

# Press Release

FOR IMMEDIATE RELEASE

## Contact

Jason Heinhorst

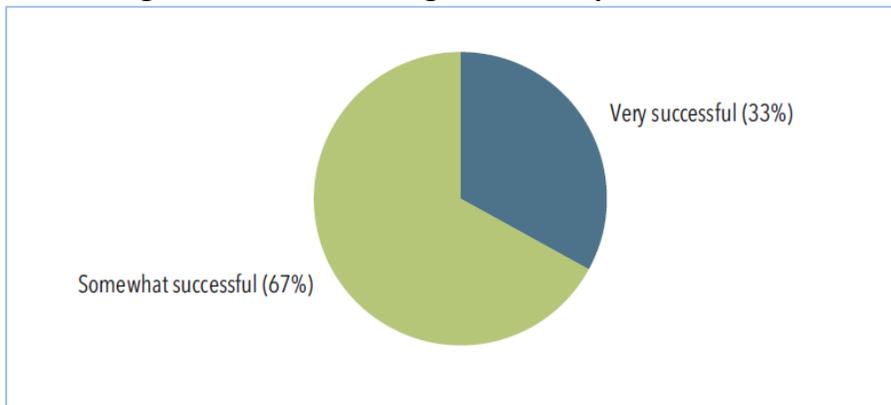
720-221.5223

[jheinhorst@fuse-research.com](mailto:jheinhorst@fuse-research.com)

## National Accounts Teams Successfully Navigate Relationships During COVID-19

July 15, 2021, Needham, MA – It is widely known that distributors have been actively culling the volume of products on their platforms and choosing to work with fewer asset managers. Couple that trend with pandemic restrictions, and the odds to build new relationships may have appeared stacked against National Accounts teams. However, two-thirds of surveyed asset management firms believe their National Accounts Managers were *somewhat successful* in building relationships, while the remaining third indicated the team was *very successful*, based on findings from FUSE Research Network’s recently published *National Accounts 2021: A Guide to Benchmarking, Budgets & Productivity*.

### National Accounts Manager Success at Building Relationships with New Firms during COVID-19



Source: FUSE National Accounts Survey, 2021

National Accounts partnerships are relationship driven, and the challenges of the pandemic were inevitably going to influence the ability to develop and/or enhance new relationships. National Accounts Managers and Heads of National Accounts were required to be creative during a time when in-person meetings were not possible.

“As one would expect, National Accounts teams leveraged typical touches, such as phone calls, Zoom meetings and emails, to reach new partners,” notes Patrick Newcomb, Director of BenchMark Research, FUSE Research Network. “However, teams were able to achieve success by

getting creative within the virtual environment. Differentiated strategies included leveraging subject matter experts more frequently, increasing social interactions via meetings like virtual happy hours, as well as formalizing and deepening engagement internally through structured meetings and calls to update developments at distribution partners.”

The pandemic will be an instructive period when business returns to normal, and National Accounts is able to engage in-person again. However, there will be a new normal, and discovering/maintaining effective engagement outside of traditional touches should be the goal. Firms focused exclusively on traditional touches may lag their more creative competitors.

FUSE’s National Accounts BenchMark study provides an in-depth look at organization trends, budgets, compensation, time allocation, platform evaluation, as well as staffing and focus partner metrics. The study is organized by firm assets under management to enable users to compare how their organization stacks up against others of similar size in addition to the overall industry. Data is also presented with pertinent comparisons of survey data since 2016.

For details about obtaining a copy of *National Accounts 2021: A Guide to Benchmarking, Budgets & Productivity*, please email Jason Heinhorst at [jheinhorst@fuse-research.com](mailto:jheinhorst@fuse-research.com) or call (720) 221-5223.

---

### [About FUSE Research Network LLC](#)

FUSE was launched in 2008 with the view that research and consulting support for asset managers has failed to evolve with the changing needs of the client. The future competitive environment will demand that clients make important business decisions within shorter and shorter timeframes.

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.

