

Why is Sales called a “Numbers Game”?

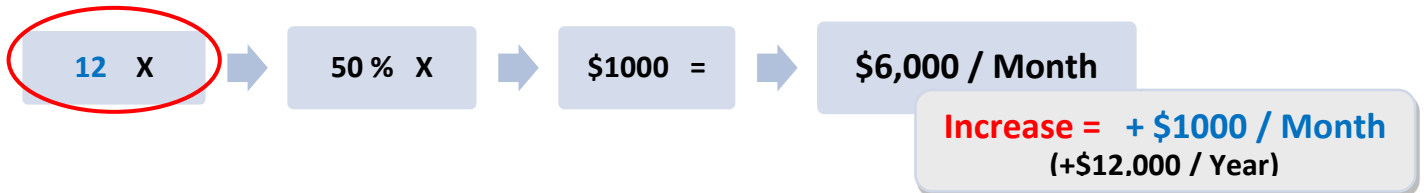
Because **small** increases in **Key Performance Metrics** can make a **BIG Difference** in your **Income!**

What happens if YOU start with **\$60,000/Year** and . . .

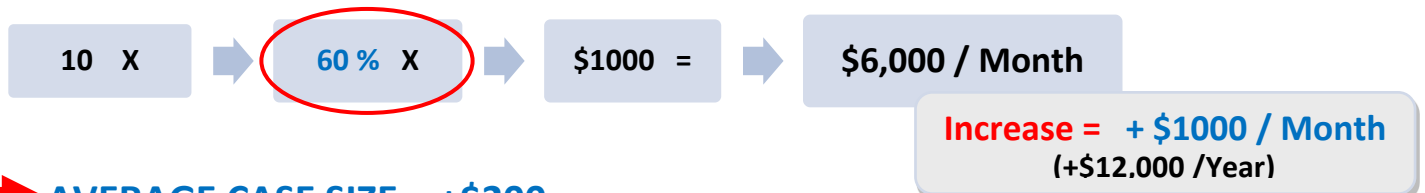


. . . increase these 3 Key Performance Metrics by 20%?

→ CLOSING INTERVIEWS = + 2



→ CLOSING RATIO = +10

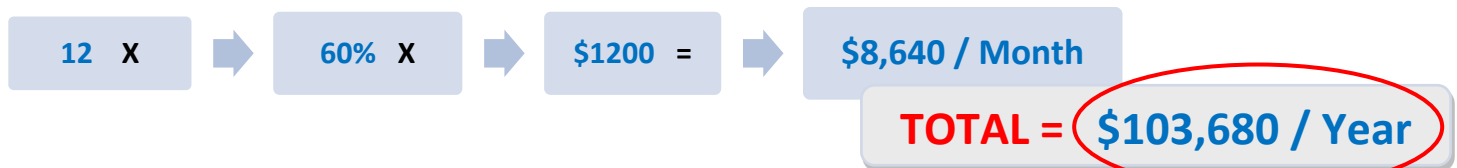


→ AVERAGE CASE SIZE = +\$200



RESULT is an increase of \$3000/Month . . .

. . . but the Compounding Effect = +3640/Month!



That's an Increase of +73%! ↑
How do you know...unless you Keep Score?



SALES ACTIVITY MANAGEMENT

An empowering concept that enriches livesSM

Activity Management is the new rage with everything from tracking your daily steps to average screen time, but it has been a best practice in this industry for decades.

Hi, I am **SAM**, which is short for **Sales Activity Management**. Some people call me an empowering concept and strategy, but I am also an inspiring motivator and coach. I can help you improve how you manage your activities and build the habits needed to improve sales results and achieve your goals!

SAM is based on the five little words known as the Law of the Farmer—**WE REAP WHAT WE SOW**—which is easily quantifiable in sales.

“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

“Great activity is the formula for success in this business.”

Mike White—CEO, Virginia Asset Management

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

Howard Elias—Managing Partner, Wealth Advisory Group

The 4 Truisms of SAM

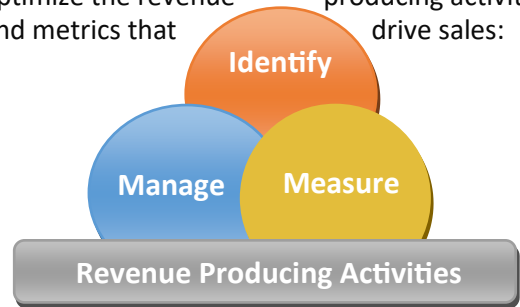
Sales is a Numbers Game This concept was once limited to sales and sports but today it applies to just about every aspect of life.

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 is 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 is why, when it comes to Sales . . . **Time is Money!**

The Sales Activity Management (**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:



Sales Activity Management does not leave success to chance because activities produce results and **only YOU control your activities!** This empowering concept, with biblical roots, also inspires American ideals: Freedom and Personal Responsibility.

SAM enables producers & managers to...

- ⇒ Be more focused and build the right habits
- ⇒ Achieve more, regret less and inspire others
- ⇒ Take control of and grow their business
- ⇒ Use consistent, predictable systems
- ⇒ Transfer skills and develop future leaders
- ⇒ Build a high-performance culture

You can improve your business—and your life—by simply improving how you manage your activity!

“Sales is a noble profession that makes 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.”

Mickey Straub

An Empowering Pledge: I am responsible for my actions and accountable for the results whatever they may be. Today, I pledge to doing my best, serving others and optimizing my time and activity.

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