

# **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

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## **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.

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## **Availability**

Keynote, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

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

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## **Areas of Expertise**

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

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## **Affiliations**

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

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## **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.

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## **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

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## **Education**

**University of Connecticut**  
BA Education

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## **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

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## **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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