

# Enhancing Sales and Relationship Management Effectiveness

October 30, 2015

Executive Summary:

Greenwich Associates consultant, Andrew McCollum, discusses how asset managers can enhance their sales and relationship management effectiveness.

Methodology:

In October 2015, Greenwich Associates hosted the 12th annual Competitive Challenges Conference, where we brought together top industry practitioners and the Greenwich Associates consulting team to:

- Analyze key issues shaping the investment management industry
- Reflect on current trends
- Share best practices in the business
- Discuss what it takes to remain competitive in a challenging market environment
- Hear from institutional investors, investment consultants and asset managers about important issues facing the industry

The Competitive Challenges conference is widely recognized as the premier conference for senior executives in the asset management industry and is one of the few opportunities to meet and discuss the business of investment management with peers.

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