

# Sales Management 2022

December 2022

## ADVISOR ENGAGEMENT

Two-thirds of wholesalers expect their engagement with advisors to continue to shift from in-person meetings, placing greater emphasis on video chat and webinars.

## 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. By comparing our latest data findings to prior surveys over the past several years, we are able to not only identify trends impacting distribution, but also forecast the direction asset managers need to take in order to remain competitive.

## Benefits

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

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

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### TECHNOLOGY BUDGET

The budget for technology continues to climb, up 11% from the 2017–2021 average.

## There are nearly 60 exhibits in the study, including:

- Pay Differential by Vehicle (e.g., Mutual Funds, ETFs, SMAs, etc.)
- Sales Coverage of Select Channels
- Focus Funds and Percent of Gross Sales, 2015–2022
- Average Sales Budget Allocations by Tier

## The Study Provides Answers to These Questions:

*How are the volatile markets impacting asset managers and sales teams?*

*How can wholesalers plan for success in building new relationships with advisors given fewer in-person meetings?*

*How are external wholesalers effectively using their internal sales partners?*

*What improvements do wholesalers need to make to better connect with advisors?*

*What are the latest trends and best practices in hiring, relationship management, and training?*

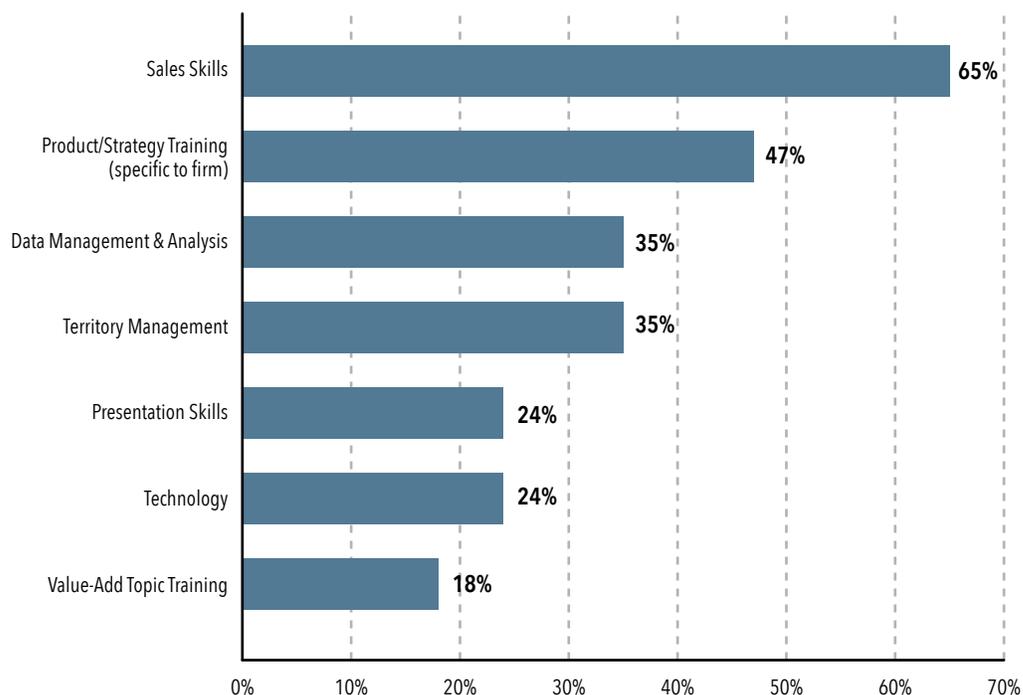
**... and many more that are critical to the overall success of your sales initiatives.**

## Study Excerpt on Training Focus for the Sales Team

Sales training is a fundamental responsibility of sales management. At most organizations, the external team is comprised of experienced, highly compensated salespeople. It can be challenging to affect change with a group of this profile. However, it is imperative that senior management provide ongoing training as a foundation to ensure their organization is represented by an informed, prepared, and professional salesperson. Wholesalers need to embrace technology and data to improve the efficiency of their efforts.

Change can be challenging to implement. But if sales management does not enact change within their sales team, the organization will fall behind peers.

### Exhibit – Top Three Areas of Training Focus in the Next Two Years



Source: FUSE Sales Management 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  
INFORMATION  
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