

# Sales Performance Excellence: Strategic Prospecting and Engagement

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Executive Summary:



Amid the current focus on investor innovation in data analytics to gain an edge in their portfolios, there is another area in which asset managers are using analytics to create a competitive advantage: sales.

This report from Greenwich Associates finds that top quartile distribution professionals attract close to three times the amount of assets annually as median professionals. The secret weapon is data analytics that allow them to precisely locate attractive targets and tailor custom sales pitches.

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