

Erik Meier
President Of Sandler
Training – The Meier
Group And
Founder/CEO of EAM
Consulting Group



Notable Achievements –

CEO of CEOs Award Winner Corp!
Magazine 2016
Corp! Magazine Names Erik Meier
Most Valuable Professional of 2015
DBusiness 30 in their 30's
L. Brooks 40 under 40
Automation Alley Partnership
IRLEE Program U of M
Spartan Innovations
Sandler Training has won the top 20
Sales Training Companies by
TrainingIndustry.com Industry Award
for 6 consecutive years

**Sandler Training /EAM
Consulting Group**

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ERIK MEIER, PRESIDENT of SANDLER TRAINING – THE
MEIER GROUP and FOUNDER/CEO OF EAM CONSULTING GROUP

Erik Meier is the Founder/CEO of the EAM Consulting Group and President of Sandler Training, a sales and management training company with office locations in Troy, Lansing and Grand Rapids, Michigan. Sandler Training specializes in on-going reinforcement sales and management training for companies looking to grow their top and bottom-line sales revenues. He is a well-respected and sought-after speaker on the topics of Sales, Management, Leadership, and Negotiations, and has worked with hundreds of business owners, entrepreneurs, and sales professionals, to increase the profitability of their organizations.

Erik Meier currently resides in Royal Oak, Michigan with his wife Anna and daughters Ava and Valentina. He was raised in Farmington Hills, Michigan, and is a Brother Rice Alum. He attended Western Michigan University and the Haworth College of Business in Kalamazoo, before returning to South East Michigan to begin his business career.

Erik is the past chairman of the Board of Directors for the South Oakland YMCA as well as the Board of Directors for the Brother Rice Business Alliance. He is also active in many local Chambers. He is the past Chairman of the Troy Chamber Ambassadors Committee, and Co-chair of the Troy Chamber Economic Development Committee as well. Erik is also the Co-Founder of a young entrepreneur's professional and charitable organization called The Detroit Initiative.

Sandler Training is a world leader in innovative sales and sales management training. For more than 40 years, Sandler has taught its distinctive, non-traditional selling system and highly effective sales training methodology, which has helped salespeople and sales managers take charge of the process.

At Sandler, we understand that business success is directly related to the effectiveness of upper- and mid-level managers within an organization. Sandler's management solutions help managers at all levels become more effective communicators, better mentors and coaches, and competent managers of change.

Leadership, Sales, Negotiations, Consulting, Coaching, Assessments, Management, Speaking

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Some frequently requested topics:

Finding/Opening New Accounts (Prospecting Beliefs, Activities & Tactics)

Winning New Accounts (Shortening Sales Cycles & Better Qualified Opportunities)

Retaining, Growing & Protecting Existing Accounts (Greater Customer Reach and Share of Wallet)

Sales Growth Through Leveraged Relations (Gaining More Referrals & Introductions)

Raising Expectations (The Elements of Success & The Sales Weaknesses to Overcome)

These are of course generalized and would be tailored specifically to your member's goals and expectations. Other examples would be:

Why Salespeople Fail... And What to Do About It

How to Build a Dream Team in Sales

How To Break Out Of Your Comfort Zone And Reach You Full Potential

Building Your Business Through Introductions And Referrals

Networking Ideas That Work

Break The Rules & Grow Your Business

Seven Deadly Sins in Sales

Maintaining Control of the Business Development Cycle

How To Stop Doing Unpaid Consulting

How To Transform "Think It Overs" To A Decision

Sell More, Sell More Easily

Break The Rules And Close More Sales