# Leading asset management company in Asia – we executed a complete sales transformation with focused efforts on the retail channel

#### **Situation**

- One of the largest asset management companies in Asia by AUM with total Assets under Management more than \$13 Billion
- **Declining market** share in the past **years** – lost its leading position from being the pioneering, largest company to a less than 10% market share
- Recognized need for a holistic sales transformation program across

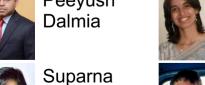
#### What we did

- **Developed a segmentation approach** to improve overall distribution channel share of business
- Created customized sales enhancement strategies across Bank/ND and retail channels
- **Refined the pricing structure** to make it more attractive/ competitive
- **Evaluated the product and marketing strategy** to improve product empanelment and branding
- Adopted a pilot and nation-wide rollout approach across ~150 branches **M&S Expertise**



Peeyush Dalmia

**Biswas** 





Anis Mankada

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### **Impact**

**Dramatic increase in branch** scorecards against sales SOP

N = 33 pilot branches

## **Achievement level No. of branches**

July'14 April'15 Platinum level 15 Score > 4.6

Gold level 17 3.6 < Score < 4.5

Silver level 5 2.6 < Score < 3.5

Red level 0 1<Score < 2.5</li>

30-50% increase in key accounts market share expected by 2015 end

channels