

**Troy Elmore**  
**Managing Partner**  
**Sandler Training**

Troy is a Managing Partner with the Houston office of Sandler Training which is an internationally recognized sales and sales management training company specializing in sales force development. He started the local office in 2003 with partner Brad Freyer (pronounced "Frier").

Unlike most sales training/consulting companies who only cater to large corporations, Troy speaks and consults for many individuals and small to medium size businesses as well. He passionately believes that this business is his calling and that he can make the most difference in people's lives in an area of business (the small to medium size market) that is often overlooked in any type of sales development training and consulting.

Despite popular opinion he believes that sales people are not born that way. They are taught to be a great salesperson. He also believes that change can be tough for many people but with enough desire and commitment, along with reinforcing any type of training and development, anybody can achieve greatness and (as their company mission states) "Actualize Their Unrealized Dreams".

Over the last 12 years he has been a sought out and recognized speaker and trainer at many of the associations around Houston as well as throughout the United States but primarily trains in their local training center in Houston.

He has been in sales and sales management for the last 21 years and has an undergraduate in Mechanical Engineering from Texas A&M with an MBA from the University of Houston.

On a personal note, he is married to his wife Heather (for 15 years and counting..) and has 4 daughters (Brooke who is 10, and Reagan, Kara, and Paige who are now 6 years—yes- triplets) and they all live in Friendswood, TX.