

The Pros & Cons Sales Analyst

PROS

CONS

- **Compensation:** The financial rewards for sales people who are successful can be very good.
- **Travel:** Unlike traders, salespeople do not have to spend the majority of their time sitting in front of computer screens. They will often travel to see clients or host lunches, dinners and other entertainment with clients. A significant part of the job is building relationships.
- **Relationship building:** Once a client always a client! Relationships are key and if you move between firms you will often find that clients will be loyal to you as a professional and will continue to do business with you. Be careful not to burn bridges in this industry as people have very long memories!
- **Less Technical:** Sales requires a solid understanding of the financial markets, and the different products available. While sales teams need a more in-depth understanding of the product they specialize in (sales teams are often divided by asset class, or product), you are not typically expected to perform detailed analysis, unless the product you cover is especially technical.
- **Team Work:** The industry doesn't survive without it! Working in a team environment where everyone is focused & professional can be very rewarding.

- **Compensation:** Many sales teams are paid on a commission basis which adds extra pressure.
- **Cold-calling:** A significant amount of the day is spent working the phones with clients. People will often say that if you are not on the phone you are not making money.
- **High expectations:** Sales people will be set financial targets to achieve throughout the year and will be questioned if those targets are not being met.
- **Competitive:** The sales environment is sometimes a dog-eat-dog world. Since a sales person's compensation is mostly reliant on his/her clients paying the firm money, the competition for obtaining clients for your "book" can be intense & unforgiving. In addition, clients will trade with a number of different banks, you are under pressure to be one of the five people a client will call when they want to trade.
- **Reputation:** plays a large role in the success of the sales people. They live or die by the success of investment recommendations that they make to clients. If an investment does not work for a client, the affect it has on your relationship can take time to repair.
- **Hours:** are sometimes long (not as long as Investment Bankers, but typically longer than Traders), Sales people arrive in the office well before the markets open and often leave well after they close. In addition client entertaining often occurs in the evening, and can involve weekends.