

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School of Management students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni, and the University Business Librarian.

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A Day in the Life of a Student Advisor Sales

We recently had a conversation with Rottem Maor, a 2023 graduate of the Ted Rogers Finance Co-op program.

He spent his Summer 2022 Co-op Work Term working as a *Student Advisor Sales* at Fidelity Investments Canada.

[Fidelity Investments](#), commonly referred to as Fidelity, earlier as Fidelity Management & Research or FMR, is an American multinational financial services



[Rottem Maor](#)



In this report, Rottem shares the type of work he did, the software platforms used, and what it is like being a Ted Rogers Co-op student

Q: What do you did on a 'day-to-day' basis in your role as a Sales Advisor?

A: As a student in Advisor Sales at Fidelity, the advisors are the main priority, and no day is the same. I was responsible for supporting four retail wholesaler teams. These were composed of a Business Development Associate, a Manager, and a District Vice President who maintained and strengthened relations with IIROC (Investment Industry Regulatory Organization of Canada) and MFDA (Mutual Fund Dealers Association of Canada) licensed advisors.

I was exposed to financial market knowledge, mutual fund/ETF knowledge, and the behavioural/technical skills held by wholesalers that sell Fidelity funds. This was strengthened by product research encompassing tax treatment, style, asset class, and risk analysis. I understood how Fidelity funds are chosen and presented to Advisors using software such as Business Objects, Salesforce, and Morningstar.

I was also responsible for tuning into daily Portfolio Manager webcasts and taking notes on these webcasts that are distributed across all of Canada. This is to ensure sales teams are kept up to date on funds and the market to ensure transparency between the clients. I was also responsible for updating and automating current processes to make them more efficient for my sales teams, leading to a better advisor experience.

Q: What technology platforms did you use in your role?

A: In Advisor Sales, I was expected to be proficient with certain technological platforms such as Business Objects, Microsoft Word, PowerPoint, and Excel to create/organize decks, documents, and models for my sales teams.

Morningstar was used to create model portfolios, fund comparisons, and proposals for advisors that assist them in selling funds to retail clients and gaining an understanding of Fidelity funds.

Salesforce was used to create Advisor profiles and communication cases, as well as track events and meetings for the sales team.

I was also responsible for using Adobe editing software to personalize and edit documents to ensure Advisors had an easier time understanding Fidelity fund information and market updates.



Q: How does your industry impact the world?

A: The mutual fund, ETF, and financial services industry is very important and positively impacts the world by providing investors with a vehicle in which to grow their income and save for long-term goals.

Investors of any age and risk level can select investments that suit them, providing a free flow of capital and liquidity in the marketplace. Portfolio Managers take advantage of market upswings and hedge against market downswings.

A strong financial services industry leads to a healthy economy as borrowers gain sufficient capital to run expenditures, and investors are compensated for their level of risk. By investing in Fidelity and other industry competitors, we are contributing to a strong economy and financially sound world.

Q: Which industry trends should TRSM students be aware of?

A: Students should be aware of various industry trends that affect the market, the advisor, and the individual retail client.

Starting from a top-down approach, students should follow stock indexes, interest rates, inflation rates, central bank announcements, and political factors. From a bottom-up approach, students should follow specific equity companies, changes in tax efficiency, mutual fund structures, and other important factors in capital markets.

Although the primary focus is on North American trends, it is advantageous to follow global factors too. I'd recommend subscribing to financial newsletters to get a summary of market conditions.

Q: What advice would you provide a student who aspires to work in your industry?

A: My advice for a Ted Rogers student who aspires to work in Advisor Sales upon graduation is to be confident, flexible, able to communicate, and eager to succeed.

- Investment products are often quite similar, so it is important to be confident to sell your product. In the financial services industry, selling mutual funds and ETFs involves a large investment and a lot of research. Therefore, to sell a product, you must be confident in what you are selling.
- Being flexible in Advisor Sales is important because you will be dealing with Advisors with different client books, investing styles, and personalities. It is important to be able to adapt to each Advisor while working with your sales team to ensure the process is smooth and enjoyable.
- Communicating in sales is oftentimes the most important skill to have. Working with a Business Development Associate, a Manager, and a District Vice President means that communication is key to ensuring processes are smooth. In addition, being able to communicate better will help you sell products better.
- Sales in any environment are competitive, so being eager to succeed will put you ahead of others. This involves staying up to date on trends, continuing your education, and building your network.

Q: Being a Co-op student, how did you find the transition into your first Work Term?

A: My first Work Term was at OMERS as a student within Member Services. The transition into my first Work Term was difficult but necessary, as it prepared me for the real-world job market. I had to wake up at 7:00 AM every day for an 8:00 AM start, and work for 8-9 hours a day. This structure and discipline were very important because I applied it to future Work Terms at Fidelity, making for a better experience. This structure and discipline also helped me academically by allowing me to make the most of my day, leading to higher marks.

Q: How did your Co-op role/experience help you with where you are today?

A: My Co-op role in Advisor Sales helped me to where I am today professionally, academically, and socially.

- Professionally, my Co-op role provided me with the necessary work experience and skills to make me a suitable candidate for jobs post-graduation. Those skills included building upon my organization, qualitative, quantitative, and teamwork abilities. This put me at an advantage compared to other students who had no work experience.
- Academically, my Co-op role motivated me to do well in school to raise my GPA to look more attractive to future employers. I developed skills such as time management and discipline that made it easier to take University-level classes, leading to higher marks in every semester following.
- Socially, my Co-op role taught me to network with people across the company. At Fidelity, I took the opportunity to speak to multiple Sales Managers, Vice Presidents, and people in different departments. This allowed me to find my ideal career in sales and make connections that assisted my career development. In addition, my Co-op role had social activities outside of the office that led to friendships being developed.

All of the above helped me land a full-time job as a *Business Development Representative* at Fidelity.

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CPSCA

The [Canadian Professional Sales Association](#) (CPSCA) is Canada's largest sales association. They celebrate, educate, and inspire the people who power sales.



TRSC

The [Ted Rogers Sales Club](#) (TRSC) represents and educates students on a career in sales through offering events and workshops.



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Co-op Coordinator Contributor Daniel Leone

Daniel is a Co-op Coordinator with the Ted Rogers School of Management with over six years of experience working as a Campus Recruiter for organizations such as PwC, Deloitte and Questrade. His passions focus on understanding how to build and utilize professional relationships to better position yourself in the workforce



Student Contributor Siyaan Sivasunthararasa

Siyaan is a 3rd year Global Management Studies Co-op student who worked as a Project Coordinator at the Business Career Hub and is currently completing a Work Term at the Globe and Mail.