

Job Description Form

Business Development Manager

Team

Genuine partnership is at our core.
We listen, we care, we work, and we celebrate together.

Inspire

We design and build high-performance workplaces that drive productivity and innovation.

Transform

We create transformational spaces in true collaboration with our clients.

Empower

We are empowered to do what's right for our clients and each other.

About Habit Action

Habit Action is a multi-award-winning workplace design and build specialist with a 40-year legacy delivering high-quality commercial fit out projects across London. We work with blue-chip occupiers and fast-growth businesses, combining design excellence with commercial rigour to deliver certainty of outcome. Our success is built on strong pre-construction, disciplined commercial thinking, and trusted client relationships.

The Role – At a Glance

As Business Development Manager, you will play a critical role in driving pipeline growth and generating new business opportunities for the company. You will be responsible for identifying, developing, and qualifying prospects, ensuring a consistent flow of high-value opportunities into the sales pipeline. Working closely with the BD Director and wider sales team, you will support the development of key accounts and help position Habit Action with new clients through a consultative and insight-led approach.

Why Join Us?

- Key role directly impacting business growth and revenue
- Opportunity to build and shape a high-value pipeline (£20M+)
- Exposure to senior stakeholders and C-suite decision-makers
- Collaborative environment with experienced sales and leadership teams
- Clear targets with measurable impact and progression opportunities
- Work within a design-led, fast-growing Design & Build business

The Opportunity

We are seeking a driven and commercially focused Business Development Manager to generate and develop new business opportunities across target markets. You will be responsible for proactive outreach, relationship building, and early-stage opportunity development, ensuring high-quality leads are passed into the sales team for conversion.

This role requires resilience, consistency, and strong communication skills, with a focus on building meaningful relationships and identifying client needs early in the sales cycle.

You will play a key part in expanding market presence, supporting key account growth, and ensuring a healthy and sustainable pipeline aligned with business objectives.

Key Responsibilities

- Identify and develop new business opportunities through proactive outreach
- Build and maintain a pipeline with a target value of £20M
- Generate and pass qualified opportunities (£6M+) to the sales team
- Conduct high-volume, high-quality outreach via phone, email, and social channels
- Book and coordinate meetings for senior sales team members
- Accurately manage and report pipeline activity within CRM (HubSpot)
- Maintain high-quality, up-to-date client and prospect data
- Support the development of new key accounts alongside the BD Director
- Communicate Habit Action's consultative sales approach effectively to prospects
- Conduct competitor and market analysis to inform outreach strategy
- Research and identify target organisations and key decision-makers
- Produce well-crafted, tailored communications to engage prospects
- Manage workload and diary to ensure consistent performance against KPIs

What Makes You an A Player

- Proven ability to build and maintain a high-value sales pipeline
- Consistently achieves or exceeds outreach and meeting targets
- Confident engaging with C-suite and senior decision-makers
- Resilient, proactive, and highly self-motivated
- Strong relationship-building skills across multiple channels
- Able to convert cold outreach into meaningful business conversations
- Commercially aware with a strong understanding of client needs
- Highly organised with excellent time management

Essential Skills & Qualities

- Excellent verbal and written communication skills
- Strong CRM discipline and pipeline management (HubSpot preferred)
- Experience in multi-channel prospecting (phone, email, social media)
- Ability to prioritise effectively and manage competing demands
- Analytical mindset with awareness of market and competitor activity
- Confident, professional, and credible approach

- Experience within the Design & Build industry preferred but not essential.
- Positive, driven, and results-oriented attitude
- Aligned with company values and culture
- Holder of full UK driving licence

Package & Benefits

Competitive salary (DOE) + company performance bonus
Company car or car allowance, pension, private healthcare
20 days holiday plus bank holidays