

Peri-Ann Lively Gener8 Finance

As Business Development Executive (BDE) at Gener8 Finance (Gener8), Peri-Ann met with B4's Richard Rosser to explain more about her role as Gener8's first BDE, the wider role of Gener8 as part of 1pm plc (1pm) and her ambition's to become a Business Development Manager (BDM).

Edited by: Richard Rosser Photography by: Rob Scotcher

Peri-Ann started her career at Grafton Merchanting, joining the business straight from Wheatley Park School. During her five years there she gained extensive knowledge of banking and the reconciliation process. "It was a great place to learn the trade but felt the opportunities were limited to expand beyond the role. As an ambitious professional, I looked around for other opportunities and was interviewed by Gener8, openly admitting in my interview that I didn't have an in-depth knowledge of the industry but had a willingness to learn."

That didn't matter. Gener8 quite clearly saw the ambition in this confident and engaging candidate and Peri-Ann got the job. "I started working on the bulk reconciliations and as we are also part of UK Finance (previously ABFA) we were able to use their training platform – Introduction to Invoice Finance – which helped significantly PLUS excellent in-house training."

"The whole team at Gener8 supported me, challenging me to expand my skillset and take on board the legal side of the job, which I initially found quite daunting. Having been with the company 4 years now, I thoroughly enjoy how varied my role is and jump at the opportunity to take on new challenges. I regularly network with the industry to build relationships with key introducers and will assist in all aspects of the business development process. I attend meetings with Head of Sales, Mark Riches which I find to be a great learning experience. I take responsibility of preparing all the paperwork ready for underwriting and the client take-on process to take place."

"From that first interview my knowledge has grown considerably. I am always learning as it's a fast-changing industry and Gener8 are always providing me with new opportunities. A key part of my role is learning through experience and I am lucky to be surrounded by an incredibly

experienced management team, which allows our prospects, clients and introducers to receive a high level of service every time they deal with us."

"At 26 years of age and still early into my career, I thoroughly enjoy working as a BDE right now, especially assisting the business development team hit their targets, and am excited to one day move into a BDM role. Gener8 is a friendly place to work and we continually strive to deliver a market leading service for our clients. A large part of our role is to build strong, trusted relationships with both our

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clients and introducing partners. Our transparent approach means that we make sure we put the correct funding package in place to help businesses grow and won't sell something that isn't right. Fortunately, as part of the 1pm group of companies (1pm) we offer a portfolio of financial solutions, so if invoice finance isn't right, we can provide an alternative funding solution that is."

Gener8 have reported a strong financial year with a portfolio of 145 clients, and approximately £16 million funds in use. As part of 1pm, Gener8 also provide access to a multi-product range of business finance solutions to the UK market from invoice finance, asset finance,

commercial loans through to vehicle finance. 1pm currently support over 16,000 businesses with over £130million of funding support. So if you or a business you know are looking for a funding solution, whether it be to purchase a new piece of machinery or equipment, or release cash flow, do contact Peri-Ann and she will be pleased to assist with your enquiries.

"Being based in Oxfordshire, I am keen to further develop our client base here. We have a very strong presence in the rest of the south of England, and we know we have the team in place to really help businesses across the South grow. So please do get in touch if you or a business you know have any finance requirements."

MORE ABOUT GENER8

- Supporting SMEs with invoice finance funding facilities from £50,000 to £1 million
- Experienced team of 18 based at Milton Park
- Four BDM's covering the south of England
- The Difference Between Factoring and Invoice Discounting: With Factoring, the funder manages the sales ledger, credit control and will collect settlement of clients' invoices on their behalf. With Invoice Discounting, the client retains control of its own sales ledger and collects payments in-house
- An average client lifespan is 4.5 years – Gener8 don't lose clients on service or business failure
- Management team has been strengthened across the group with the recent appointment of Tansy Cunningham (Battson) to Head of Business at Gener8, David Jones to the new role of Head of IT, Lorraine Neyland to Head of Risk, and Carol Roberts to Head of Vehicles



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INVOICE FINANCE IN PRINCIPLE

Gener8's role is to advance clients cash against their invoices. They can advance clients up to 90% of the invoice value within 24 hours. Once payment has been received from their customers, Gener8 will release the rest – minus their pre-agreed fee.

Fees are generally determined by the amount clients wish to borrow and these are always agreed in advance, so at all times the client will know what they will pay. It's a quick, simple, reliable and cost-effective process that has driven sustained growth for many SMEs across the UK.

INVOICE FINANCE FUNDING FACILITIES EXTENDED FOR GENER8 FINANCE AS PART OF THE 1PM GROUP

Gener8 recently announced that they have put in place new and expanded invoice finance funding facilities. 1pm, has signed a new two-year back-to-back funding facility with Natwest for both invoice finance subsidiaries, Gener8 and Positive Cashflow Finance.

The new facility consolidates and replaces on similar terms the existing £37m facilities currently in place. This new facility also includes an additional £5m of accordion funding to meet the companies' growth aspirations for the near term enabling them to provide further funding to SMEs across the UK.

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