

PRESS RELEASE – For Immediate Release

Sales Activity Management (SAMUSA) Celebrates 30 Years of Empowering Agents & Advisors with the Launch of an Enhanced SAM Suite® Mobile APP

Hendersonville, TN — April 15, 2025 — Sales Activity Management (now **SAMUSA**, Inc.), the leader in sales activity management tools, proudly marks its 30th anniversary of helping financial services and sales professionals succeed by unveiling the latest version of the SAM Suite® web platform and mobile application. This milestone underscores three decades of dedication to equipping sales professionals with cutting-edge tools designed to enhance productivity, skills, and success.

Since launching and naming the industry in 1995, Mickey Straub and the **SAMUSA** team have pioneered sales activity management solutions and collaborated with industry giants such as MetLife, New York Life, Northwestern Mutual, Ameriprise, MassMutual, Knights of Columbus and others, as well as top performing firms and producers. Their flagship product, the SAM Planner, has been instrumental in helping hundreds of thousands of agents, advisors and managers to track, measure and improve prospecting and sales activities.

To mark this milestone and build upon this legacy, the SAM Suite digital tool was enhanced with a new dashboard and career-building features, like this one:

- **Commission Goals Calculator:** Empowers sales professionals to quickly forecast higher potential earnings based on small increases in key sales metrics, facilitating informed decision-making and better focus to win the numbers game every day.

"Reaching this 30-year milestone is a testament to our unwavering commitment to the success of producers in this noble profession," said Mickey Straub, CEO and Founder of **SAMUSA** – the home of Sales Activity Management." The enhanced SAM Suite app embodies our dedication to providing users with cutting-edge tools to set clear goals, track their progress, control the controllables, and maximize their earning potential. It is amazing how far it has come since our first digital tool that used faxes and floppy disks!"

In addition to the app launch, **SAMUSA** is hosting a series of events and promotions throughout the month, including user webinars, customer appreciation initiatives, and insights into the company's future career building ideas.

For more information about the enhanced SAM Suite mobile application and to participate in the 30th-anniversary celebrations, please visit www.salesactivitymanagement.com or www.SAMusa.com.

About SAMUSA – the home of Sales Activity Management

Founded near Chicago in 1995 and headquartered in Hendersonville, Tennessee today, SAMUSA is the home of Sales Activity Management and dedicated to empowering sales professionals. With a legacy of supporting the financial services profession, SAMUSA is built on American ideals and biblical principles and continues to provide innovative tools, training, and methodologies to enhance performance and skills to drive success.

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