

BOND**PUB** SALES

Equip fixed-income sales with insight, speed and **coordination**.

A sales workspace built on the BondPUB platform.

BondPUB Sales gives fixed-income sales teams a modern interface for organizing client coverage, surfacing inventory, managing inquiries and coordinating execution while working on the shared services, workflows and persistent data of BondPUB.

KNOW THE ACCOUNT.

View client context, holdings, activity and coverage information in one connected workspace.

SURFACE THE IDEA.

Match customer interests with inventory, axes, market color and targeted offerings.

CONNECT TO EXECUTION.

Move inquiries and orders into connected workflows that support pricing, trader collaboration and execution.

CORE CAPABILITIES

SALES-READY. CONNECTED. CONFIGURABLE.

Built for the way sales teams work.



Client views & coverage

See accounts, contacts, activity and sales coverage context in one place.



Inventory & offerings

Align customer interests to offerings, inventory, axes and opportunities.



Inquiry & order capture

Track inquiries, IOIs and orders across connected workflows.



Workflow & collaboration

Coordinate with traders, pricing and execution teams efficiently.



Analytics & connectivity

Bring together pricing, BondHUB connectivity and downstream integration.

SALES WORKFLOW

From client interest to executed trade.

01

Know the account

Review client history, holdings, preferences and activity.

CLIENTS • COVERAGE

02

Match the opportunity

Identify relevant inventory, market color and targeted offerings.

MARKETS • INVENTORY

03

Work the inquiry

Capture interest, coordinate pricing and prepare the order.

WORKFLOW • PRICING

04

Connect to execution

Route the opportunity into execution workflows and capture outcomes.

EXECUTION • CONNECTIVITY



Talk with FTLabs about BondPUB Sales.

Evaluate BondPUB Sales for your workflow and technology environment.

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