FOLK 2 FOLK
SECURED INVESTMENTS & LOANS

Sales Manager

Purpose: The Sales Manager is responsible for maintaining a strong and sustainable flow of new business opportunities from the direct, broker and intermediary market, whilst driving disciplined pipeline management and performance reporting. Working closely with colleagues across underwriting, credit, completions and marketing, the Sales Manager will oversee sales activity, monitor key management information (MI), identify opportunities to improve conversion and efficiency, and support the delivery of the company's wider commercial objectives.	**Reports to:** Head of Commercial **Direct Reports:** Relationship Managers **Location:** Hybrid but expectation to attend the Cornwall Head Office once per week, or minimum twice a month depending upon location. **Status:** Full Time

Key Responsibilities

Sales Pipeline Management

- Own and actively manage deal origination via direct, broker, and other introducer channels
- Monitor, coordinate and actively manage sales team and individual RM activities.
- Monitor MI for lead generation, conversion rates, deal progression and completion performance as agreed with Head of Commercial
- Monitor opportunities, flag bottle necks and recommend corrective actions to support an efficient end to end sales process.
- Work closely with underwriting, credit and completions teams to support the achievement of desired conversion rates.

People management

- Line management of Relationship Managers (currently 3), including 121s, coaching, performance reviews, activity standards, target accountability, holiday/resource cover, signing off expenses etc.
- Recruitment, performance reviews, activity standards and expenses to be reviewed and agreed with Head of Commercial

Sales Operations

- Support Head of Commercial in the development and build of the Sales Operating Framework.
- Support delivery of sales improvement projects and growth initiatives.
- Assist with the development of sales processes and customer journeys.
- Identify opportunities to improve efficiency through automation, reporting and technology.
- Work collaboratively with Marketing to maximise lead generation and campaign effectiveness.
- Capture market intelligence and Broker insights for sharing with Head of Commercial.

FOLK 2 FOLK
SECURED INVESTMENTS & LOANS

Business Development

- Maintain and grow relationships with brokers, introducers and professional intermediaries in accordance with the Sales Operating Framework
- In conjunction with the Head of Strategic Capital, Identify, investigate and, where agreed, secure new sources of lending opportunities
- Develop account plans for key introducer relationships and Broker networks, in partnership with Head of Commercial.
- Represent FOLK2FOLK at networking events, exhibitions and industry conferences.
- Promote FOLK2FOLK's lending proposition with industry participants, brokers and borrowers
- Grow, develop and 'farm' own pool of Broker relationships

Performance Management

- Drive activity levels across the sales function.
- Agree, monitor and drive team performance against KPIs and other performance metrics set with the Head of Commercial
- Monitor individual and team performance against targets.
- Support coaching and development of sales team members.
- Share best practice across the sales function.

Management Information and Reporting

- Produce regular sales MI and performance reporting as agreed with the Head of Commercial
- Ensure CRM data entry, quality and reporting integrity.
- Present sales performance updates to the Head Commercial and Senior Management Team.

Compliance and Risk

- Operate in accordance company policies and internal controls.
- Ensure all introducer relationships are managed appropriately and professionally.
- Maintain accurate records within CRM and associated systems.
- Support a culture of responsible lending and customer fairness.
- Ensure that FCA compliance and other financial regulations are adhered to.
- Make sure that any sensitive data is collected and recorded according to GDPR

Knowledge, Skills and Competencies

FOLK 2 FOLK
SECURED INVESTMENTS & LOANS

Essential

- Minimum 5 years' experience within any of the following sectors: Property Finance, Commercial Mortgages, SME Lending, Asset-Based Lending, Bridging Finance, Development Finance, Specialist Banking
- Experience gained within a UK retail bank, challenger bank, specialist lender or non-bank lender.
- Experience within secured lending or real estate finance.
- Proven track record of achieving lending or origination targets.
- Experience managing sales pipelines and forecasting future business volumes.
- Experience of managing or coordinating business development teams
- Strong broker and intermediary relationship management skills.
- Demonstrable experience producing and analysing management information.
- Excellent communication and stakeholder management skills.
- Strong commercial awareness and credit appreciation.

Desirable

- Knowledge of Salesforce or similar CRM platforms.

Personal Attributes

The Postholder will be commercially driven and highly motivated with strong attention to detail. They will embrace a data-led approach to performance management be organised and disciplined in pipeline management. They will be relationship-focused with excellent interpersonal skills and a strong team player who collaborates effectively across departments.

Key Values and Guiding Principles:

Fairness: We ensure Fair Exchange, do the right thing, and give people a fair chance.
Openness: We are honest, transparent, and do what we say we'll do.
Loyalty: We're 100% committed to our customers, each other, and the success of F2F.
Kinship: We're all in this together!
Seize the day: We use our initiative and take action.