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## ***JPMorgan Funds Tops DALBAR's 2016 Sales Desk Rankings***

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(Boston, MA. December 6, 2016) DALBAR announced the winner of their Excellence in Sales Support Award today. JPMorgan Funds once again topped the sales desk rankings, earning the Excellence in Sales Support Award for the sixteenth consecutive year.

DALBAR has been in the business of evaluating and benchmarking interactions between financial advisers and product manufacturers for nearly three decades. Each year, DALBAR identifies those firms that rise above their peers in the level of sales support provided. After a full year of comprehensive evaluation, DALBAR recognizes elite institutions with the Award for Excellence in Sales Support. JPMorgan is the sole recipient of the Excellence in Sales Support Award for 2016.

According to DALBAR Director Brendan Yeager, "While JPMorgan's sales desk does everything well, where they really leave the competition behind is by actively working to ensure that advisers have the tools they need to complete the sale. All too often associates on the sales desk will slip into a purely reactive mode when answering inbound calls. Fulfilling literature requests and answering product questions is certainly important, but JPMorgan has shown a willingness to take that extra step to move towards a consultative sale. This approach benefits the advisers selling JPMorgan Funds and ensures that their clients are able to find the solutions that best meet their individual needs."

JPMorgan's sales desk associates proactively work to advance the sale three times as often as their top competitors. For example, JPMorgan associates highlight specific sales pieces in 10.2% of calls compared to just 3.9% for top companies. These associates further show their deep understanding of the company's fund portfolio by highlighting alternate investment options in 4.0% of calls compared to the 1.3% of calls where other leading companies do the same.

DALBAR's Excellence in Sales Support Award was earned through an objective third-party evaluation of the quality of support being provided by the sales desk. DALBAR randomly selected and audited incoming calls in order to determine whether the service level provided by the representative exceeded award levels in the following areas: Attitude, Accommodation, Expertise, Call Flow and Promotion. For more information on the Award for Excellence in Sales Support or the Sales Desk Evaluation Program, please contact Brooke Halloran at 617-624-7273 or at [bhalloran@dalbar.com](mailto:bhalloran@dalbar.com).

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