

**Spring 2011 CRM Forum for Asset Management**  
**Monday April 18th & Tuesday April 19th 2011**  
**American Century Investments**  
**4500 & 4520 Main Street, Kansas City, Mo. 64111**  
**Marriott Hotel 4445 Main Steet, Kansas City, MO 64111**

SCHEDULE:

**MONDAY, APRIL 18**

Arrival

American Century 4520 Main Street, Kansas City  
South Tower Conference Room 2A

2:00 – 4:00 Member Only Marketing Roundtable

Marriott Hotel 4445 Main Street, Kansas City

5:00 – 7:00 Member & Partner Networking Reception

Shuttle bus departs from Marriott for restaurant:

801 Chop House 71 East 14th Street  
Kansas City, MO 64106

7:00 – 9:00 Member & Partner Networking Dinner

Shuttle bus departs back to Marriott



## **TUESDAY, APRIL 19**

### South Tower Conference Room 2A

7:30 - 8:00 Member Only Networking Breakfast

8:00 - 8:30 Opening Remarks and Introductions

8:30 - 11:30 Member Only Roundtable Exchange

### Marketplace Oak Room

11:30 - 1:00 Member & Partner Luncheon  
Presentation by Industry Expert

### South Tower Conference Room 2A

1:00 - 3:00 Member & Partner Roundtable Exchange

### Marketplace Oak Room & Patio (weather permitting)

3:00 - 4:00 Member & Partner Networking and Business Card Exchange

4:15 & 4:30 Departure from Marriott Hotel:

Shuttles will be provided direct to the airport.

Reservations are required.



## **AGENDA:**

### **MONDAY, APRIL 18**

South Tower Conference Room 2A

2:00 – 4:00 Member Only Marketing Roundtable  
Tony Busacca & Ed Ventura

Introductions:

#### **General Discussion:**

**How is client campaign management and marketing activity defined?**

Do they include a defined audience, a message, touch points, and follow-up?

What are touch points for delivery?

1. Online
2. Telephone
3. In person

**What are the approaches to customer segmentation?**

1. Do they have a clearly defined strategy and implementation plan?
2. What's the support model? How do they train and support users?
3. Are analytics captured and if so to what extent are they utilized?
4. How is client segmentation aligned to sales efforts?
5. What segmentation factors are used?

**Is your CRM marketing strategy formal or informal?**



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Tony Busacca

8:30 - 11:30 Member Only Roundtable Exchange  
Ed Ventura

### **What is the focus of the business within the CRM?**

How committed are they to it...is it an enterprise focus or line of business/area focused?

### **How much experience do they have with their effort?**

Is the deployment team deep into it or are they new to the space?

What's the support model? How do they train and support users?

### **Do they look at user satisfaction, adoption, usage, and other metrics?**

How do they document end user experience and establish improvement priorities to strengthen the program?

What's the road map forward?

### **How to measure success rate of wholesaler activities:**

Can we optimize future sales efforts and is it worth it? Or is it the old adage - volume (more meetings/interactions) produce more sales.

How to effectively manage cross-selling and avoid resentment from sales force.



## **What about the convergence of the iPad, CRM and Marketing Collateral?**

What is their firm's strategy about iPad & mobile devices for wholesalers?

How are they using it in the sales process?

For those that have adopted the iPad, have they seen an increase in note breadth and timeliness?

## **Firms that have transferred / migrated from one CRM platform to another:**

Did that effect adoption?

What was the cost? Was it worth it?

How long did it take?

How did they evaluate cost benefit analysis?

CRM software changes (Anyone going to Salesforce)

## **How is CRM aligned to the business strategy?**

Do they have a clearly defined CRM business strategy and implementation plan?

## **General Topics to expand on:**

1. Chat usage
2. Market intelligence usage
3. To what extent and how is external data used.

## **Informational Exchange Review:**

Sales Compensation Processes & Methods

CRM Member Application Spreadsheets



## Marketplace Oak Room

11:30 - 1:00 Member & Partner Luncheon  
Luncheon Presentation by Industry Expert

## Social Networking Discussion

Matthew Staub  
Social Media Strategist  
H&R Block

“We used social media and the world did not come to an end.”

## South Tower Conference Room 2A

1:00 - 3:00 Member & Partner Roundtable Exchange  
Ed Ventura

## **Topics for Discussion:**

Inability to track and subsequently give credit for sales directly to a certain percentage of the FA population leaves large gaps in crediting revenue at the FA level which inhibits the Asset Manager from allocating the appropriate level of resources towards service.

Data Hygiene & Quality - Would like to understand how other firms handle data quality in their CRM platform. With the data being used by many different areas of the firm in many cases for different ends in mind, how do other firms keep quality and accuracy of the entity data (Firm, Office, Rep, Contacts, etc.) top of mind? What are some examples of business rules they may have in place? How are they organized to support data quality? What resources do they put against it? Do they use any 3rd party tools to assist and automate the effort?



Investment Only DC - How are other firms supporting their efforts on this front, where tracking the business is difficult and frequently crosses multiple channels and platforms? Have members been successful in taking in data feeds from TPAs to support FA level trade attribution? How are sales teams for IO-DC structured as compared to traditional wholesale sales teams?

Everyone measures overall sales activity, but how does my sales team stack up in terms of priorities? Does my team spend the right amount of time with the right advisors? Are we spending too much time with our top advisors, or too little? Should we prospect more, or less? Fundamentally, is there an optimal breakdown of activities and how far am I from this? Are my peers much better, or much worse?

Are CRM system(s) compulsory and if so, what elements are?  
What pieces of the system are “elective”, why and are people actually leveraging those elements?  
How are companies validating the accuracy of notes? Do they trust the resulting reports or are there major concerns over the accuracy of the data?  
How are companies incentivizing externals and internals to identify bad data/profiles and to proactively make the effort to clean it up?

Marketplace Oak Room & Patio (weather permitting)

3:00 - 4:00 Member & Partner Networking and Business Card Exchange

4:15 & 4:30 Departure from Marriott Hotel:

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**Fall 2011 CRM Forum for Asset Management**  
**Monday September 19<sup>th</sup> & Tuesday September 20<sup>th</sup> 2011**  
**Legg Mason Investments @ Hilton Hotel**  
**One First Stamford Place, Stamford Connecticut 06902**

AGENDA:

MONDAY, SEPTEMBER 19<sup>th</sup>

Arrival

2:00 – 4:00 Member Only Marketing Roundtable

5:00 – 7:00 Member & Partner Networking Reception

7:00 – 9:00 Member & Partner Networking Dinner

TUESDAY, SEPTEMBER 20<sup>th</sup>

7:30 - 8:00 Member Only Networking Breakfast

8:00 - 8:30 Opening Remarks and Introductions

8:30 - 11:30 Member Only Roundtable Exchange

11:30 - 1:00 Member & Partner Luncheon Presentation by Industry Expert

1:00 - 3:00 Member & Partner Roundtable Exchange

3:00 - 4:00 Member & Partner Networking and Business Card Exchange

4:15 & 4:30 Departure from Hilton Hotel:



## **MONDAY, SEPTEMBER 19<sup>th</sup>**

### **2:00 – 4:00 Member Only Marketing Roundtable**

Maintaining your Brand Reputation Online

How to influence and change advisor behavior in a digital world

Defining “What Sales Needs”

What does the “Marketing Landscape” look like for 2012?”

Defining and measuring success of a campaign

What Customer data best enables effective sales and marketing (where to focus data collection and management efforts)



## **TUESDAY, SEPTEMBER 20<sup>th</sup>**

### **8:30 - 11:30 Member Only Roundtable Exchange**

How to effectively implement Sales Automation?

What pieces of the CRM system are “elective”, why and are people leveraging those elements and/or intentionally avoiding other areas/elements?

Now that we have the data how can we best utilize analytics.

What defines Business Intelligence?

How are companies validating the accuracy of the information in CRM systems?  
Do they trust the resulting reports or are there major concerns over the accuracy of the data?

Where are the efficiencies: Hybrid Wholesaling / Channel Management?



## **TUESDAY, SEPTEMBER 20<sup>th</sup> (continued)**

### **8:30 - 11:30 Member Only Roundtable Exchange**

Is your deployment just CRM or Social CRM?

- Chat and blogs
- LinkedIn
- YouTube
- Are employees able to connect to social media from work?
- Who in the market allows their sales folks to communicate with advisors through social media?
- Do you identify your clients who engage on social media sites within your CRM system?

Who has developed an effective Marketing Automation strategy?



## **TUESDAY, SEPTEMBER 20<sup>th</sup> (continued)**

### **Member & Partner**

#### **11:30 - 1:00 Luncheon Presentation by Industry Expert**

**Daniel DiBiasio**

**Executive Director of Teaming & Strategic Partnerships and FA Sourcing & Development  
Morgan Stanley Smith Barney**

#### **“The Advisor Insights”**

An internal networking site at MSSB has been forming new partnerships among advisors to serve specific clients and prospects.

The Advisor Insights site offers a Facebook-like environment for sharing ideas, contact information, best practices and business prospecting opportunities. The network is helping advisors set up both one-off and recurring partnerships without establishing a permanent team structure.



## **TUESDAY, SEPTEMBER 20<sup>th</sup> (continued)**

### **1:00 - 3:00 Member & Partner Roundtable Exchange**

#### **A day in the life of an Asset Management Salesperson: (external-internal-hybrid)**

During this segment we will be hearing from salespersons (wholesalers) with member firms that will walk us through a typical day with a focus to define the obstacles and identify solutions to effectively interact with their CRM Systems.

Some topics they will cover are: “How do you”?

Plan your day.

Choose the advisors to visit.

Decide what message to deliver or what it is you will speak to the advisor about.

Record that interaction to share the information with your internal and provide yourself with notes for future conversations.

This is being designed to be a very robust and interactive discussion which will allow the salespersons, members and partners an opportunity to converse and exchange ideas.



## **TUESDAY, SEPTEMBER 20<sup>th</sup> (continued)**

### **1:00 - 3:00 Member & Partner Roundtable Exchange**

#### **International / Institutional**

Is there really a difference between Retail vs. Institutional, US vs. International?  
How to support international teams across multiple geographies, time zones and languages? Centralized support, regional support, power users?

Is user adoption different in different cultures?

Different tools for everyone or force the usage of one tool across all businesses

#### **Managing Teams In CRM**

“The inability to accurately identify the composition of teams and the roles that the individuals play within those teams and to *easily* track movement of Individuals/Teams inhibits the Asset Manager from allocating the appropriate level of resources towards service and growth of new business”.

