

# National Accounts 2022

May 2022

## DIVERSITY, EQUITY, & INCLUSION

Many firms have found that a sincere and strategic focus on DE&I has competitive advantages from a talent, customer recruitment, and retention standpoint—more people want to work in an environment where companies have sought to eliminate bias.

## 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 predefined 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 National Accounts study comes from a detailed survey and series of interviews with National Accounts Leaders. By comparing our latest data findings to prior surveys over the past several years, we are able to not only identify trends impacting National Accounts, but also forecast the direction asset managers need to take in order to remain competitive.

## Benefits

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

- Best practices for selecting platform opportunities
- Compensation levels for various National Accounts roles
- Staffing data
- Type and frequency of platform interaction
- Time allocation by role
- Metrics to measure the effectiveness of National Accounts relationships
- Payment structure on model portfolio wins
- National Accounts budget details, including T&E and conference spend

## Table of Contents

CHAPTER ONE  
NATIONAL ACCOUNTS STAFFING TRENDS

CHAPTER TWO  
NATIONAL ACCOUNTS BUDGET TRENDS

CHAPTER THREE  
NATIONAL ACCOUNTS COMPENSATION TRENDS

CHAPTER FOUR  
NATIONAL ACCOUNTS TIME ALLOCATION

CHAPTER FIVE  
NATIONAL ACCOUNTS PLATFORM EVALUATION  
AND SEGMENTATION

APPENDIX  
NATIONAL ACCOUNTS ORGANIZATIONAL STRUCTURES

### There are more than 50 exhibits in the study, including:

- Planned Staffing Changes over the Next 12 Months by Role
- Distribution of National Accounts Compensation
- Total T&E and Conference Spend by Firm Size (\$ Thousands)
- Payment Structure on Model Portfolio Wins
- Perspectives on a Hybrid Work Model: Pros & Cons of Virtual Communications
- Importance of Platform Selection Criteria for Asset Managers, 2017 – 2022

### The Study Provides Answers to These Questions:

*How have hiring trends shifted from past years?*

*What T&E budget levels are needed across firm sizes to properly service key distribution partners?*

*How can National Accounts Managers shape and impact an asset manager's platform selection decisions?*

*Does your firm's compensation structure align with the overall industry averages by role?*

### DUE DILIGENCE SUPPORT

The largest percentage (45%) of firms continue to have National Accounts Managers perform due diligence, compared to 37% that employ dedicated analysts within the National Accounts unit and an additional 18% that have due diligence performed by an outside unit.

*In which channels are National Accounts teams planning to increase coverage, and do they have the human and financial resources to do so?*

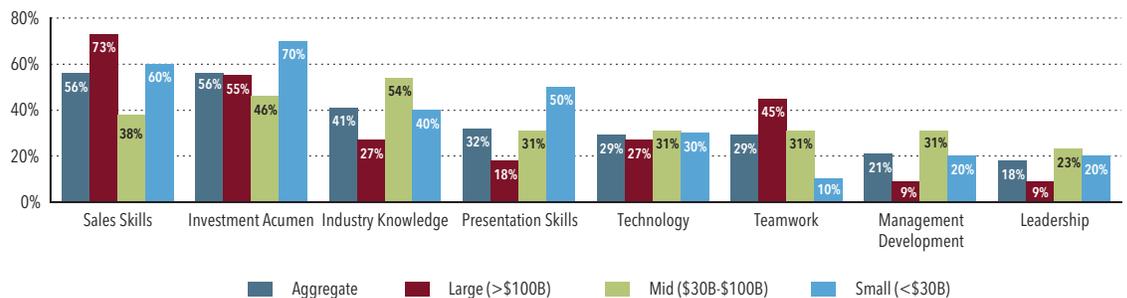
**...and many more that are crucial to the overall success of your National Accounts efforts.**

### Study Excerpt on Training Areas for Staff Development

National Accounts is a relationship function. The importance of having finely honed sales and client service skills cannot be underscored enough given that National Accounts Managers are interfacing with senior executives at distribution firms. Part of that relationship management is understanding a distributor’s strategy, which, among other benefits, is essential in making sure it aligns with your organization’s goals.

The focus on investment acumen and industry knowledge across all firms reinforces our position that having detailed product discussions and delivering a wide range of product and investment knowledge is a competitive necessity. This knowledge is essential to securing product placement, especially as distributors seek less-traditional strategies and broaden their offerings into multiple investment vehicles. Improving investment acumen is especially important these days for smaller managers as they catch up to Large and Mid-Sized peers.

#### Exhibit – Most Important Training Areas for Staff Development over the Next Two Years



% Among Top Three Training Areas. Note: Negotiating skills, time management, and coaching skills were selected by less than 10% of respondents. Source: FUSE National Accounts Survey, 2022



## 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.

## 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 competitive environment today demands 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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