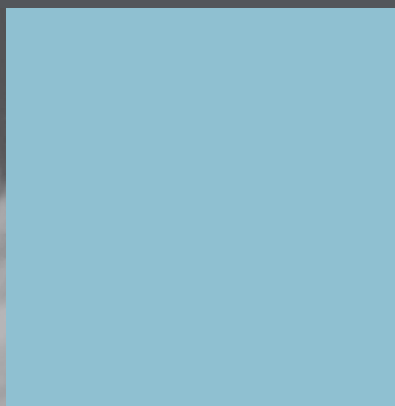




MARTYN FIDDLER AVIATION

OPPORTUNITY PROSPECTUS

BD & SALES EXECUTIVE GERMANY, FRANCE, SWITZERLAND



ABOUT MARTYN FIDDLER

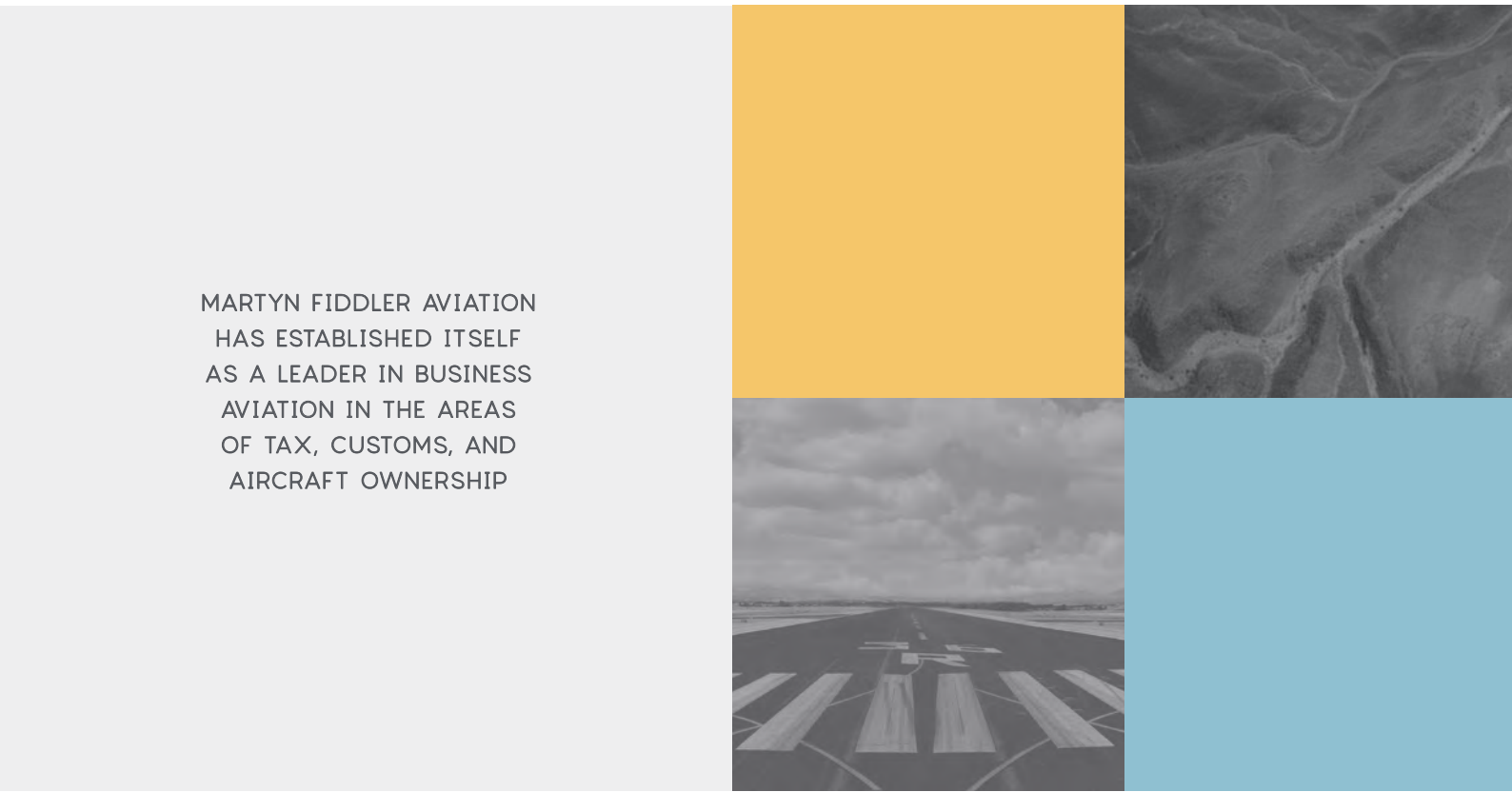
Martyn Fiddler Aviation has established itself as a leader in business aviation in the areas of tax, customs, and aircraft ownership. With 40 years' experience helping clients own and import their business aircraft into the EU and UK, Martyn Fiddler Aviation focuses on selling piece of mind through being tax compliant and protecting an aircraft owner's cash flow.

They have unrivalled in-house capabilities to identify issues and provide solutions for business aircraft owners and operators. From their offices in UK, Ireland and Isle of Man they deliver services into Europe's most important aviation markets.

Their clients benefit from the experience, training and expertise of a dedicated business aviation team working together on solutions which can save the client time and expense. Historically the introducers of business to Martyn Fiddler Aviation are lawyers, brokers, operators and OEMs.

The culture at Martyn Fiddler Aviation is professional, relaxed and highly collegiate with many of the team members having worked there for over a decade.

Martyn Fiddler Aviation are now looking to expand their tax services in Germany, France and Switzerland. To enable this growth they wish to engage a senior BD & Sales Executive. This person will understand the value Martyn Fiddler Aviation brings to aircraft owners, and will engage with the aircraft industry to increase tax sales.



MARTYN FIDDLER AVIATION
HAS ESTABLISHED ITSELF
AS A LEADER IN BUSINESS
AVIATION IN THE AREAS
OF TAX, CUSTOMS, AND
AIRCRAFT OWNERSHIP



ABOUT THE OPPORTUNITY

BD & SALES EXECUTIVE, GERMANY, FRANCE, SWITZERLAND

Working closely with the leadership team you will be responsible for attracting and retaining client relationships in the business and corporate aviation markets. You will work closely with the Isle of Man, UK and Irish offices, in particular the tax team, to understand the tax and ancillary services being offered and the value they bring to aircraft owners.

Purpose – To increase sales of tax advice through Martyn Fiddler Aviation in Europe with a particular focus on Germany, France and Switzerland.

It is part of Martyn Fiddler Aviation’s business development strategy in the UK & Europe to increase the sale of tax advice as this increases the opportunity to sell other (high value) services to aircraft owners.

Level of autonomy and responsibility - Works with high level of independence, within broad guidelines and aligned to strategic objectives, and in co-operation with clients and Martyn Fiddler colleagues.

Contributes to the overall business strategy and growth agenda for Martyn Fiddler Aviation globally.

The position is offered as fully remote working, though frequent travel is expected.

“We offer a high degree of flexibility in when, where and how you undertake the role”.

BUSINESS DEVELOPMENT, LEAD GENERATION AND SALES

- Initiating direct contact with prospective clients
- Managing the sales process
- Development of a referral network
- Identify and engage aircraft owners and their family/support offices to identify tax advice and sales opportunities in UK/Europe (with a particular focus on the German, French and Swiss markets).
- Identify and organise new networking and profile raising opportunities for Martyn Fiddler Aviation with a view to attracting new clients to buy business aviation tax/VAT advice in Germany, France and Switzerland.
- Work with the tax and marketing divisions to create and execute targeted marketing campaigns designed to raise our profile and win new business to our tax division.
- Advise on pitch strategy, help prepare pitch documents, manage rehearsals for new business pitches and perform pitch debriefs.
- Support on ad-hoc projects.

BUSINESS ANALYSIS AND PLANNING

- Conducting research and analysis on relevant potential clients, competitors, markets and industry trends.
- Financial analysis in relation to tax clients, products and markets.
- Contributing to the creation of group strategy for VAT and tax advice sales.
- Ongoing monitoring of personal business development spend, business development activity and return on investment to ensure initiatives are effective and meet objectives, new opportunities are identified, follow up is completed and improvements identified.
- Work within a given budget

CLIENT DEVELOPMENT AND RETENTION

- Identifying key clients and referral sources for client development and retention programmes.
- Engaging with potential clients to understand their needs and to sell our tax services to them.
- Identifying business growth opportunities across the existing client base.
- Recording and tracking all sales progress with potential clients, tracking and reporting on value-added activities and investments made in clients.

NEW BUSINESS DEVELOPMENT

- Documenting business development plans for targeting business and corporate aircraft industry, monitoring progress and adapting where necessary.
- Identifying and proactively seeking platforms to raise the firm profile within the business and corporate aircraft aviation industry.

TECHNICAL KNOWLEDGE AND SKILLS

Essential

- 10+ years of business development, sales and/or account management gained in professional services.
- Deep experience in submissions/pitch environments, including developing winning strategies and client value propositions
- Depth of knowledge of business development strategies and initiatives in relation to selling complex business solutions
- A high level of expertise in Business-to-Business communications, marketing and brand management.
- A problem-solving attitude
- Strong presentation skills
- Strong project management, process and co-ordination skills
- Fluent in French, English and German languages
- Proven track record in identifying and creating sales opportunities and building successful sales from this.





Q & A

WITH MARK BYRNE, FOUNDER

Why is this an exciting time to join Martyn Fiddler?

Firstly, there are a lot happening in the aviation sector which is seeing unprecedented demand from clients. Our services are in high demand especially in areas of tax advice, customs handling and aircraft ownership. Such an active and buoyant market translates to lots of opportunity for our clients to sell or purchase aircraft and therefore the services and advice we provide them.

As the head of the Martyn Fiddler Aviation team, what is your vision for the future?

Growth and expansion into related markets. We have established a reputation as the trusted partner in matters of tax, customs and ownership in business aviation and want to apply our same standards and ethics into aviation and other moveable assets equally.

How would you describe the culture?

The working culture is best described as a flat structure which gives you access and collaboration opportunities with senior stakeholders, and

recognition for the value you bring to the business. We have a 'can do' attitude and value innovation and self-motivation from our teams.

What do you envisage the day to day of the role will be?

Martyn Fiddler Aviation is fast paced. We make decisions quickly and this person will work directly with clients and their advisors to assist with aviation transactions and develop client relationships. We expect this person will be an active part of the team and working with us to continuously improve our internal processes and external communications.

A commercial mind-set is critical. Someone who is curious about the transactions and who wants to learn and develop best-practice in all areas of their work. Positivity is key, as is the willingness to have ideas and try new things. Martyn Fiddler Aviation offers a professional, relaxed and collegiate environment and so someone who has the confidence to coach and encourage others whilst being prepared to roll up their sleeves will succeed.

HOW TO APPLY

Martyn Fiddler Aviation has recognised the strategic importance of this role and has invested in a talent search campaign with Seldon Rosser.

To express your interest in this opportunity please contact
Graham Seldon (UK)
graham@seldonrosser.com
+44 7384 447 633



MARTYN FIDDLER AVIATION

martynfiddler.aero

SELDON
ROSSER

seldonrosser.com