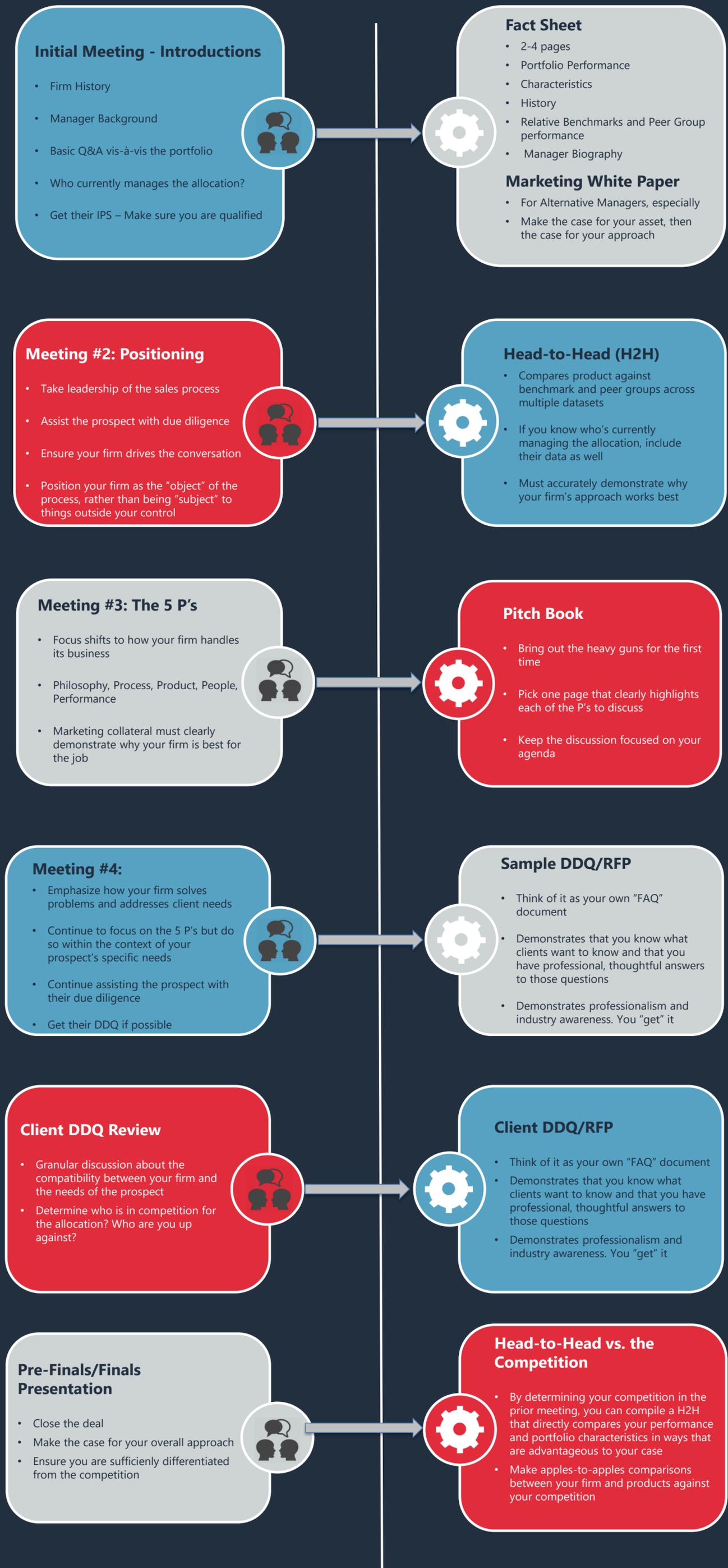


HOW TO USE MARKETING COLLATERAL IN THE SALES PROCESS

The institutional sales cycle is growing longer, and multiple meetings with the same groups of people can easily become repetitive.

The best way to keep each meeting fresh and informative? Develop a library of collateral marketing materials that are appropriate for each step in the sales cycle.



Modern investment management marketing and sales is data-driven.

Data that's accurate, comprehensive, and competitive is what drives the establishment of relationships today.

The sales cycle is lengthening and investment managers need multiple marketing collateral pieces in order to drive the discussion on their terms.

[Click here to learn more about APX Stream's Marketing Collateral Services](#)

Or email us at info@apxstream.com