

Area Sales Manager

Wellington / Napier / Hastings regions



About us

MTF Finance is 100 per cent New Zealand owned, and our history dates back to 1970. We provide innovative finance solutions to New Zealanders through our 53-strong (and growing!) franchise network, vehicle dealers and partners such as Trade Me. This has helped us grow into a NZDX-listed business with assets of more than \$830m.

Incredibly high standards drive us to give our customers the best service in the finance industry. Our NPS scores and review ratings are amongst the best in the world.

Our mission is to help New Zealanders get ahead by making lending about people again. We are launching new products and partnerships while staying true to our core, that we are people helping people, powered by a world-class funding system.

Our Values

Creating a shared sense of purpose is core to who we are. Our values underpin how we work together, and how we create values and solve problems for our customers, originators, and internal stakeholders.



Team:

Sales team

Reports to:

Chief Commercial Officer

Location:

Wellington / Napier / Hastings

Critical relationships:

- Franchisees and Franchise staff
- Dealer principals, staff and prospects
- MTF Finance National Office leadership and staff
- MTF Finance shareholders
- Partners, suppliers and consultants

Key performance indicators

- Revenue: growth and volume
- Revenue per client
- Profitability
- Customer growth, retention and satisfaction
- Behaviours

About this role

Our Area Sales Managers are the primary relationship between MTF Finance originators (franchisees and dealers) and MTF Finance's National Office. As an Area Sales Manager, you will business partner your originators to proactively drive performance and growth with a strong focus on generating revenue. Being in front of our customers every day, you will facilitate exceptional customer service and promote collaboration between our originators and our National Office team.

A dynamic, engaging and motivating sales and account management professional with a naturally collaborative style, you will demonstrate social confidence, exceptional relationship and stakeholder management, business acumen and communication skills.



You will attract and retain quality dealer business by establishing and maintaining positive business relationships with dealers, supporting them to continually improve and grow their portfolio with quality business, as well as support a portfolio of franchises and supporting the franchise owners and their staff in adopting our systems and processes.

Key accountabilities

1. Franchisee business partnership and relationship management

- Business partner with MTF Finance franchisees, assisting them to grow sales, market share and the value of their business.
- Franchisee / Franchisor relationship management; coordinate positive professional relationships based on trust, confidence and mutual success between Franchisees and National Office.
- Franchisee performance analysis, evaluation, and business improvement coaching to drive strong commercial performance.
- Assist Franchisees with developing sales and marketing plans to grow sales performance, acquire new customers, and an understanding of business processes.
- Manage franchisee responsibilities and obligations to the MTF Finance franchise system including performance monitoring and reporting.

2. Dealer business development and relationship management

- Work with MTF Finance dealers within a defined territory to support them with sales opportunities, attract new business and resolve any business or technical challenges.
- Grow MTF Finance's share of the dealer finance market through the acquisition and management of dealers writing quality business.
- Be a valued business partner to our dealers by delivering year on year growth (value and volume as defined by individual KPI's).
- Assist dealers with developing sales plans to grow sales performance.
- Prospecting of potential new dealers to establish positive long-term customer relationships.
- Act as an advisor and consultant to maximise F&I commission of dealer originators through training, mentoring and support of the dealer network.

3. Growth and Revenue development

- Manage and grow the franchise and dealer business in line with MTF Finance's business goals, providing solutions-focused customer service to develop and maintain long-term business relationships.
- Encourage high-sales and solutions-focused customer service within the MTF Finance originator network, whilst meeting our obligations as a responsible lender.
- Ensure originator activities reflect best practice of MTF Finance's standards and systems.
- Help manage and reduce MTF Finance's credit risk within the sales channel.
- Monitor, manage and enhance originator performance against relevant KPIs.
- Proactively drive continuous improvement, growth, and advancement of the originator network
- Upskill Franchisees, Dealer Principals and their staff on relevant MTF Finance products, services and offerings.
- Act as the primary contact for originator disputes, confidently delivering contentious decisions in a constructive, objective manner to ensure progress and a positive outcome (escalating to Chief Commercial Officer as required).
- Provide onboarding and training support for new originators and identify training and development requirements within the originator portfolio, suggesting appropriate development opportunities.
- Proactively performance manage, and if necessary, recommend exit of originators due to poor performance or breach of MTF Finance / legislative requirements.



- Work collaboratively with other members of the Sales team and National Office to achieve progressive outcomes.

Essential skills and experience

- Exceptional relationship and stakeholder management skills and proven success developing and nurturing effective long-term relationships with customers.
- Strong sales and negotiation skills.
- Financial analysis, the ability to work with metrics and data, and communicate financial concepts in a manner which is easily understood.
- Inquisitive and insightful, strong analytical and problem-solving capability.
- Champion of change, innovation, and continuous improvement.
- High level of business acumen.
- Drive and support business transformation.
- Self-management and ability to meet deadlines.
- Effective written and oral communication.
- Tenacious and resilient, with the ability to remain calm when challenged.
- Able to work collaboratively with customers and stakeholders, and within a team.
- High levels of integrity and privacy, able to maintain strict confidentiality.

Essential knowledge and experience

- Minimum 5 years' experience in a sales / business development / client relationship focused position
- Experience coaching and driving commercial performance in franchising and/or business to business environments.
- General business knowledge, with specific understanding of the motor vehicle industry.
- Finance industry experience is desirable, as is a thorough understanding of consumer lending legislation, including CCCFA and Anti-Money Laundering & Countering Financing of Terrorism rules and regulations.
- Strong Microsoft Excel, Word and Outlook skills with an enthusiasm for, and ability to adapt to new technology.
- Tertiary qualification in a relevant discipline (an advantage, but not essential).

Attitude and values

- Action orientated, and solutions focused – committed to driving the goals of MTF Finance.
- Flexible and adaptable – embracing change to make things better.
- An enthusiasm for learning new ways of working, motivated to develop new skills and knowledge.

Date: January 2023

Changes to position description

From time to time it may be necessary to consider changes in the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This position description may be reviewed in consultation with the jobholder and manager as required.