Job Description

SERTUS

Business Development Manager

03.11.2026 | V1.0

Job title	Business Development Manager
Department	Pre-Sales
Reports to	Head of Pre-Sales
Location	Hybrid: Cranleigh office and field-based. Nationwide, with London as the primary area

JOB SUMMARY

The Business Development Manager creates leads and opportunities for the Sales team to convert into orders. You will build strong relationships with main contractors and M&E contractors, engage early in their projects and help them navigate smoke ventilation requirements, making complex decisions simpler.

You will also grow sales of ShaftPanel™ and secure approved supplier status with key contractors. The role suits someone who builds rapport easily and takes ownership, follows through and gets things done.

KEY RESPONSIBILITIES

- Build trusted, lasting relationships with main contractors and M&E contractors across their design, technical, pre-construction and commercial teams, understanding their challenges and helping simplify smoke ventilation requirements
- Generate new leads through prospecting, project lead tools and internal handovers
- Proactively develop and qualify opportunities, taking ownership through to a clear, timely handover to Sales
- Grow ShaftPanel™ sales by turning contractor conversations into named project opportunities
- Identify who will design and install the smoke control package on each project, ensuring accurate information, clear contacts and agreed next steps are handed over to Sales
- Secure approved supplier status and framework agreements with target contractors
- Represent Sertus through meetings, presentations and industry events nationwide
- Log contacts, calls and meetings accurately in the CRM
- Work closely with the Specification, Sales and Marketing teams

QUALIFICATIONS & SKILLS

Essential:

- At least 3 years in business development with main contractors, either selling construction products or within M&E or building services contracting
- A proven track record of generating leads and opportunities that convert into orders
- Excellent at building rapport and lasting relationships at every level
- A relentless, persistent approach to chasing and following through opportunities
- Working knowledge of the Building Safety Act and Gateway 2
- Strong communication, presentation and negotiation skills
- Full UK driving licence and willingness to travel nationwide

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QUALIFICATIONS & SKILLS (CONT.)

Desirable:

- Knowledge of smoke control or fire safety systems
- Experience securing approved supplier or framework agreements
- A construction, building services or engineering qualification (HNC or above)
- CRM experience, ideally HubSpot