**About the role**

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| **Role**  Mfldirect Development Manager | **Location and hours**  Field based covering the Midlands, The  South of England and Wales  35 hours per week |
| **Band**  Expert |  |
| **What you’ll be doing**  mfldirect is the UK’s leading wholesale vehicle Remarketing Platform. Our Defleet volumes  are due to increase significantly over the next few years, you will be joining a new team set  up to grow the mfldirect dealer base so that we can cope with this additional volume. You  will be responsible for growing the number of dealers who are signed up and engage  with mfldirect in the Midlands, the South of England and Wales. | |
| **Main Responsibilities**  The role holds responsibility for all prospects in the in the Midlands, the South of England  and Wales. You will work closely with the Business Development Manager and National  Sales Manager to develop and then deliver a growth strategy for your region that allows us  to meet our ambitious growth-based objectives.  **Delivering growth**  • You will need to be comfortable in face-to-face customer meetings with both  existing and prospective customers, with regular national travel a necessity.  • Take ownership of identifying and validating leads and prospective customers in  your region ensuring that the most valuable dealers are prioritised.  • Work closely with the Auction Sales Managers to identify high value Auction  customers and work out an approach to engage them and get them signed up to  mfldirect.  • Drive sales growth across newly signed up customers by establishing relationships  that give them confidence in the products and services that mfldirect offers  • Work with the Relationship Management Team to engage sites across our dealer  network that are signed up to mfldirect but do not use the platform.  • Ensure that you fully understand the impact of electrification on the Remarketing  industry and take steps to actively grow the number of dealers buying EV’s.  **Own the application process**  • Work closely with the office-based teams to ensure that high priority prospects are  carefully managed, ensuring that any potential blockers or sign-up issues are  resolved quickly and effectively.  • Actively engage your new customers during the application process to ensure that  they stay warm and that we reduce the number of days between sign up and first  purchase.  • Ensure that customers fully understand how to get the best out of mfldirect so that  on the day of their account being live they can fully utilise all products and services.  • Work closely with the De-Fleet Customer Product Team to ensure all new customer  problems are fully understood and built into future requirements for both the  application form and prospect journeys.  **Be an Advocate**  • Have an active social media presence ensuring that you engage with and  advocate mfldirect, whilst using LinkedIn as a prospecting tool.  • Regularly attend dealer and automotive events using it as an opportunity to identify  prospects and advocate for mfldirect.  • Work closely with managers and team members across MO to ensure there is  appropriate focus on ensuring our dealer base grows.  • Ensure that you remain up to speed on the profile of our defleeting stock whilst  making every effort to understand the product mfldirect sells.  • Work towards becoming an EV Remarketing expert, ensuring you can actively  engage dealers on the topic of electrification.  **About You**  • You love talking to people, being constantly challenged, working as part of a team,  and finding ways to overcome barriers and objections  • You have experience of a field-based role specifically in a B2B environment  • You will need to be organised, determined, and resilient.  • You will have the desire to show you can have a positive impact both on customer  portfolio performance but also on the processes and structures used in the team, to  engage with customers.  • You will have an interest in understanding the sales process and what motivates  customers to buy.  • You’ll have a good understanding of how to organise and structure your day, without  having a rigid structure already made for you. You should also have a very good  understanding of how to communicate very clearly with customers and be able to  deliver a difficult message.  • You will be good at open questioning techniques and the ability to build strong  relationships.  • You will thrive on being part of a close-knit team and keen to help and support  others. | |
| **Minimum criteria**  • Previous experience, preferably in a similar role within the motor trade  • Proven sales and development track record  • Proficient PC, internet and telephone skills  • Strong written and verbal communication skills  • Experience of working in a customer facing role  • Ability to structure and manage your own day  • Confident presenter and communicator | |
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| **We’re Motability Operations** | |
| **About us** We’re the company behind the Motability Scheme. We exist to deliver smart, sustainable solutions that improve our customers’ mobility in a fast-changing world. We’re the UK’s largest car leasing company and we help over 750,000 people get on the road.  We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs. | |
| **What we do**  We lease a wide range of tailored mobility solutions to people who receive of one of the Government’s qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We take care of their insurance, breakdown, servicing and more, as part of our worry-free package.  At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.  The Scheme has been providing affordable, worry-free motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.6 out of 10. | |
| **How we work**  We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](https://www.motabilityoperations.co.uk/careers/) to find out more.  We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.  **Our beliefs and values**  We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply. We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.  Our values are at the heart of everything we do:   * We believe no one should be left behind à We find solutions. * We believe we must take the lead à We drive change. * We believe everything starts with the customer à We care. | |
| **What we can offer you**   |  |  | | --- | --- | |  | **Pay**: competitive salary, with a yearly discretionary bonus, based on your performance | |  | **Holiday**: 28 days, and you can buy and sell days | |  | **Pension**: 15% non-contributory pension (9% during probation) | |  | **Health and wellbeing**: Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you ~~a~~ peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme | |  | **Development**: A library of internal training on our myLearn platform | |  | **Family friendly**: We have competitive family leave policies | |  | **Diversity and inclusion**: We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access | |  | **Helping our community**: One volunteering day each year, and access to volunteering platform Neighbourly | |  | **Schemes**: Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers | |  | **Other, voluntary benefits**: charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office | | |