

Future State Distribution Models: New Strategies for Success

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Executive Summary:

This presentation from the annual Competitive Challenges Conference reviews the shift in institutional client needs and managers. Learn about the evolution of distribution models from coverage strategy and measurement. Here are the key takeaways:

- Explore the use of new technologies — Leverage social media platforms and other channels to establish closer connections with clients, prospects and consultants.
- Develop and use living, breathing account plans — Work with distribution and consultant relations teams to facilitate more integrated relationship management plans.
- Focus thought leadership on thematic topics — Ensure that themes are aligned with the firm's differentiated value proposition.



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