

**MAGNETIC**  
BUSINESS DEVELOPMENT LTD



# ATTRACTING BUSINESS PROSPECTS

All our services are designed to help businesses  
attract prospects and secure new business

# Client Testimonials

**”** *Magnetic BD has been working closely with the team at Kingspan Water & Energy to clearly identify our various and varied targets. They have helped us to create individual and compelling communications messages that are relevant and compelling to each of our target groups. They have also helped us to identify and clearly articulate key selling points and solution benefits and are now working with the Kingspan team to shape and develop an overall big-picture proposition.*

*We are now working together to deliver the above communications messages to our target audience through intelligent, new business prospecting – by phone and by email and they have already secured a number of on target meetings on our behalf, in a very short period of time.*

**James Curran | Business Development Director  
KINGSPAN WATER & ENERGY**

**”** *Ebony and her team work in such a way that they are a joined-up extension to our in-house sales function. Their approach in creating new leads is ultra professional. Ebony knows her business, she loves marketing and, even more so, helping her clients win new business.*

**Neal James | Managing Director | PANTHERA GROUP**

**”** *Being a company that offers bespoke automation solutions to the food, beverage, postal, courier and distribution industries, proactive marketing is essential to ensure we are in the right place at the right time for potential projects. However, presenting our broad range of services in a clear, concise way to potential clients is not straightforward. Magnetic BD have assembled and pursued a marketing campaign over the course of this year which has provided a number of excellent leads which we are continuing to develop. Further to this, Magnetic have adapted and continued to work tirelessly and unhampered despite the challenges presented by COVID-19.*

*Top marks for communication and professionalism, the WSS team look forward to continuing to work with Magnetic BD.*

**Keith Wright | Senior Project Manager  
WORLDWIDE SITE SERVICES LTD**

**”** *What I value about Magnetic BD's support is not only their ability to develop positive relationships with a range of business prospects, but also their sound, constructive and professional advice on a range of marketing and business development issues. They continue to help build our business and our reputation.*

**Mike Pounsford | Managing Director | COURAVEL**

**”** *Magnetic BD have exceeded expectations at every point.*

*The level of interest that they have shown in learning about relevant demographics has not only impressed but their questioning and process has actually led us to evolve our own practices.*

*Friendly, professional and ridiculously capable and without any doubt the best value associates that we have encountered in the marketing sector.*

**Daniel Harwood | Managing Director  
CONSORT INSURANCE**

**”** *The decision to outsource our business development process was a difficult one to make however the team at Magnetic Business Development have supported the Crown Highways business in opening lots of doors in the short time we've been working with them. The increased exposure to new and old clients will stand Crown Highways in good stead as we work to grow our business.*

*The team at Magnetic BD are professional, easy to work with and have worked tirelessly to arrange meeting opportunities for our team to show what services our company has to offer.*

**Mike Dale | Managing Director | CROWN HIGHWAYS**

**”** *We have been thoroughly impressed with the results that Magnetic BD have produced for us, ever since we started working with them. Friendly team who have all adapted to our rather niche industry – would highly recommend them to any business requiring support with their sales function.*

**Daniel Callaghan | Head of Sales  
UNITED LEGAL ASSISTANCE**

**”** *We provide an insurance claims management service and have a national network of contractors and surveyors.*

*I have worked with Ebony and her team for some time now and her ability and desire to completely understand your business and then to translate that to the needs of your potential clients is outstanding.*

*She also has a gentle tenacity that reaped rewards for us in a very short period of time and she appears to have instilled that same quality in her team.*

**Peter Smith | Managing Director  
THE BUILDING REPAIR NETWORK LTD**



# About Us

**Since 2005, Magnetic Business Development has successfully and conscientiously represented companies from all industry sectors, offering a range of outsourced strategic sales and marketing solutions. Our services are designed to help our clients become resilient through the identification, engagement and development of strategic, new business relationships.**

We work across a range of industry sectors and support companies of all sizes, from start-ups to SMEs, to larger national organisations. We work well with companies who have a complicated or technical proposition and/or high value sales. We are particularly strong within manufacturing, engineering, construction, environmental, financial services and innovation. We operate seamlessly and remotely, yet in close partnership with all our clients.

We represent companies throughout the UK and also support companies from Europe, the Middle East and Australasia, helping them to enter, and work with, the UK market. Each of our clients is unique, each with a different culture and a different way of working, and we believe that our ability to recognise and accommodate these differences sets us apart from the competition.

Our expertise in effective business marketing communications means that we are also able to clearly articulate business propositions and bring clarity and consistency of message to any organisation.

## What we do

Outsourced strategic sales and marketing solutions, including lead generation, new business prospecting, telemarketing, telesales, market research, communications, website design, SEO and graphic design.

## Why we do it

We're passionate about helping businesses succeed by connecting them with other businesses. We take great delight in helping other businesses thrive through the use of proven sales and marketing techniques.

## Who we are

Charismatic communicators, marketing experts, talented designers and strategic thinkers; capable of delivering 'sales ready' prospects through the cultivation of genuine and positive business relationships.

**We understand that successful businesses are built upon effective business strategy, aligned with powerful communication and sharp creativity. To achieve the best results for our clients we consider every aspect and understand how each part of the puzzle fits together.**

Magnetic Business Development's founder and CEO, Ebony Varney, holds a First Class Honours Degree in Marketing Communications obtained from the University of Greenwich, London.

Ebony is an experienced strategic sales and marketing professional who combines a unique understanding of sales and marketing principles.

With a keen interest in psychological theories in relation to consumer behaviour, Ebony recognises the power, impact and influence of intelligent marketing communications. Extremely diligent in all aspects of her work, her overall aim is to ensure that the Magnetic BD brand and all of Magnetic BD's clients remain as resilient as possible, whilst maintaining a reputation for professionalism and quality.

**”** *I'm particularly interested to observe how words have the ability to provoke emotions and influence consumer behaviour and the psychology behind that is fascinating. My dissertation at University was on the topic of Symbolic Consumption and this is a subject that greatly interests me.*

*I don't believe in marketing waffle and respect all sales people who sell with integrity. We're extremely proud of the work we do and all our services are designed to help our clients succeed.*

**Ebony Varney | Founder and CEO**



## Our Services

All services offered are designed to help our clients put their best foot forward, attract new customers and win new business.



**OUTSOURCED SALES & MARKETING**



**NEW BUSINESS PROSPECTING**



**WEBSITE DEVELOPMENT**



**SEARCH ENGINE OPTIMISATION**



**GRAPHIC DESIGN**



**BUSINESS DEVELOPMENT**



# Outsourced Sales & Marketing

**We're passionate about helping businesses succeed by connecting them with other businesses. We take great delight in helping companies thrive through the use of proven sales and marketing techniques.**

Magnetic BD provides sales and marketing as a service. Outsourcing your sales and marketing function brings with it many benefits including: time and cost savings, expert skills and efficient delivery. Our talents encompass both on and offline strategies, and our work seeks to help our clients clearly articulate their proposition, highlight key benefits, establish a strong market position, raise brand awareness, secure business relationships and attract more customers. We don't believe in mass distribution email campaigns and would never take a scattergun, faceless, call centre approach to develop quality new business relationships.

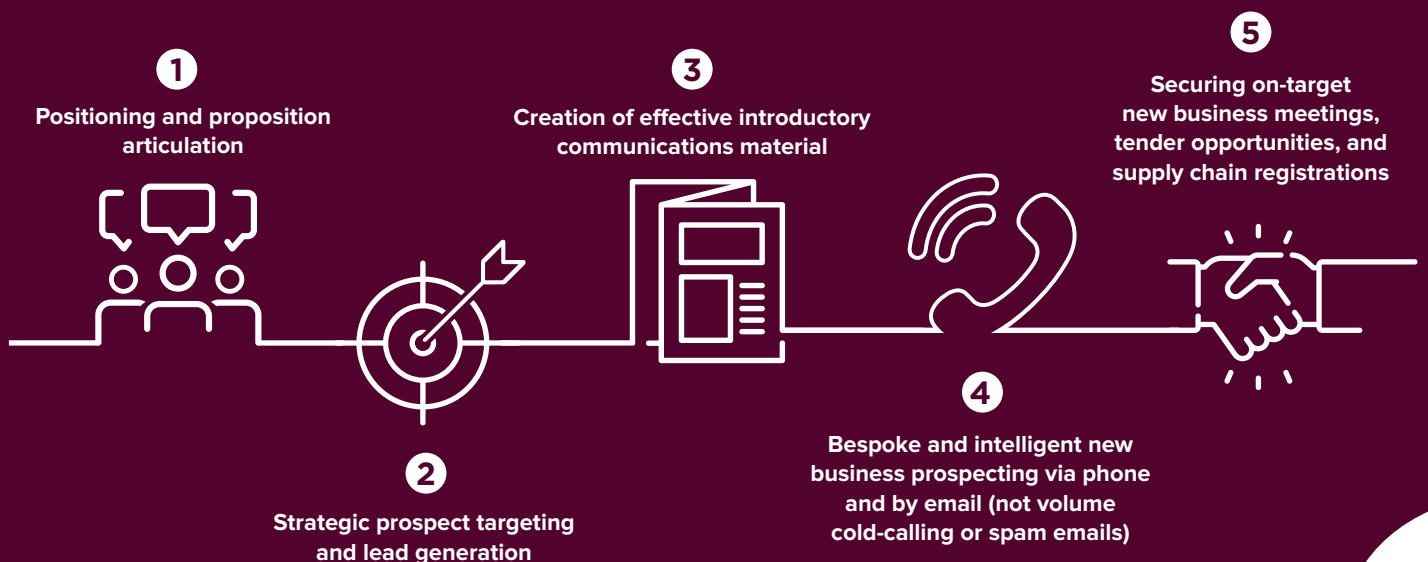


# New Business Prospecting

**Acting as your seamless sales team we deliver an effective outsourced sales solution including lead generation and new business prospecting – via phone and email. On behalf of our clients we consistently attract on-target prospects and secure well qualified meetings.**

Representing individual companies with integrity and on a one-to-one basis, our work is designed to stimulate high-level new business meetings, as well as increase awareness and heighten exposure. Our in-house team of experienced Business Development Managers strategically identify new business opportunities and forge positive relationships with senior decision makers. We are diligent in our work and carefully record everything in our secure database, which we compile, manage and report on for our clients.

## Our End-to-End Prospecting Service





# Connecting Businesses

**Connecting businesses by building relationships through intelligent telephone conversations and targeted email communications.**

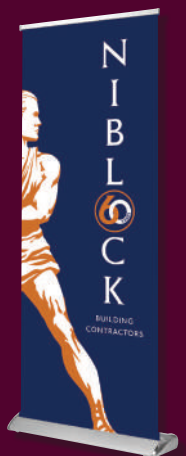
We have a proven track record, with meetings being secured with most major blue-chip organisations and with many high-profile brands. We have connected our clients with the likes of: Sony, GSK, Axa, Nestle, Kelloggs, Hastings Direct, Lloyds TSB, Unilever, BT, Virgin, Orange, Vodafone, Vistry Group, BMW, ISS, ISG, Kier, Wates, Willmott Dixon – as well as numerous less well-known prospects!



## Graphic Design

**Creation, design and production of effective sales and marketing materials. We don't believe in marketing waffle and all the marketing and sales support materials we create are designed to directly support businesses.**

- Logo Design
- Marketing
- Brand Identity Design
- Introductory Communications
- Corporate Stationery
- Proposal Documents
- Case Studies
- Brochures
- Mailers and Leaflets
- Social Media Graphics
- Banners
- Signage and Display
- Point of Sale



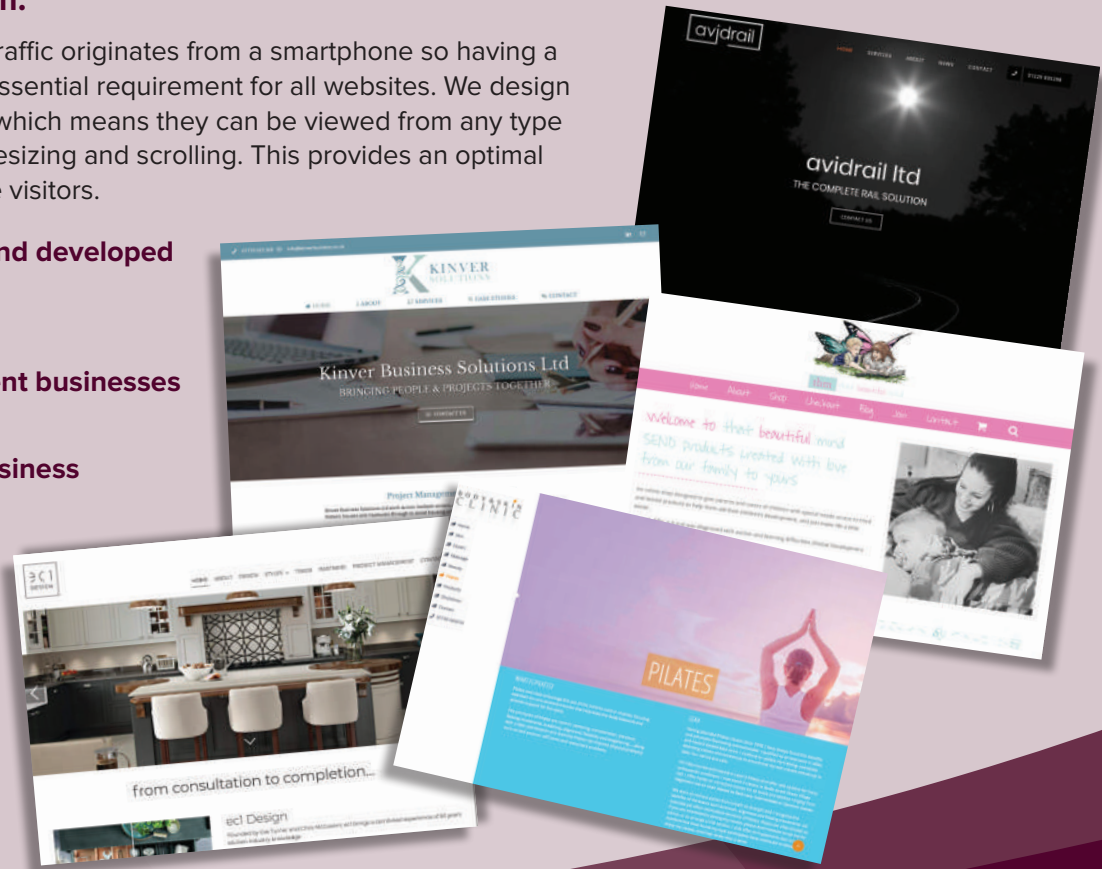


# Web Development

All our websites are fully optimised for search engines (SEO) and all are mobile responsive (mobile friendly), so present themselves perfectly no matter what device they are viewed from.

Over 75% of global web traffic originates from a smartphone so having a responsive design is an essential requirement for all websites. We design all our websites this way which means they can be viewed from any type of device with minimum resizing and scrolling. This provides an optimal experience for all website visitors.

- 🔗 Expertly designed and developed
- 🔗 Fully optimised
- 🔗 Mobile friendly
- 🔗 Professionally present businesses
- 🔗 Attract customers
- 🔗 Help to generate business

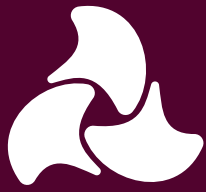


# Search Engine Optimisation (SEO)

We provide effective Search Engine Optimisation (SEO) services to ensure businesses can be found online. Our on-going, fairly-priced SEO solutions help to establish and maintain a strong Google ranking position. We optimise all our websites from the ground up and can offer retrospective SEO.

We offer UK hosting packages for a fast, secure and reliable website connection. Website administration and maintenance options are also available.

- 🔗 Full website optimisation
- 🔗 On-going SEO solutions
- 🔗 Retrospective SEO (when possible)
- 🔗 Website and SEO audit



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*You never get a second chance  
to make a first impression*

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