An Introduction to . . .

SALES ACTIVITY MANAGEMENT

A concept and strategy that enriches lives™

Hi, I am **S**ales **A**ctivity **M**anagement, or **SAM** for short. Some people call me an empowering "concept", but I'm also an inspiring "strategy", as well as motivator and coach. I can help you improve how you manage the activities and build the habits needed to improve sales results and achieve your goals!

Sales **A**ctivity **M**anagement doesn't leave success to chance and makes all goals possible because...activities produce results and **only YOU control your activities!** It is a concept and strategy that enriches lives and that you can turn to when you're having a bad day, week or month, or to make a good one even better!

Activity Management is based on five little words known as the Law of the Farmer, **WE REAP WHAT WE** SOW, which is easily quantifiable in sales. This empowering phrase with biblical roots also inspires a sense of freedom and encourages personal responsibility—two American ideals—by simply reciting them.

We are a huge advocate of SAM and the impact it makes on people's lives. If you can't measure it, you can't manage it!

– Ed Deutschlander, CEO, North Star Resource Group

Sales Activity Management is more relevant than ever across the financial services industry!

– Howard Elias, Managing Partner, Wealth Advisory Group LLC

SAM was one of the tiebreakers in my career and benefited the over 300 Agents and 25 Managers in our region!

– Ken Gallacher, General Agent, American National

The 4 Truisms of SAM

Sales is a Numbers Game — This metaphor was most commonly used with sales and sports, but today it applies to just about every aspect of life.

Quality Activities Produce Quality Results — This truism is about cause and effect and reinforces the reality that we reap what we sow, eventually.

What Gets Measured Tends to Get Done — There's something about measurement and accountability that helps us all get more done and get better.

Time Management is a Misnomer — You cannot manage Time, only ACTIVITY—or How you SPEND it. That's why, "When it comes to Sales...*Time is Money!*"

The **S**ales **A**ctivity **M**anagement (**SAM**) process starts with three cornerstones to help you control the direction of your business and optimize the revenue producing activities and metrics that drive sales:
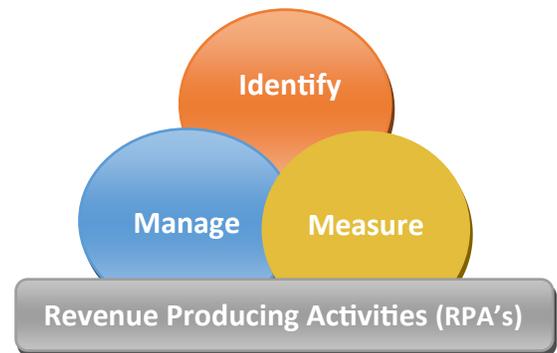
Our results (what we reap) depend on how well we execute on our activities, in both quantity and quality (what we sow). This is especially true in the sales profession, as well as quantifiable. Metrics matter.

Higher Purpose: Though revenue is a vital metric, the sales profession is more than just about making money; it is a noble profession making a difference by helping provide all the items and goods in society that you see, feel, touch, hear, need and use every day that enrich people's lives. Everything.

SAM enables Producers & Managers to...

⇒   Take control of and grow their business

⇒   Build habits to get more done in less time

⇒   Achieve more, Regret less, Inspire others

⇒   Transfer skills and develop future Leaders

⇒   Build a high-performance culture!

Sales **A**ctivity **M**anagement best practices have helped build more careers in the financial services industry than any other and dates back generations. It's like financial planning for a business.

SALES ACTIVITY MANAGEMENT, Inc. *is a patriotic, faith-based company dedicated to spreading the merits and best practices of Activity Management in the financial services profession and others, plus providing custom tools that bring it to life. We pioneered this industry to empower and inspire sales professionals to succeed, to enrich lives and promote American ideals. We also hope our clients embrace and use its core principles in their personal lives and, in the process, we help make this world a little better place. Join the effort!*

SAM Pledge: *I am responsible for my actions and accountable for the results whatever they may be.*
Today, I pledge to growing my business, serving others and optimizing my time and activity.