivery

How to Hire Bankers Who Will Sell

Monmouth-Ocean NAHU

7 Habits of Highly Effective Sales Teams

CUSO

Success Formula to Building Your Book

Midwestern Securities

Drive Consistent Sales Results

Region's Bank

Personal & Business Workplan

Securities America

I Could Sell More if Only I...

CUSO Sales Roundtables

Set Up the Close Before Asking for the Business

BISA Annual Convention

Increase Branch Revenue for 34%

BISA CEO Retreat

The DNA of the Sales SuperStar

Cetera Connect Conference

The Customer First Advisor

Four Seasons Financial Group

Exceed Expectations & Build Advocates

American Banker Retail Conference: Hiring Bankers for Branch Growth

RB19

Create Engaging Conversations in the Branch of the Future

Bank Trainer's Conference & Expo

How to Hire Better Bankers Who Will Sell

Ohio Banker's League HR Conference

7 Habits of High Performing Salespeople

Ohio Banker's League CEO Symposium

How to Hire Better Bankers Who Will Sell

American Banker Biz Banking Conference

High Touch Coaching in a High-Tech World

BAI Beacon

The Holistic Advisor

Kehrer-Bielan Roundtable

Recruit & Hire Producers Who Will Sell More

CIAB HR Summit

How to Hire Better Bankers Who Will Sell

Republic Bank

Education

University of Connecticut
BA Education

Accomplishments

Sales Evaluation

Platinum Partner with OMG for 5 consecutive years

Client Effectiveness

5+ years average client longevity

93% of Participants surveyed consistently rate training programs as effective or highly effective

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

Experience

25+ years of data and experience developing salespeople into consistent and predictable producers

Deep domain expertise in banks, insurance and financial services and industries requiring knowledgeable, longer-sales cycle, consultative salespeople

Testimonials

Rob Gray

"The Lindal International Dealer Conference was a smashing success. This was due in no small part to Tony's keynote. Thanks so much for all of your help, you were great to work with!"

Bill Ekstrom

"Tony's was the highest rated workshop of the day."

Ralph Pim

"Tony Cole has helped our Competitive Sports program at the United States Military Academy at West Point go to the next level. His ability to motivate and inspire others is exceptional. Tony has an uncanny ability to quickly look at situations and provide strategies that will bring team members together and turn problems into workable solutions. I highly recommend Tony!"

Dwight (Whitey) Kollmeier

"Tony Cole's organization, ACTG, is not for everyone. Only those that are truly committed to becoming better and are accountable to themselves and the results. I have had the opportunity to utilize ACTG for the past 16 years and can confidently say that it has made a difference in 1) hiring the right sales people to support a sales growth culture with accountability for results and 2) evaluating, measuring, and improving the current sales force and sales management."

Beth Mooney

"Thank you for all you have done to help us build a strong Sales Management Effectiveness program that has transformed Key to a true sales organization. With your help, our sales leaders and sales people are now executing a consistent selling process that has directly contributed to the bottom line revenue and growth of the company. We are far stronger for our association and work with you and your team at Anthony Cole Training Group."

Janine McWilliams

"Quite simply put, Tony Cole changed my life. I first met Tony Cole 6 years ago when he challenged me to raise my expectations of myself -and I did. The tools and techniques that I have learned as being part of the Anthony Cole Training Group has catapulted my career and enhanced my life. I would recommend Tony Cole to anyone who is searching for a way to bring back enthusiasm and results to the sales process."

Dave Kurlan

"Tony Cole brings both the tangibles and the intangibles to a sales development engagement. He is a tremendous resource who gets it and has an immediate impact on any company who is smart enough to hire him."

Joel Hickman

"Tony likes to talk about extraordinary results. Since working with Tony and Anthony Cole Training, I am witnessing firsthand what extraordinary results my team can achieve."

Wes Lawrence

"Prior to working with Anthony Cole Training Group, our team had strong accountability, good leaders, and a terrific work ethic. We simply were willing to work harder than the next company. But for all our hustle, we weren't effective enough in sales. We couldn't land enough business. Tony Cole training added the piece that was missing. We learned how to turn a good sales call into an extraordinary sales call that included a commitment to do business with us. We learned how to shorten the sales cycle and get to commitment faster. We learned to win more while spending less time creating proposals. We won a higher percentage of "at bats" than ever before, and our financial results improved dramatically."

Tim Finley

"Whether you are a novice or a seasoned professional, Tony has something to offer. Our recent session was engaged and spirited and geared towards working smarter. Every attendee walked away with excellent advice for enhancing every prospect contact."

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