

About the role

Role

VRM - Customer Development - Account Manager

Location and hours

Bristol

35 hours

Hybrid working with minimum 3 days per week in the office

Band

Specialist

Salary

Competitive salary plus benefits

Role Purpose

As an Account Manager, you are responsible for driving sales, growth, and retention across a blended portfolio of dealers, with a clear focus on higher-potential and developing accounts. You will build and execute sales strategies using insight and data to prioritise activity, understand buying behaviour, and convert opportunity into results. Working closely with Relationship Managers, you will take strategic direction on priority accounts while leading day-to-day commercial conversations and collaborating with Growth Specialists and Development Managers to maximise performance of new or underperforming Dealers.

The role requires a growth-first, commercial mindset. You will proactively manage your time to protect outbound sales activity, plan your day effectively, and focus effort where it delivers the greatest return. Productivity is driven through disciplined prioritisation as well as delivery against clear KPIs.

Salesforce is a core sales tool in the role. You are accountable for maintaining accurate CRM data and using it to target the right dealers, engage the right contacts, and deliver measurable outcomes, with clear ownership for portfolio performance.

What you'll be doing/ Core Responsibilities

Sales Strategy & Portfolio Planning

- Develop and execute **clear sales strategies** for your portfolio, with particular focus on **higher-value and higher-potential dealers**.
- Manage a **blended portfolio** of large, mid-tier, and developing dealers, tailoring engagement approaches by customer segment.
- Work in close partnership with **Relationship Managers**, taking strategic direction on priority accounts while leading day-to-day commercial conversations.

Motability Operations

- Collaborate with **Growth Specialists and Development Managers** to maximise the performance of new, reactivated, or non-buying accounts.
 - Use insight and data to identify **why accounts are not buying**, where effort should be focused, and how growth can be unlocked.
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Dealer Engagement & Relationship Management (Key Focus Area)

- Own a structured programme of **regular dealer engagement**, including, daily and weekly calls as well as **quarterly Microsoft Teams meetings with identified priority dealers** within your portfolio.
 - Where required, support **face-to-face dealer meetings** in partnership with VRM **Relationship Managers**, aligned to regional priorities, commercial opportunities, or higher-impact portfolio discussions.
 - Ensure all dealer interactions are **planned, documented, and followed up** within CRM, with clear actions and outcomes recorded.
 - Regularly review your portfolio to ensure **purchasing activity, pipeline opportunities, defleet readiness, claims trends, are effectively managed** to drive growth and consistency.
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Growth Mindset & Commercial Focus

- Demonstrate a **proactive, growth-first mindset**.
 - Prioritise **sales, retention, and account development** as the core purpose of the role whilst ensuring claims are effectively managed
 - Lead confident commercial conversations that **challenge, influence, and convert** dealer behaviour both across sales and Claims interactions
 - Recognise that sustainable capacity is created through **prioritisation and focus**, not just workload reduction.
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Time Management & Productivity

- Plan and structure your working day to **maximise outbound sales and growth activity**.
 - Balance portfolio engagement, follow-ups, meetings, and opportunity management through clear prioritisation.
 - Take ownership of personal productivity beyond KPI measurement, making conscious decisions about where time is spent.
 - Be able to clearly articulate how you create and protect time for growth activity within your portfolio.
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Motability Operations

CRM & Data Discipline (Salesforce)

- Use **Salesforce as a core sales tool**, not an administrative afterthought.
 - Maintain accurate, current, and actionable CRM data, including contacts, decision-makers, activity, and opportunities.
 - Use CRM insight to engage the **right dealers, the right contacts, at the right time**, supported by automated triggers (e.g. 7/30/60-day lapsed buyers).
 - Understand that CRM data quality directly impacts **sales effectiveness, forecasting accuracy, performance management, and team productivity**.
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Performance & Accountability

- Deliver against a **simplified KPI framework**, including:
 - Sales growth and portfolio engagement
 - Dealer retention and reactivation
 - Productivity and quality outcomes
 - Meet agreed **dealer engagement KPIs**, including completion and quality of **quarterly dealer Teams meetings**, with performance reviewed through regular 1:1s and performance discussions with your Team Manager.
 - Use performance data and dashboards to monitor results, identify improvement opportunities, and drive continuous development.
 - Be open to coaching, feedback, and ongoing improvement aligned to the CST DEV performance framework.
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Damage Claims & Issue Resolution (Portfolio-Based)

- Manage claims-related conversations on your own portfolio where required, focusing on **clear explanation, relationship management, and commercially appropriate resolution**.
- **Work collaboratively with the Condition Management (Claims) Team** throughout the claims lifecycle, ensuring accurate understanding of claim outcomes, evidence requirements, and condition standards.
- Operate within agreed **processes, governance, and escalation routes**, supported by the Condition Management and Inbound/Admin teams to deliver fair, consistent outcomes for dealers.

Minimum criteria

- Experience in a **B2B account management or sales role**, with accountability for managing and growing a portfolio of customers.

Motability Operations

- Demonstrated experience in **engaging customers through regular virtual meetings (e.g. Microsoft Teams)** and the ability to participate confidently in **face-to-face dealer meetings** where required, supported by Relationship Managers.
- Strong written and verbal communication skills, with the ability to deliver clear, professional, and sometimes challenging messages to customers.
- Proficient in **Microsoft Office and CRM-based systems**, with an understanding of how accurate data supports sales performance and portfolio management.
- Demonstrated ability to **self-manage, prioritise effectively, and remain highly organised** while balancing multiple activities, including sales engagement, follow-ups, meetings, and opportunity management.
- Proven capability to **work independently in a fast-paced, target-driven environment**, maintaining focus, drive, and momentum to deliver against agreed performance objectives.

Who you'll be working with

Condition Management Team: Assesses vehicle condition claims against agreed standards and valuation frameworks to determine fair outcomes. They work closely with Account Managers to explain decisions, review new evidence where appropriate, and finalise claim outcomes with dealers.

Operations Teams (Logistics): They will also work closely with the wider VRM operational teams, who are responsible for managing logistics partners and the publication of vehicles to the website.

Trade Credit & Online Support: Responsible for dealer onboarding, in-life credit management, and closure of customer accounts, providing essential operational support to ensure seamless customer journeys.

Growth: Focused on identifying and engaging prospective dealers, onboarding new partners, and driving initial purchasing activity through CRM-based campaigns.

Administrative Support: Coordinates key back-office and reporting activities, ensuring consistency, compliance, and accuracy across Customer Development operations.

Sales Support Specialist (Inbound/ Admin): Who are responsible for providing first-point resolution for all dealer-related administrative queries, enabling you to focus on proactive sales and growth activity.

Development & Relationship Management Team: The Relationship Managers manage senior-level relationships with larger dealers whilst the Development Managers are responsible for onboarding and developing high-value new dealer accounts.

We'll check these

DBS, Employment Reference and Right to Work checks where relevant.

Motability Operations

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 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](#) 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 → We find solutions
- We believe we must take the lead → We drive change
- We believe everything starts with the customer → We care

What we can offer you

Motability Operations



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

*Availability dependant on your salary level after deductions