

New Business Development Manager

Full-time | Manchester HQ + Remote | Competitive Salary + Commission

About Positive Planet

Imagine what it would be like if every day at work you had a positive impact on improving lives and doing good for our planet. Positive Planet is a new breed of profit with purpose businesses, where care for people and the planet comes before making money. We combine ethical values with a modern, forward-thinking approach to business, to help create a more inclusive and sustainable future. Every employee has the opportunity to become a partner and share in the success of the company. Relationships are key to our success; be that with each other or our clients our aim is to build positive, memorable interactions that inspire the businesses we interact with to embrace more sustainable business practices.

Role Overview

We are looking for a dynamic, results-oriented New Business Development Manager to drive growth by identifying and securing new clients, expanding our market presence, and promoting our consultancy, training and digital solutions.

Reporting to the Head of Client Engagement, this role is central to Positive Planet's ambitious growth strategy and will have a particular focus on building our presence across Greater Manchester. You will be responsible for developing local relationships, creating new opportunities through targeted outreach and networking, and positioning Positive Planet as the go-to sustainability partner for Manchester-based businesses.

This is a self-generating sales role. While some inbound and marketing-generated leads may be provided, the successful candidate will be expected to create the majority of their own pipeline through proactive business development activity. You will work closely with marketing, leadership and delivery teams to create opportunities, build partnerships and convert new business in a purpose-driven organisation.

Key Responsibilities

- Own and develop a defined Greater Manchester sales patch, building relationships with target businesses, local partners, membership bodies, professional networks and business groups.
- Proactively self-generate new business leads through outbound prospecting, phone-based outreach, LinkedIn, email, networking, industry events, referrals and local campaigns.
- Develop and work through a target list of Manchester-based businesses using a structured, relationship-led approach.
- Identify and pursue new business opportunities across consultancy, training and digital solutions.
- Develop and execute a strategic plan to achieve sales targets and expand the company's client base, with a focus on higher-value consultative opportunities.
- Build and maintain a strong pipeline of potential clients, using tools like HubSpot to manage leads, track progress and report accurately.
- Build relationships with local organisations such as chambers, business networks, sector groups, event organisers and professional service firms to create referral and partnership opportunities.
- Work with the marketing and leadership teams to plan and support local campaigns, events, roundtables, webinars and partnership activity that generate qualified opportunities.

- Conduct market research to identify local trends, target segments, client needs and emerging opportunities across Greater Manchester and our key sectors.
- Deliver compelling pitches, presentations and proposals tailored to prospective clients' sustainability goals.
- Negotiate and close new business contracts, ensuring alignment with company goals.
- Work closely with internal teams to ensure seamless onboarding and delivery of services to new clients.
- Stay updated on sustainability trends, innovations and regulations to better position Positive Planet's offerings.
- Act as a brand ambassador, representing Positive Planet at industry events, conferences and networking opportunities, with a particular focus on increasing local visibility.
- Provide regular sales reports and forecasts to the leadership team.

Key Skills & Experience

- Minimum of 4 years' experience working in new business development. (Essential)
- Lives in, or is able to commute to, Manchester regularly. (Essential)
- Proven track record in business development, sales or a similar role, ideally within consultancy, professional services, technology, telecoms, SaaS or another consultative sales environment. (Essential)
- Demonstrated ability to self-generate pipeline through outbound activity, with a proactive and tenacious approach to lead generation. (Essential)
- A strong existing network across Greater Manchester, ideally with senior contacts in SMEs, mid-market businesses, professional services, construction, manufacturing, healthcare or other target sectors. (Essential)
- Experience in new client acquisition, with a focus on long-term relationship building and opening doors into new organisations. (Essential)
- Comfortable using phone-based outreach, LinkedIn, email, events and referrals as part of a structured sales approach. (Essential)
- Commercially confident, relationship-led and able to sell higher-value solutions rather than only transactional services. (Essential)
- Exceptional communication, presentation and negotiation skills, with the ability to engage stakeholders at all levels. (Essential)
- Ability to clearly articulate the value of Positive Planet's services and solutions to prospective clients. (Essential)
- Self-starter with a proactive and strategic mindset, capable of working independently and meeting deadlines. (Essential)
- Experience using HubSpot CRM or a similar platform for pipeline management. (Desirable)
- Knowledge of sustainability trends and a passion for supporting businesses to achieve their sustainability goals. (Desirable)
- Strong analytical and problem-solving skills, with the ability to tailor solutions to meet client needs. (Essential)
- Familiarity with market research and business analysis tools. (Desirable)

Success Measures

- Generating qualified new business meetings across Greater Manchester.
- Building and maintaining a strong local pipeline.
- Converting self-generated opportunities into new client revenue.
- Developing partnerships and referral channels that create repeatable opportunities.
- Increasing Positive Planet's visibility within the Manchester business community.

Benefits

- Salary: £35,000 – £42,000 per annum + commission OTE £55,000 - £65,000
- Flexibility, work from home and our Manchester HQ.
- Company EMI share scheme.
- 25 days annual leave per annum, rising to 30 days after 5 years.
- A day off for your birthday!
- Quarterly in-person team socials.
- Cycle to work scheme.
- A flexible environment to start your own initiatives and develop your new ideas.
- Learn a lot on a continuous basis!
- Green pension scheme.
- Become Carbon Literate via our certified training course (if not already certified).