



JPC's Competitive Edge Roundtable #1

The power of Data, Demand, and AI to drive ABM

Key findings, insights and conclusions



April 2025

Introduction

JPC recently hosted our inaugural, exclusive Competitive Edge ABM roundtable at The Orchard, London - bringing together industry leaders and subject specialists across the tech industry to explore the evolving landscape of B2B sales and marketing.

Our discussion focused on **bridging the “demand gap” — leveraging artificial intelligence (AI) for Account-Based Marketing (ABM), and redefining competitive differentiation in an increasingly digital world** in which uncovering, nurturing and closing a deal is more complex, protracted and uncertain than ever before.

As a specialist growth consultancy, JPC helps enterprise technology businesses win when it matters most.

We provide the marginal gains that create a **decisive edge** at every stage of the sales cycle—turning pivotal opportunities into tangible results. In our quest to help you identify the marginal gains that can translate into shaping and winning deals, this document captures the key themes, insights and practical solutions discussed at the event - reinforcing how businesses can adopt smart, insight-driven strategies to achieve **sustainable competitive advantage**.



KEY THEME

1. Scaling the strategic buyer journey **with AI**

Key challenges

- ❗ High resource demands: 1:1 and 1:few ABM strategies require extensive investment in research, personalised content and engagement strategies.
- ❗ Sales enablement gaps: Sales teams need tools that allow them to be more self-reliant while continuing to benefit from marketing's strategic insights.
- ❗ Difficulties in scaling customer centricity: Businesses struggle to maintain a human-led, personalised approach while expanding their reach.
- ❗ Ensuring AI-generated content aligns with brand, cultural and recipient sensitivities: Many businesses lack the confidence to fully harness AI due to governance concerns. Unchecked AI can produce generic or inappropriate messaging that may not align with a company's brand guidelines or audience preferences.

Solutions

- ✓ Apply Agentic AI guardrails for adaptive content: Establish AI governance guidelines and bespoke prompts to ensure that generated content is aligned with cultural nuances, brand positioning and audience preferences. This enables more autonomous, relevant content creation within ABM and DBM programmes.
- ✓ Empower sales with AI-powered contextual insights: AI can continuously refine messaging based on real-time feedback, ensuring every engagement is **highly personalised and contextually appropriate**.
- ✓ Implement AI-driven frameworks: Train AI models with proven strategic frameworks to create a **20% human, 60% machine, 20% human** process that maintains a consultative, differentiated customer-centric approach.

- ✓ Equip sales with self-service AI tools: Providing GPT-based assistants and automated asset selection tools enables sales teams to customise messaging and capture audience sentiment more effectively.
- ✓ Leverage AI for bid and renewal processes: AI can help businesses proactively and efficiently manage customer relationships from acquisition through to renewal, for example;
 - analysing historical successful bids and generating tailored proposal content, pricing models, or presentations based on client needs and industry benchmarks
 - analysing past bidding data to predict which opportunities are more likely to be won, helping sales teams prioritise
 - AI can identify early warning signs of churn (e.g., usage decline, support complaints, competitor engagement) and trigger retention campaigns.

Supporting statistics



AI-powered sales tools **increase productivity by 57%.**

Businesssolution.org



48% of marketing leaders cite AI as a game-changer in customer engagement.

Loopex Digital



KEY THEME

2. Bridging the “demand gap” and redefining sales-marketing alignment

Key challenges

- ❗ Conflicting priorities and KPIs: Sales teams are very often measured and incentivised on short-term revenue goals, while marketing is often focused on brand awareness, engagement and lead generation.
- ❗ Disjointed lead progression: Marketing-qualified leads (MQLs) often aren't nurtured effectively into Sales-Qualified opportunities, leading to frustration and disengagement from sales teams, and equal frustration from marketing that their efforts are being 'left on the table'.
- ❗ Lack of co-ownership in revenue operations: Sales and marketing typically operate in silos without a unified RevOps model to drive shared accountability for revenue generation.

Solutions

- ✅ Adopt a co-owned RevOps model: Align sales and marketing under a single revenue operations framework, ensuring shared incentives and accountability for pipeline progression and deal closure.
- ✅ Leverage AI and intent data for deeper insights: AI-powered analytics can help marketing teams refine lead qualification, ensuring only high-intent prospects are passed to sales with supporting contextual insights.
- ✅ Provide sales with meaningful lead intelligence: Instead of just handing over leads, marketing can equip sales with real-time engagement data, account history and behavioural insights to demonstrate sales readiness and motivate outreach.
- ✅ Bridge the incentive gap: Create aligned KPIs that measure not just lead volume but also engagement, pipeline velocity and revenue impact—encouraging both teams to prioritise conversion over quantity.

Supporting statistics



Organisations with aligned sales and marketing teams experience a **208% increase** in marketing revenue.

WinSavvy



Businesses that integrate AI into their sales process see a **30% increase** in conversion rates.

Influencer Marketing Hub



Companies that adopt a RevOps model achieve **19% faster** revenue growth.

LXA Hub



KEY THEME

3. The rise of AI-fluent SDRs: Balancing digital proficiency with traditional expertise

Key challenges

- ❗ With increasing Millennials and Gen Zs entering the Sales Development Representatives (SDRs) role with natural tech-savvy and digitally native abilities this can enhance businesses sales efficiencies, however they may equally lack experience in managing complex deals.
- ❗ AI tools help SDRs qualify leads but don't replace the need for interpersonal sales skills and consultative selling approaches.
- ❗ Over-reliance on AI-generated insights can lead to impersonal interactions.

Solutions

- ✅ Develop hybrid skill sets: Train SDRs to combine AI-driven efficiency with traditional relationship-building techniques and ensure a clear handover point for more experienced Client Account leaders to develop the conversations.
- ✅ Invest in mentorship: Pair junior SDRs with experienced sales professionals to accelerate learning and understand the nuances of successful interactions.
- ✅ Refine AI strategies: Use AI insights as a supplement - not a substitute - for human judgement and relationship-building.

Supporting statistics



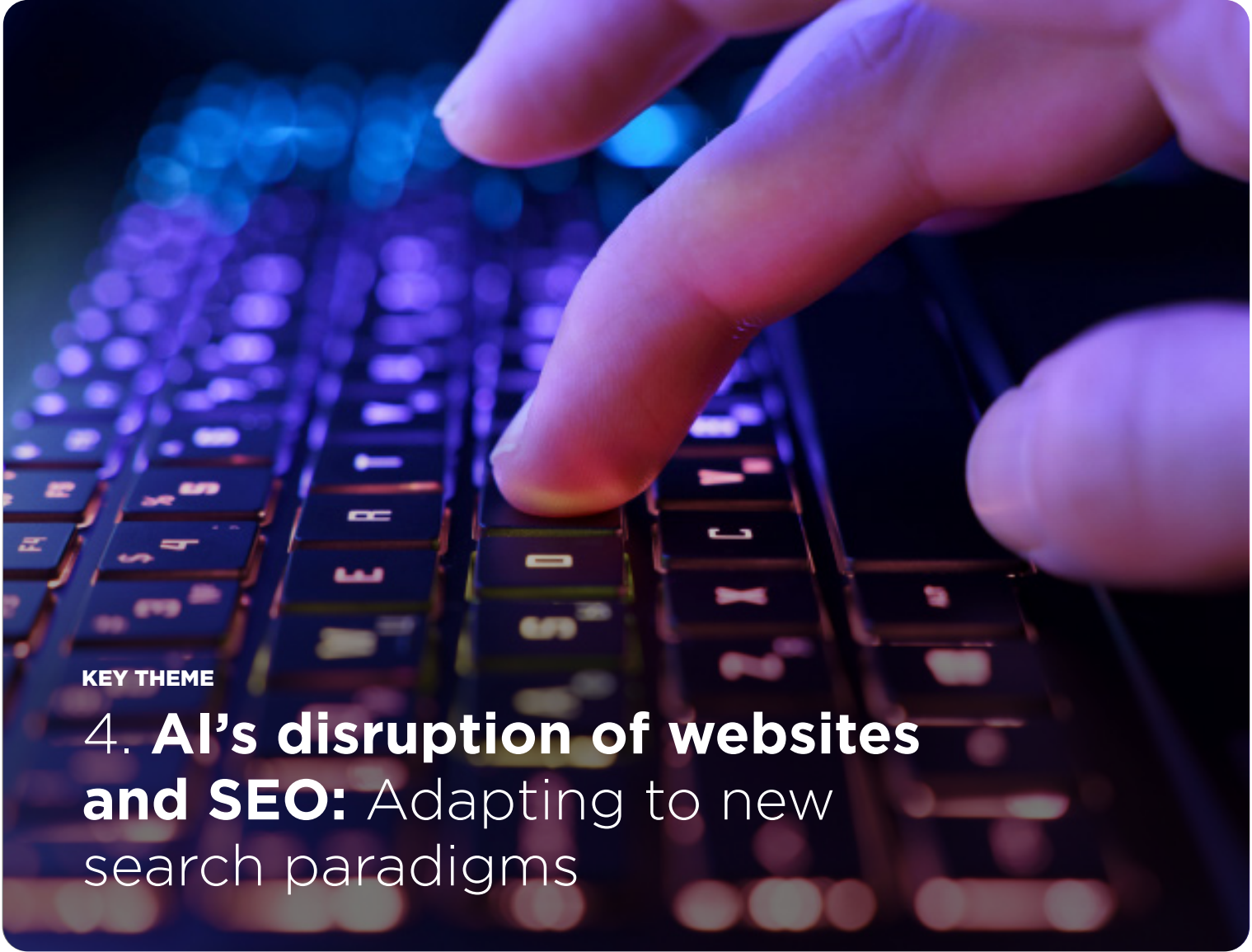
22% of businesses are applying AI techniques such as **natural language processing** to marketing and sales.

Influencer Marketing Hub



AI-enhanced SDRs drive a **30% increase in prospect engagement.**

Andava



KEY THEME

4. AI's disruption of websites and SEO: Adapting to new search paradigms

Key challenges

- ❗ AI-driven search engines (e.g. ChatGPT, Bing Copilot) are changing how businesses appear in search results.
- ❗ Traditional SEO strategies focused on Google ranking are becoming less effective.
- ❗ Companies lack clear strategies for optimising content for AI-generated search results.

Solutions

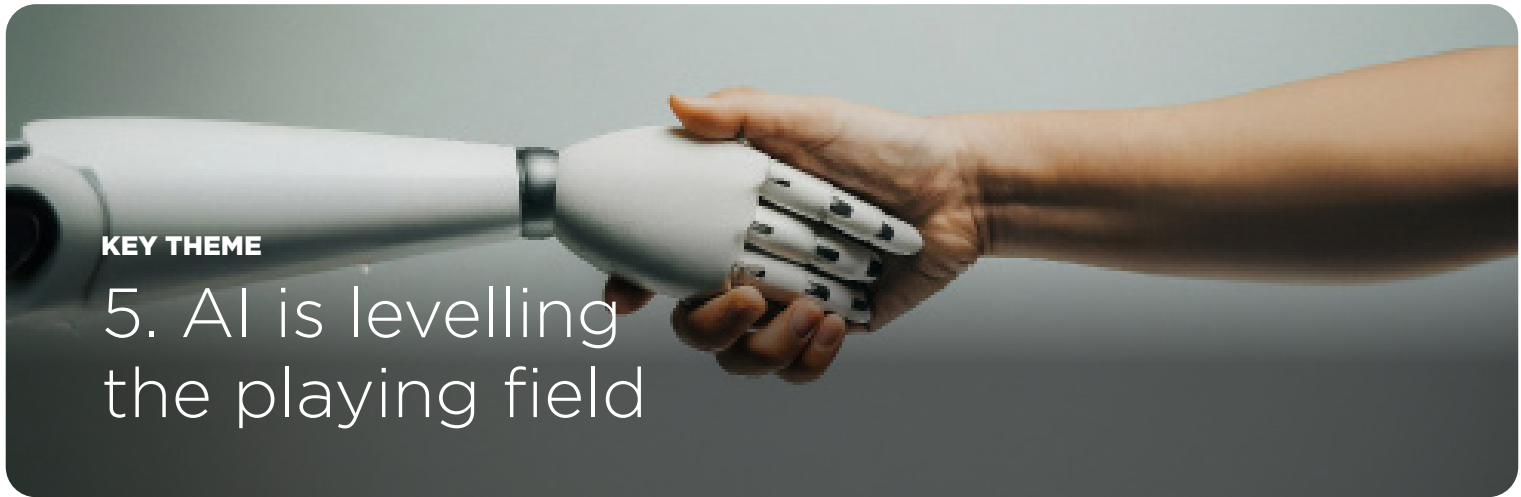
- ✅ Optimise content for AI discovery: Ensure website data is structured so that AI models can easily interpret and surface relevant content.
- ✅ Focus on contextual relevance: Move beyond keyword optimisation to ensure content provides deep, valuable insights that AI models will prioritise.
- ✅ Monitor emerging AI search trends: Stay informed about changes in AI-driven search algorithms to adapt strategies accordingly.

Supporting statistics



The AI marketing market is projected to reach **\$107.5 billion by 2028**, highlighting the growing reliance on AI-driven marketing.

AllAboutAI



KEY THEME

5. AI is levelling the playing field

Key challenges

- ! As AI becomes widely accessible, many companies can now use it to make smart decisions, automate processes, and personalize offerings. This means **intelligence alone is no longer a unique advantage** - so businesses need to differentiate in other ways, especially through **customer experience, emotional connection, and brand trust**.
- ! AI Commoditises Intelligence: In B2B, where many companies now use similar AI-powered tools — like predictive analytics, CRM automation, or customer scoring — it's no longer enough to say "we use AI." Everyone does. So, the **real edge lies in how you use it** to create better relationships, experiences, and trust.
- ! Customer Experience is the New Battleground: Customers are placing more value on how they're treated, how easy it is to buy, and **how they feel** during the journey—not just the price or features.

Solutions

- ✓ Prioritise customer experience: Make the buying process as seamless and engaging as possible. For example:
 - Smooth, data-driven RFP responses tailored to the prospect's industry and pain points.
 - AI-enhanced account-based marketing (ABM) that feels personalised but isn't 'creepy' or overwhelming!
 - Frictionless onboarding, including interactive demos or AI-driven sandboxes.

EXAMPLE

A cloud services provider uses AI to:

-  Analyse the prospect's tech stack
-  Personalise proposals with performance benchmarks
-  Provide a self-serve pricing calculator and ROI simulator
-  Seamlessly transition from sales to delivery with a custom onboarding portal

The result: A buying experience that feels easy, responsive, and relevant — making them stand out from other vendors offering "the same" capabilities.

- ✓ Blend AI with human expertise for trust & relationships: Use AI to surface insights (e.g., usage drops, renewal risk), but have account managers act on them in a human, value-added way.
- ✓ Avoid full automation in sensitive moments — like renewal negotiations or service escalations — where trust and nuance matter.
- ✓ Invest in brand trust & values in the AI era: Be transparent about how you use AI in your product and services.
- ✓ Communicate how your data governance, privacy, and ethical AI policies reduce risk for the customer.
- ✓ Reinforce values beyond the tech — like sustainability, diversity, or social impact — which matter more in enterprise procurement decisions today.

Supporting statistics



Aligned sales and marketing teams achieve **19% faster revenue growth.**

LXA Hub



48% of marketing leaders say AI is **reshaping customer engagement.**

Loopex Digital

Conclusion and key takeaways

The event underscored the transformative role of AI in B2B sales and marketing, highlighting both the challenges and opportunities businesses must navigate.

B2B Differentiation with AI = Experience + Trust + *Human Value*

Key takeaways include:

- 1 In enterprise deals, it's rarely about the tech specs alone. It's about:**
 - How easy you make the process
 - How well you tailor the solution
 - How much trust you inspire
 - And how you help buyers de-risk their choiceAll of which AI can support - **but not replace.**
 - 2 Scaling ABM requires AI integration:**
A structured, AI-human workflow can help businesses successfully scale personalised customer engagement.
 - 3 Agentic AI can empower marketing and sales teams:** AI-generated content must be adaptable to brand positioning, cultural sensitivities and recipient preferences to ensure maximum impact.
 - 4 Sales and marketing alignment is critical:**
Businesses that unify these functions drive greater revenue and efficiency.
 - 5 AI is reshaping talent requirements:** Younger, tech-savvy SDRs must be supported with training in relationship-building and strategic sales skills.
 - 6 Traditional SEO strategies need to evolve:**
Businesses must optimise content for AI-driven search engines to maintain visibility.
 - 7 Competitive differentiation is shifting:**
Customer experience, rather than data intelligence, is becoming the key differentiator.
 - 8 AI should enhance rather than replace human interactions:** The most successful businesses will strike a balance between automation and personal engagement.
-

At JPC we remain committed to helping businesses navigate these shifts by fostering collaboration, leveraging AI strategically, and ensuring human connections remain at the heart of sales and marketing strategies.

For further insights or to discuss how JPC can help your organisation achieve a competitive edge please get in touch with our team.



M. +44 (0)7881 923 104
T. +44 (0)207 326 5980
E. james.mollard@thinkjpc.com
in linkedin.com/in/jmollard/

JPC, X+Why, The Fulwood, 4 Fulwood Place,
London, WC1V 6HG