

Sales Management 2018

November 2018

ON STAFFING

Sales analytics topped the list of hiring activity with 60% reporting plans to increase the number of FTEs dedicated to this function. Investment specialist/CPM and market intelligence followed at 46% and 36%, respectively.

Study Overview

The FUSE BenchMark Series is a comprehensive research service focused on benchmarking and optimization of resources within different functional areas of an asset management firm. Our BenchMarks are effectively support programs that combine market intelligence with a pre-defined methodology for self-assessment to produce a structured approach to the decision-making process of senior executives. FUSE provides upfront evaluations and ongoing monitoring to help ensure that business needs are met and objectives realized. The baseline research for the *Sales Management* study comes from a detailed survey and series of interviews with senior sales/distribution executives.

Benefits

This study will help Heads of Distribution, National Sales Managers, and distribution strategy pros improve productivity and effectiveness by providing the following:

- Size and hiring plans of distribution organization
- Sales budget allocations and efficiency
- Wholesaler compensation metrics by firm size
- Time allocation and wholesaler meeting metrics
- Territory and advisor segmentation strategies
- Recommendations and insight on the most important topics impacting fund distribution today

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ON BUDGET

Salaries and benefits represent a huge sales budget allocation for firms of all sizes. However, in 2018, Tier 1 firms outspent their smaller competitors by a significant margin: 64% for Tier 1, 56% Tier 2, and 51% Tier 3.

There are 60 exhibits in the study including:

- Importance of Criteria when Segmenting Advisors, 2014 – 2018
- Average Ratio of External to Internal Wholesalers by Tier
- Importance of Criteria When Determining Regions/Territories
- Average Sales Budget Allocations by Tier

The Study Provides Answers to These Questions:

Is your firm properly staffed given your current distribution objectives and priorities?

Is your firm's sales budget being utilized efficiently?

How are firms measuring wholesaler performance?

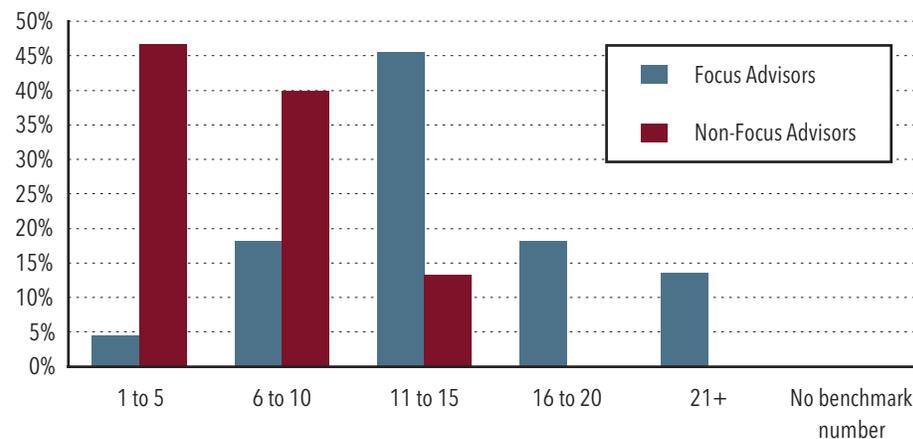
What are the latest trends in distribution structure, compensation, head count, segmentation, and sales process?

... and many more that are crucial to the overall success of your Distribution efforts.

Study Excerpt on Wholesaler Meetings

Overall these results reflect firms' targeting of advisors deemed most worthwhile. This segmentation of advisors by firms is itself the result of improving data and analytics to prioritize advisors. The real question for firms is whether this time segmentation and benchmarked number of meetings is paying off. It makes sense to prioritize focus advisors, but are firms getting the ROI they expected, particularly given the high number of expected meetings with focus advisors? Is this number of meetings an optimal use of field wholesalers' time based on ROI? The answers to these questions vary across firms, but it is worthwhile for each firm to take a closer look and identify the most efficient number of meetings for their field wholesalers.

Exhibit – Benchmark Number of Meetings per Week for Field Wholesalers, Focus vs. Non-Focus Advisors



Source: FUSE Distribuion Survey 2018



Service & Pricing

FUSE's mission is to deliver actionable, practical recommendations that are customized to each client's business situation. Our BenchMark series studies are far more than a "data dump" of statistics and general trends.

When you purchase a BenchMark series study, FUSE will provide ongoing support and periodic updates to help ensure that our research will have a longer shelf life than similar studies available in the marketplace. Contact us for more information on our service and support model for the study and pricing details.

About FUSE Research Network, LLC

FUSE Research Network was launched with the view that research and consulting support for asset managers has failed to evolve with the changing needs of the client. The future competitive environment will demand that clients make important business decisions within shorter and shorter time frames.

In order to support clients in this setting, FUSE provides a dynamic research platform that covers our clients' current and future decision areas (strategic and tactical). Our goal is to become an invaluable business partner through the delivery of highly informed and forward-looking recommendations that are among the critical inputs our clients need to optimize results.

**FOR MORE
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