Exhibit Marketing: A Survival Guide For Managers

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Superior investment performance by asset managers is no guarantee of increased market share. Achieving growth requires generating more value from go-to-market capabilities—notably marketing, sales, and pricing. The Boston Consulting Group’s go-to-market excellence framework comprises six sets of fundamental capabilities or functions. They include market intelligence and strategic priority setting, product development and portfolio management, marketing and customer communications, sales platform management, performance monitoring, and, finally, underlying organizational enablers. Each component has its own array of metrics and KPIs. (See Exhibit 1.) Each topic-based CommunityVoice is produced and managed by the group. Opinions expressed within Forbes CommunityVoice are those of the participating individuals.


Forbes Councils Forbes Agency Council. As a small business owner, you’re likely overwhelmed with numerous responsibilities each and every day. Whether it is sales, accounting or just managing the day-to-day operations, keeping up with the continual flow of work can be exhausting. Due to this constant time crunch, one aspect of a business that often gets pushed to the side is marketing.