



CREDO

Part of the
STAR
Asset Finance Group

Business Development Manager East Anglia Region

Credo Capital Finance, part of the award winning STAR Asset Finance Group, combines the capabilities of a national provider with the service and understanding of a truly local business. We enhance the genuine service valued so highly by SMEs, with the many benefits of national scale. We have exciting plans for rapid expansion to further increase our strong presence and market share in the East Anglia region.

We're looking for natural salespeople with a proven ability to build relationships, win new business and deliver results. Previous asset finance experience isn't essential, as we'll provide all the sector specific training you need. So, if you're a successful salesperson looking for an exciting new direction, we'd love to hear from you.

THE BENEFITS

We offer a competitive salary range for this full-time position, dependant on experience. The role comes with a great benefits package too. This includes:

- Enhanced holiday entitlement (25 days + Bank Holidays)
- Monthly commission bonus
- Car allowance
- Home based flexible working
- Salary exchange company pension scheme
- Group life assurance
- Other enhanced policies
- EAP app and phonenumber support
- Many other great benefits

THE ROLE

To increase sales opportunities and thereby maximise revenue to the Company by building key customer relationships, identifying new business opportunities, negotiating and closing business deals and maintaining extensive knowledge of current market conditions.

Duties will include

- Cold call/prospect for potential new business and turn this into increased business; identifying the decision makers within the company in order to build a pipeline of opportunities
- Handle objections by clarifying, emphasising agreements and working through differences to a positive conclusion; using a variety of styles to persuade or negotiate appropriately
- Plan approaches and pitches that can address the customer needs, concerns, and objectives
- Support the Head of Sales with any marketing initiatives to generate new business e.g. mail shots, customer calls, dealer visits, etc.
- Identify new opportunities for sales through campaigns and new distribution channels that will lead to an increase in sales
- Any other responsible tasks as requested by your manager
- Take initial enquiry dealers from customer or supplier; provide quote and process on the system
- Package proposals to send to funder and follow up as appropriate
- End user calls where relevant
- Use knowledge of the market and competitors to identify and develop the company's unique selling proposition and differentiators
- Ensure supplier lists are updated on a regular basis
- Participate in all mandatory training as requested
- Embed the conduct rules into all aspects of the role
- Keep up to date with compliance regulation updates including any changed within your role

ABOUT YOU

To be considered for our Business Development Manager roles, you will need:

- Strong sales focus and highly motivated to achieve targets
- Good business sense and an understanding of market principles
- Excellent communication and negotiation skills
- Well organised and able to work on own initiative
- A positive attitude and resilience to cope with set backs



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STAR Asset Finance are an equal opportunities employer, value diversity and are strongly committed to providing equal employment opportunities for all employees and all applicants for employment. Equal opportunities are the only acceptable way to conduct business and we believe that the more inclusive our environments are, the better our work will be. We promote equality of opportunity and are committed to ensuring that no individual is discriminated against on the grounds of age, disability, gender reassignment, marriage or civil partnership status, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

APPLYING

Send your up-to-date CV to careers@starassetfinance.com.

