

What our clients say about us

Client testimonials

Magnetic Business Development Ltd · Eastbourne, East Sussex · magneticbd.co.uk

Twenty seven testimonials from clients across fire safety, the built environment, insurance, construction, facilities management and industry.

Twenty years of outbound business development, in our clients' words

Magnetic Business Development Ltd is a UK based outbound business development consultancy. We build the target list, shape the proposition, make the calls and hand our clients qualified meetings with people who can buy. We have done this from Eastbourne for over twenty years, with a UK based team, working nationally.

The testimonials below are reproduced in full. Some were given on LinkedIn, others directly to us. Several have worked with us for many years.

Daniel Harwood

Managing Director, Specialist Risk Group

I've had the pleasure of working with Ebony and her outstanding team at Magnetic BD for over five years now, and during this time, they have become an indispensable strategic partner. We have worked through many strategic builds together, and all projects have been engaging a specific industry or sector, looking to identify a need and then developing and deploying a solution.

Throughout our collaboration, Ebony has consistently demonstrated a unique strategic vision. She has a rare ability to spot opportunities others overlook and to bring clarity and direction to complex business development challenges. Her insight has played a key role in strengthening our position, particularly within the fire and built environment sectors.

The Magnetic BD team exemplify professionalism and commitment. They go above and beyond to deliver qualified, on-target new business meetings and are experts at managing sales pipelines and progressing opportunities through to conversion. Their structured, intelligent approach to lead qualification and business development has added significant value to our organisation.

It is more than fair to say the strategic marketing direction and prospecting delivery has been nothing short of exceptional, and Ebony Varney is a master at leading the way to organic growth opportunities. I would not hesitate in recommending Ebony and the Magnetic BD team to any business seeking a smart, results-driven partner to support their growth journey.

James Hogston

Owner and Managing Director, Expert Installations

Ebony and her team are an absolute pleasure to deal with. They get to know your business and then become one of you. They work tirelessly to track down leads and to engage with prospects to bring about introduction meetings with high-quality potential clients with a high conversion rate.

In six months, they introduced me to over £1M in potential new business over the next two years. I've had to pause our partnership in order to grow my infrastructure to cope with significant growth. Then I will absolutely re-engage to continue my period of significant growth. I couldn't recommend it highly enough.

Andrew Cooper

Managing Director, Global Group

I've had the pleasure of working with Ebony Varney and the team at Magnetic Business Development, and the Global team, and I can't recommend them highly enough.

Ebony brings a rare blend of strategic insight, genuine integrity, and an exceptional ability to build meaningful relationships. Her deep understanding of sales and marketing, particularly within the built environment and fire safety sectors, sets her apart as a true industry leader. She doesn't just talk strategy; she delivers results, turning vision into action and opportunity into long-term success.

Magnetic BD consistently goes above and beyond. Their UK-based team is highly professional and laser-focused on generating high-quality, qualified leads that convert. What really stands out is their personalised, thoughtful approach. They take the time to truly understand each client's goals, then work collaboratively to exceed them.

Whether you're a private sector company looking to expand your reach or a public sector organisation in need of trusted engagement, Ebony and Magnetic BD are the partners you want in your corner. Their work speaks for itself: results-driven, relationship-led, and always with the highest standards of professionalism.

Andy Spence

Joint Managing Director, Britannia Fire

Having worked with Ebony and the team at Magnetic for a considerable time, we find their services, professionalism and quality of leads provided to be grade A.

Information and communication are essential to work in this way, and I must give Ebony, Molly and the team credit for the way they deliver this. A fantastic extension of our own sales team at a fraction of the cost.

Simon Chilvers

Sales Director

I've had the pleasure of working with Ebony and the team a few times now, and I am always impressed by the energy, enthusiasm and desire to get results for you as a client. From the very outset, the engagement is always a positive experience: charming, positive people with lots of experience about lead generation and demand creation.

It's always about the result and not just a paid project. They are always trying to create opportunities and are willing to try many different ways to achieve it. Working with Ebony, Naomi and Hollie has been very encouraging. We've had some really interesting opportunities through and are looking forward to another successful outcome. Would recommend Magnetic Business Development to anyone.

Mario Christodoulou

Genetec

Ebony and the team at Magnetic BD ran a lead generation campaign for me to generate opportunities for new business. The process was easy, meticulous and very professional. Ebony and her team are responsive, attentive and deliver high-quality services. I highly recommend Magnetic BD.

Tyrone Cowland

Managing Director, Moolands Ltd

Ebony and her business have supported me for at least 8 years now and have always been dedicated and committed to help achieving Moolands' goals. They have successfully introduced me to many clients of which we still work with. I would recommend them to any business, established or not.

Matt Fawcett

Area Sales Manager, PFERD Tools

Ebony and her team at Magnetic are fantastic. Everyone is friendly, helpful and very professional. It is a new business relationship but the great results are already evident and this is partly down to the extensive preparations Ebony did to start. The ongoing communication is fantastic which obviously strengthens the partnership.

Stuart White

Founder and Director, Sanondaf UK

I have worked with Ebony and her team for some time now and find them highly professional, driven and great communicators. Would certainly recommend for companies looking to enhance their reach and enter new markets.

James Curran

Business Development Director, Kingspan Water & Energy

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 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.

Mike Dale

Managing Director, Crown Highways

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.

Keith Wright

Senior Project Manager, Worldwide Site Services

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.

Daniel Callaghan

Head of Sales, United Legal Assistance

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.

Mike Pounsford

Managing Director, Couravel

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.

Tom Moriarty

Group CEO, CHPK Fire Engineering

Ebony and Magnetic Business Development came highly recommended through clients of ours and we have not been disappointed. Not only has she proved adept at developing new leads but also she has the ability to think strategically and provide concise and relevant advice.

Neal James

Founder and Managing Director, Panthera Group

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

Peter Smith

Director of Client Services, TBRN

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.

David Ball

Chairman and Founder, Brandfuel Ltd

Ebony has everything that you would wish for in someone representing your business to new potential clients. I have worked with Ebony as a colleague and I have retained her to lead our new business drive. In both capacities she is a joy to work with. Clear communication, timely and well documented follow up, persistent in a polite and personable way and very results focussed.

I would also add that she is hard working, fair and generous. She has provided opportunities to our business, through her own network, which she didn't have to do, but which she knew would be beneficial to both parties. I would highly recommend her to anyone looking for a cost effective, external (but feels internal) business development resource.

Malcolm Thornton

Chairman, UK Property Repair Group Ltd

Ebony is the one person which every organisation needs and I am proud to say Ebony is the most important part of our company's marketing strategy. She is tireless in her efforts to promote and secure new clients. She shows a passion normally reserved for the owner of a business. Her skills extend not only to opening doors but to understanding and drilling down into the depths of a company's products and services.

Lee A. Collins

Chairman and Chief Executive, Revilo Group

My business met Ebony through LinkedIn and I was impressed by her positive outlook and passion for getting things done from the start. Since those early dealings in 2016, where she and her team undertook some outbound telemarketing calls for us, Ebony has since taken the time to travel from her base south of London to our offices north of Manchester to discuss our latest website. Positive, capable and knowledgeable. Highly recommended.

Mark Swann

Earlier this year I had the benefit of working with Ebony and her team. On this occasion I chose not to go through with the transaction for internal reasons, however I do want to recommend Ebony and her team.

The way she dealt with my enquiry was incredibly professional and an absolute joy. Absolute attention to detail was given to me as a potential client, and for me this extra value is key. The follow up was also without any pressure at all and was very sincere. For me the whole transaction up to that point inspired confidence and this is vital when you are going to an expert. Ebony and her team are clearly experts in their field and if looking for marketing I can't recommend them highly enough.

Chris Taylor

Associate Director, Aviation

Ebony is a dynamic go getting new business driver. She consistently goes above and beyond what is asked of her and is tenacious in securing new business meetings for her clients. Her approach seems to work and she is incredibly personable and seemed to get through the gatekeeper barrier that several others have tried and failed. Ebony would be a great new business asset to any company.

Danny Crowe

Fractional CMO and Board Advisor

Working with Ebony was great fun. And the fun came because she achieved great results on a consistent basis. Hard working, great with clients, persuasive rather than pushy and very personable. I'd hire her again.

Sean Singleton

Publisher, Unofficial Partner

Ebony is a fantastic new business consultant and she worked with Skive for a number of years. During that time I recommended her to a number of other companies as I knew she would produce great results.

Bryony Hordern

Ebony helped me several years ago in growing my business by providing valuable leads. She has a strong work ethic and was completely focused on my needs. I highly recommend Ebony to help you with your business.

Ed Gray

Managing Director, VCG PromoRisk

Ebony is both tenacious and charming, a very engaging combination.

Kim Spickett

Creative Director

We are currently collaborating with Ebony on a set of case studies for a city based Chartered Company. Her eye for detail is fantastic and we can't wait to work with her again.

All testimonials are reproduced with the authors' own wording. Job titles and company names reflect the client's role at the time of writing unless a more current role has been confirmed. Magnetic Business Development Ltd, Eastbourne, East Sussex. magneticbd.co.uk