

# Business Development Manager – London/Home Counties



## About Lightfoot

We are Lightfoot, a high-growth technology company based just outside Exeter that is trying to make a difference worldwide, one driver at a time.

We help businesses and private motorists improve performance and safety. Our technology has been proven to reduce fuel use and emissions rates by 10-20%, and at-fault accidents and wear and tear by 40-50%. All that from a clever little gadget made in the beautiful Devon countryside. Good, eh?

Our technology is pretty smart – it connects to your vehicle’s on-board computer and uses all of the live data it produces to analyse how efficiently you are driving. It’s similar to the way they analyse performance in Formula 1. Lightfoot turns all that data into simple feedback for you – the driver – so you know when you’re pushing your vehicle too far and can bring it back to maximum efficiency.

We are a growing business and have recently taken private-equity investment from the Business Growth Fund. We’ve moved into a brand-new, state-of-the-art office near Chudleigh (which was voted Exeter’s ‘Best Workspace’) and are excited to keep growing the Lightfoot family with like-minded, passionate individuals.

## Job Outline

We are looking for an exceptional, innovative and highly motivated individual to contribute to and share in the success of our experienced and ambitious sales team. Your focus will be on creating, managing and closing exciting opportunities within the fleet market.

This is a home based role where the applicant will be required to travel to client meetings on a regular basis, as well as quarterly visits to our Head Office in Chudleigh, Devon when overnight stays will be required.

## Roles & responsibilities

- Delivering new sales of the Lightfoot Solution
- Reporting into the Head of Sales, you will be working with him to develop new relationships with fleet customers, demonstrating and facilitating the purchase of our award winning technology.
- Spreading the Lightfoot story to our partners whether to individuals, offices, their client events or at customer meetings. You will be able to demonstrate outstanding success at presenting and selling to C-Suite Executives and Company Boards across all size of organisation.
- Building and cultivating relationships with new offices/regions and partners in order to create opportunities.
- Attending regular prospect meetings by phone and in person, clearly understanding the customer requirement and addressing their needs in the proposal put forward.
- Working closely with all internal departments and teams to ensure the Lightfoot proposition is fully understood and delivering exceptional customer experience.
- Capturing information in our CRM system and ensuring all communications and outcomes are correctly recorded.
- Provide a summary report on weekly performance at sales meetings and as required by the business.

## Desired skills and experience

- Demonstrable success in prospecting, negotiating and converting direct sales leads and opportunities within a Fleet environment
- A highly commercial focus; self-starting with a genuine drive to increase sales and profitability and an outstanding track record in competitive and dynamic B2B environments
- Exceptional relationship skills, with the ability to understand complex buying environments and interact at all levels through internal and external stakeholders
- Ability and motivation to self-generate leads, opportunities and sales through a variety of sources, including your own networking
- Ability and attitude to meet and/or exceed results and activity targets
- Excellent organisational skills and the ability to prioritise workload to achieve required personal and organisational objectives
- Excellent spoken and strong written communication skills
- Experience working with Salesforce CRM, LinkedIn etc
- Computer & IT literate, including Microsoft Office suite

## Personal characteristics

- Ambitious, results-driven and highly self-motivated
- Credible, reliable and honest
- Confident and articulate in all forms of communication and able to adapt your style to suit each situation or audience
- Organised and attentive to detail
- Personable and outgoing, with a good sense of humour
- Full UK driving licence and prepared to travel extensively across the UK

## Salary & benefits

- Competitive salary & commission structure
- Participation in employee bonus scheme
- 24 days leave entitlement plus Bank Holidays and your birthday off
- Company car or car allowance
- Employee benefits platform including discounts at high street retailers, experience days and gym memberships
- Health & dental cashplan

## Location

- Home based in either London or the Home Counties (Berkshire, Buckinghamshire, Essex, Hampshire, Hertfordshire, Kent, Oxfordshire, Surrey, and Sussex). This role will also include regular travel across the UK.

## How to Apply

If you think you could be who we're looking for, please forward an email briefly summarising why you'd be great for the role, and include a copy of your CV, to [work@lightfoot.co.uk](mailto:work@lightfoot.co.uk).