



*Inspiring Confidence & Success*

*... across a Noble Profession™*

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**SALES ACTIVITY MANAGEMENT, INC. (SAM)** is a unique, boutique provider of custom performance management tools, systems and services. SAM pioneered the industry to help producers succeed and managers to lead by providing the most effective activity management resources available anywhere.

**SAM** is a patriotic, faith-based company committed to spreading the merits of Activity Management, a best practice that has inspired clients to achieve goals and build careers for decades.

## What can SAM do for you?

**SAM** takes a holistic approach and provides the resources needed to implement a goal, activity and metrics based performance management system to help individuals and sales teams...*identify, manage and measure the high-payoff activities that help them achieve goals and control the direction of their business.*

With **SAM**, *Producers* develop the right habits to build a successful career. *Managers* are better able to coach, lead and transfer their skills to build a high-performance culture. *Enterprise Leaders* are able to solve the consistency, language and distance challenges to build the right culture and support a remote field force.

Our resources include a combination of paper and digital solutions plus services. Each SAM Tool is customizable, interdependent and available separately, but work best together within **The SAM System™: Collect—Analyze—Coach.**

### SAMBook® Planner



### SAM Suite®



### SAM Services



Versions available for insurance, financial services, multi-line, real estate and general sales industries.

## What makes SAM unique?

Founded by an insurance agent, **SAM** started as many start-ups do . . . out of the basement of a house with a mission to *“Make a difference”*. Since 1995 SAM has empowered almost two million clients with this concept and strategy that inspires confidence and success and the tools that bring it to life.

**SAM** Tools and **SAM** Services (*Training/Coaching/Consulting*) are designed by and for the field and customizable for maximum impact on *productivity, retention and culture*. We pioneered this industry to make success available to everyone, to enrich lives, and promote American ideals. We also hope that our clients embrace this empowering concept and strategy, based on the Law of the Farmer (We reap what we sow.), in their personal lives to help make this world a better place.

**Committed to making a difference in the industry at all levels:**  
**Producer • Office • Enterprise**

## Client Testimonials

I love the SAM Planners and have ordered them since 1997!  
**Jason Wise, Agent**  
Northwestern Mutual

We are huge fans of SAM... and the impact they have made on us and our industry!  
**Ed Deutschlander, CEO**  
North Star Resource Group

SAM & SAM Suite can help you transform your success into a mathematical equation!  
**Walter Bond, Hall of Fame Speaker/Former NBA Player**



## Make Success a Habit™

For information and inspiration,  
Call **1-800-254-4SAM**,  
Visit our website or Follow us  
on social media!

