

FX Salesperson: Jack of All Trades or Master of One?

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Executive Summary:

The role of the FX salesperson is not what it used to be. Electronic trading continues to grow, while regulatory scrutiny limits what salespeople can and will tell their clients. The combination has driven desk heads to think long and hard about how they fill these seats and how best to cover clients to ensure the order flow remains captive.

Methodology:

Between September and November of 2014, Greenwich Associates conducted in-person and telephone interviews with 2,645 users of foreign exchange at large corporations and financial institutions in the Americas, Europe and Asia.

The data reported in this document reflect solely the views reported to Greenwich Associates by the research participants. Interviewees may be asked about their use of and demand for financial products and services and about investment practices in relevant financial markets. Greenwich Associates compiles the data received, conducts statistical analysis and reviews for presentation purposes in order to produce the final results. Unless otherwise indicated, any opinions or market observations made are strictly our own.

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benchmarking, Crisil Coalition Greenwich has implemented equal ranking logic on aggregate results i.e., when sales revenues are within 5% of at least one competitor ahead, a tie is shown and designated by = (where actual ranks are shown). Entity level data has no equal ranking logic implemented and therefore, on occasion, the differences between rank bands can be very close mathematically.

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