



SALES
SOLUTIONS
EXPERTS

Spotlight on our people:

**A CAREER
TRANSITION
FROM
EVENTS TO
SALES**

SPOTLIGHT ON OUR PEOPLE: A CAREER TRANSITION FROM EVENTS TO SALES

Transferable skills are met with enthusiasm during an interview with PMD Business Finance. It's the people that we hire, and their personal qualities, that help shape our business – regardless of their previous work experience.

Rob Greenhalgh, Business Development Director at PMD, was promoted in the Sales Solutions Experts team in January 2021, following a successful three years after a bold transition from the events industry.

We recently caught up with him to see what advice he has for anyone else thinking of a change in career and why asset finance is an industry to thrive in.

You previously worked in events and had never worked in sales prior to joining PMD. What attracted you to working for PMD?

It was actually by chance. A PMD employee had been supporting the company I worked for at the time to invest in new equipment as they were expanding, and they suggested I could be a good match. I was asked to meet the team to see if I would be a good culture fit and the conversation turned into a job offer. I haven't looked back since!

At PMD, we believe many skills are transferable and it's the attitude that makes our people thrive. What skills did you take from your previous role and adapt for PMD?

Mainly the people skills and confidence to deliver a message in front of a large group. My previous experience standing up in front of hundreds of people as an Event Manager & Host meant that I had to channel this confidence into just one person at the end of the phone to help them understand what we were offering to their business.

The organisational skills of having to plan, implement and deliver a large scale event have also helped me to organise my approach in finance when supporting numerous supplier partners and clients.

What challenges did you face working in a new sector and how did you overcome them?

Knowledge and understanding. I had to learn the role from scratch with no experience of the sector.

But the patience and wealth of knowledge that my colleagues showed me meant I was able to listen and question the reasons behind their actions. Learning from the ground up has meant I haven't brought with me any previous bad habits and can be open minded with our customers to deliver the best service possible.

At PMD we are open and transparent about the career progression opportunities we offer. Can you tell us about your career progression since you started at PMD?

I started learning about the business in a Sales Support role, understanding how we transact and look after our customers from the initial enquiry to completing their finance agreement. I was then briefly moved into a Sales Executive role, speaking with prospects to see if I had the ability to progress in the early stages.

After three months I became Account Manager, which involved looking after our internal supplier partners which taught me my account management trade. I brought in new business with this role so the pressure turned up considerably.

Two years into the role, I have now moved into the Business Development Director role, achieving my initial goals since I first started.

What would you tell someone looking to apply to PMD about the culture of the team?

You will be wholly welcomed from the start. The comradery we have here will urge you to succeed and the knowledge, experience in this company is second to none. At PMD we win and lose together so you really are part of a genuine team.

What advice would you give someone looking to move into a sales role for the first time?

Don't wait, don't think about it, just do it. My only regret is not having started on this career path sooner.

With sheer effort, a great attitude, the right company and likeminded people around you, you will undoubtedly succeed.



Give Lee Schofield a call on 07887 543 582 if you think you've got what it takes to join a business that is raising the bar within our industry