

# The Power is in the Concept

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Technology is a double-edged sword. It makes our lives easier and it would be hard, if not impossible, to live without it. But just as it is easy to confuse movement with achievement, it's easy to confuse technology with being the answer when the power is not in the tool; the Power is in the Concept.

Case in point: Activity Management. There was a time when virtually every new producer learned from the first day that sales is a numbers game, your success was directly proportional to the quantity and quality of your activities and you should use the best tools possible to keep score. Agents and advisors learned you were supposed to measure and monitor your own performance and meet with your manager and/or peers on a weekly and monthly basis

concept: activities produce results; improve the activities, and the results will follow. In other words, WE REAP WHAT WE SOW. Period. It's just that simple. They are five little words that can change your business if you buy into it not just intellectually, but emotionally. They can literally turn your business around, if not your entire life. The Power is in the Concept.

Since its inception, several hundred thousand industry professionals have used eScoreBoard, our performance management software, and we have sold over 1 million SAM Planners or books that bring this concept to life, and it's easy to think the tool is the answer! Don't get me wrong, we all need the right tools to perform our jobs more efficiently whether you're a mechanic, doctor, software developer or

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to stay focused and improve.

With the advent of CRM (client relationship management) systems in our industry, we have become more and more dependent on technology, sometimes at the cost of the very best practices that helped us build our business in the first place. We are so focused today on using these electronic tools to manage names that it is easy to overlook that the power is in the numbers and the concept upon which they depend.

“The result,” according to Joey Davenport of Hoopis Performance Network, “is we have created an ‘activity management epidemic’ where producers and managers are no longer looking at the numbers, and it shows in production and retention.” We couldn't agree more!

Activity management is based on a very simple

financial advisor. Tools are important. But the Power of Activity Management...is in the Concept!

Sales Activity Management, Inc. (SAM) is the leading authority in Activity Management, an industry we started in 1995 in order to make a difference in the careers of sales professionals and the managers who lead them. SAM is the only full-service provider of custom Activity Management resources from planners and cloud-based solutions to implementation services, performance coaching and speaking engagements. SAM helps individual sales professionals, firms and home offices achieve their productivity, onboarding and retention goals.

**We are at your service: WE REAP WHAT WE SOW.**  
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