AIMSE

Traditional Investments – Track 1

Making the Most of Rare Plate Appearances

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Speakers:

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JM: Search activity feels low but it really isn’t.

Commitments to alts is increasing, private market allocations up, and hedge funds are left behind.

Interest in growth equity - particularly non U.S.

Investors still believe in high active share – for small cap searches, but does not hold true for winners of large cap searches.

Concentrated strategies are seeing net inflows - 60 name portfolios are not concentrated!

Passive core fixed income getting more attention.

ESG interest is unabated – flows prove it.

Make sure database matches story you’re telling and make sure your team has properly completed databases questions regarding ESG. Many firms suddenly look 100% ESG.

BL: Don’t like passive core fixed income.

Seek one no or two yeses in your sales process:

If they don’t allocate to your asset class (no), that’s a good answer.

Otherwise, seek a yes from Research and a yes from field Consultants.

When talking to Research – Understand their needs and the people.

At client level - remove structural obstacles (fees for instance) and get to know people across the table.

JK: Understand client objectives.

Clients want consistent return profile and vehicles with appropriate fees for DC.

Get to know field consultants - ideally before rfp’s come out.

Prep call with consultants – know what is important to the committee, know why RFP is out there. Find out what info is needed outside of the RFP.

About 50% of managers ask for a prep call – it shows in presentations when managers don’t focus on hottest topics.

BL: Successful managers are doing a great job filling out their RFPs. 2/3 of questions are really important. Do not phone it in – give the phone book instead. One or two sentence answers to questions like “what is your competitive advantage” is not acceptable.

Tell the story so someone doesn’t make up the story for you.

Do not customize every RFP, however.

RFPs are not a differentiator, but it is a spot not to mess up.

JM: eVestment will show you and your compliance team how to share sensitive diversity data.

BL: Let people know narrative of why/why not you’re sharing DEI data – i.e. foreign firm.

JM: Managers have done a great job of presenting virtually.

Have a planned presentation flow.

Manage the time.

Don’t spend 10 minutes of allotted 20 minutes describing your firm.

CH: Presentation practice is important.

Little things make a huge difference.

Connect with the audience.

Rehearse in advance.

If you have a PM who goes on too long or doesn’t exude enthusiasm or confidence – it’s the role of marketer to jump in and assist.

JM: Be prepared for presentations and have a backup plan for virtual meetings where you may have connectivity problems.

CH: Have a plan a, b, and c.

Prepare a 10 minute version and a 5 minute version of your presentation.

State your story within the first minute of your presentation.

Getting PM buy in for presenting:

Have an outsider come

Video people and watch back

Marketer’s role is to make the PMs shine

Best Practices

Be weary of the hybrid virtual -with some at home and some in office. It looks disjointed.

In person is best practice.

Know about the people in the room before the meeting – don’t look at them like a checkbook.

Help consultants with client info that can be helpful.

Give headline of story early, tell the story and repeat it at the end.

Pause frequently to make sure people are following you.

How you present is almost more important than the words you use – show energy, passion and conviction.

Brad doesn’t plan to ever fly to NY for an update meeting again.

Copie - how to stop long a winded PM? Prep in advance and warn them that you will jump in – give three phrases that will prompt/stop them.