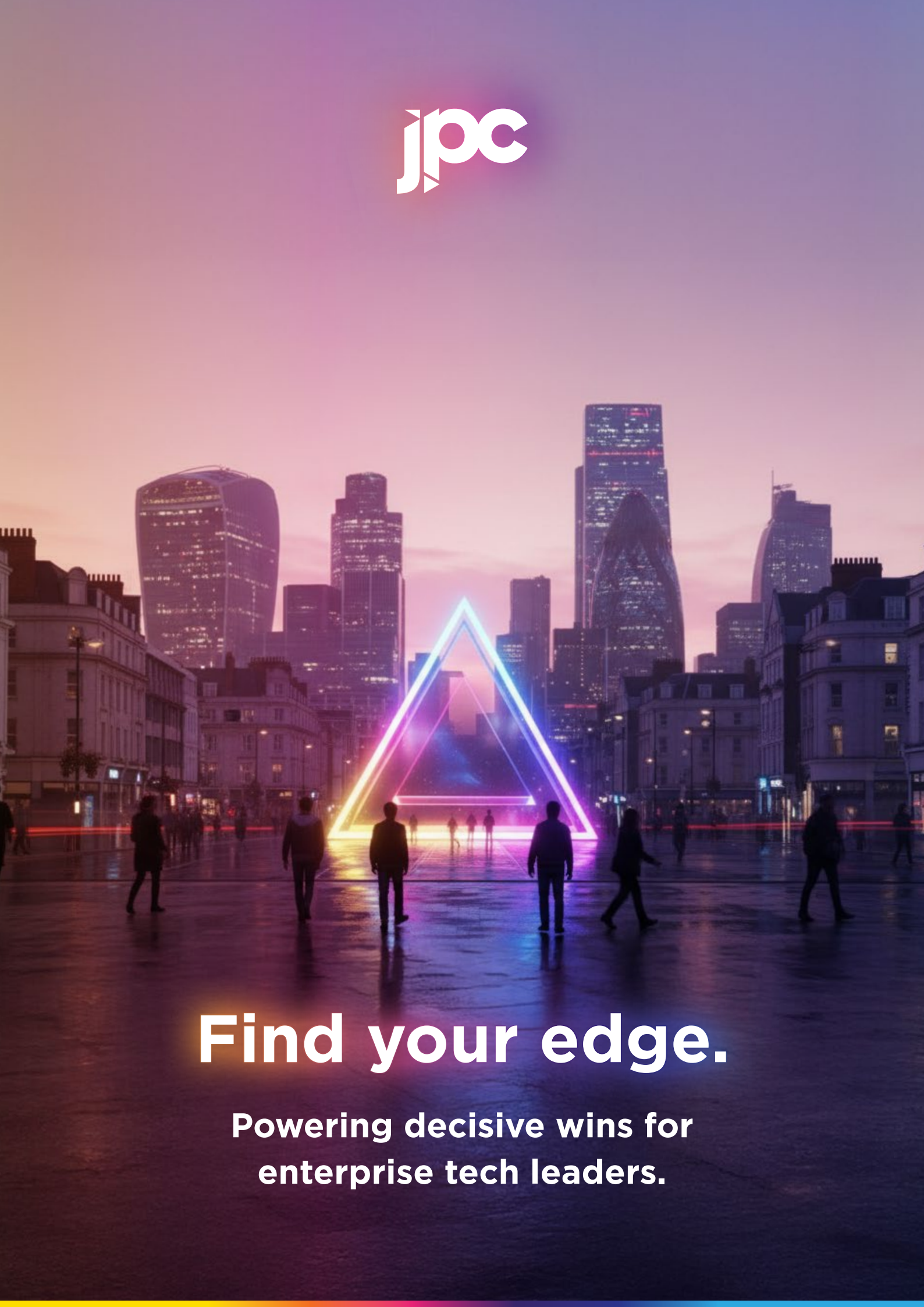


A full-page background image of a city skyline at night, likely London, with several skyscrapers illuminated. In the foreground, a large, glowing, multi-colored triangle (yellow, orange, red, purple, blue) is superimposed on the scene. Several people are walking on the wet pavement in front of the triangle, their silhouettes visible against the bright light. The overall atmosphere is futuristic and high-tech.

Find your edge.

**Powering decisive wins for
enterprise tech leaders.**



Enterprise sales is a battleground.

It's a constant fight for margins, moments and market share.



Buying groups are bigger, procurement is tougher, and **differentiation is harder than ever.**



70% of your revenue **comes from just 15% of accounts**, and one lost deal or renewal can wipe out a year's gains.



When the stakes are that high, **there's no prize for coming second.**

That's why JPC exists: to give you the decisive edge that turns pivotal opportunities into wins.



Who we are

JPC: Your Competitive Edge

In the ultra-competitive world of enterprise sales, where pivotal deals define success, JPC is your competitive edge. With over 26 years' experience partnering with global tech leaders, we're the growth partner that helps you win when it matters most.

We blend human-first insight with data-driven strategy to unlock the marginal gains that tip deals in your favour. Unlocking the emotional triggers and hidden patterns that drive your key accounts, and prospects. Our forensically personalised experiences ensure you secure, expand, and sustain your most valuable customer relationships, turning ambition into undeniable results.

Our purpose is to help ambitious organisations secure, grow and renew their most valuable customer relationships.

£380m+

ICV secured through competitive bids in 2024/25

£420m+

closed revenue for a major UK telco

£13.5bn+

enterprise growth enabled in the last 5 years

80%

average win rate in must-win deals

Trusted by leaders like:



colt

LUMEN



How we help

From first signal to final signature.

Winning enterprise deals isn't about isolated campaigns, tools or events. It's about an orchestrated journey. One that connects every stage of the customer experience with clarity and intent.

At JPC, we design forensically focused, human-first experiences that run end-to-end across the deal cycle:

- **Early influence:** Shape the conversation before tenders land.
- **Proposition clarity:** Distil complex value into a story that sticks.
- **Account growth:** Engage and expand the 15% of accounts that fuel 70% of your revenue.
- **Deal conversion:** Outthink, outplay and outscore the competition in must-win pursuits.
- **Sales enablement:** Equip your teams with the tools, training and confidence to win, consistently.
- **Experiential trust:** Create immersive moments that accelerate belief and buying decisions.

Together, these aren't siloed services.
They're a connected system — one edge
building on another — designed to help you
secure, grow and renew.



What we do: Positioning & Pursuit

Cut through
with a story they
can't ignore.



**CREATIVE VALUE
PROPOSITIONS**

**ACCOUNT-BASED
GROWTH**

**DEAL-BASED MARKETING
& BID EXECUTION (DBM)**

Complex portfolios don't sell themselves.
Bespoke, customer-first propositions do.

Bespoke value creation

Realign complex products and disparate solutions into clear, highly personalised value propositions.

Forensic stress-testing

Pressure-test your messaging against competitors, customer pain points, and stakeholder priorities to ensure it resonates where it matters most.

Customer-first framing

Shift from product features to outcome-driven narratives that speak directly to the buyer's world.

Creative activation

Translate propositions into bold, human stories that cut through market noise and drive personal engagement.

How we do it

- ✓ Win strategy workshops
- ✓ Value proposition frameworks
- ✓ Competitor & stakeholder stress-testing
- ✓ Narrative development
- ✓ Messaging architectures
- ✓ Creative go-to-market activation

For Viasat, we crystallised a complex product suite into a sharp, customer-first proposition, cutting through competitor noise and opening new enterprise growth conversations.

[Learn more →](#)





What we do: Positioning & Pursuit

Go deeper.
Win bigger.

CREATIVE VALUE
PROPOSITIONS

ACCOUNT-BASED
GROWTH

DEAL-BASED MARKETING
& BID EXECUTION (DBM)

Your most valuable accounts deserve more than campaigns. They deserve a forensic strategy.

Forensic man-marking

Map decision-makers, influencers and blockers at every level, from board to buyer, and build targeted engagement plays.

Expand breadth and depth

Elevate the relationship beyond the “usual” IT/procurement lens into the C-suite, operations, and strategic functions.

Disrupt renewals

Influence early, reframe value, and reshape renewal conversations so you retain and grow — not just defend.

Drive sustainable growth

Build long-term trust that consistently turns 15% of accounts into 70% of your revenue.

How we do it

- ✓ Forensic research & account intelligence
- ✓ Human insight shaping 1:1 narratives
- ✓ Personalised content & executive activations

With AWS and bp, we we reshaped the bp relationship narrative — opening dialogue with seven new senior stakeholders, expanding renewal scope, and adding \$56m services uplift.

[Learn more →](#)

What we do: Positioning & Pursuit

Shape the deal before it's even written.



CREATIVE VALUE PROPOSITIONS

ACCOUNT-BASED GROWTH

DEAL-BASED MARKETING & BID EXECUTION (DBM)

When the stakes are highest, we help you change the rules of the game.

Proactive pursuit

Spot the triggers and opportunities early, engaging stakeholders before procurement pens the brief.

Disruptive positioning

Challenge assumptions, expose competitor blind spots, and persuade customers to rewrite requirements around your strengths.

Pre-emptive influence

Build win themes and value stories that tilt the evaluation criteria in your favour.

Tactical excellence

When the RFP lands, deliver sharp, high-scoring responses, pitch-ready assets and coaching that make your solution the natural choice.

How we do it

- ✓ Deal intelligence & pursuit strategy
- ✓ Disruptive win themes & 1:1 engagement
- ✓ Sharp proposals, pitches & coaching

For BT with William Hill, we combined disruptive pursuit strategy with agile bid execution — navigating major organisational change, rewriting the terms of the conversation, and securing a multi-million renewal that competitors had positioned to take.

[Learn more →](#)





What we do: Activation & Experience

Empower sales to lead with impact.

**SALES ENABLEMENT
& PERFORMANCE**

**STRATEGIC EXPERIENTIAL
& EVENT DESIGN**

Because the fastest way to close deals
is to elevate the conversation.

Empower confident conversations

Equip sales teams to lead strategic, value-led dialogues that resonate with senior stakeholders.

Shift from product to outcomes

Provide clear, confident messaging that reframes technical detail into business impact.

Accelerate deal momentum

Arm sellers with tools and stories to overcome objections, navigate complexity, and move decisions forward.

Shorten ramp-up time

Onboard new hires faster with intuitive playbooks and training that embed your edge from day one.

How we do it

- ✓ Persona-based playbooks & strategic messaging frameworks
- ✓ Immersive, interactive sales tools that bring stories to life
- ✓ Objection-handling narratives & live deal clinics that build confidence

For JMA, we built sales playbooks and interactive solution selling tools that empowered sales teams to engage earlier, hold more strategic customer conversations, and demonstrate outcomes quickly.

[Learn more →](#)





What we do: Activation & Experience

Make moments that move markets.

**SALES ENABLEMENT
& PERFORMANCE**

**STRATEGIC EXPERIENTIAL
& EVENT DESIGN**

From CECs to major events, give every customer
an experience that sticks.

Transform events into stories

Craft experiences that are narrative-led, emotionally resonant, and impossible to forget.

Engineer spaces that adapt with intent

Fixed CX and Innovation Centres that flex for every visitor, immersing customers in your vision, sparking belief, and bringing the art of the possible to life.

Create journeys that move people

Map every touchpoint, physical, digital, and hybrid - to guide customers from interest to conversion.

Amplify impact beyond the room

Create digital content programmes that keep the story alive long after the event.

How we do it

- ✓ Story-driven concepts & customer journey mapping
- ✓ CX & Innovation Centre design and immersive builds
- ✓ Executive programmes, launches & flagship events
- ✓ Interactive tools, demos & digital content ecosystems

For AWS, we designed immersive executive and MWC experiences that brought their cloud innovation story to life, deepened engagement with global decision-makers, and expanded renewal opportunities by reframing value across strategic accounts.

[Learn more →](#)



Our Values & Results

The JPC Difference.



People-first: empathetic, collaborative, human.



Ruthlessly accountable: we own outcomes, not just activity.



Curious challengers: we ask bold questions and dig deeper.



Fiercely determined: relentless when it matters most.

“The work we did together didn’t just transform the view of our customers - more importantly it transformed the way we view ourselves and gave us the confidence and the tools to take on what used to look like impossible challenges, and win.”

CCO, Major Energy Co

“This programme accelerated the value of our relationship with our client - helping us land and retain significant revenue. JPC were instrumental in keeping us aligned and moving forward despite huge organisational change.”

Client Partner, UK Telco

Need to unlock your edge?

If you're chasing a must-win deal,
sharpening your story, or looking to grow
your most valuable accounts, JPC ensures
you win when losing isn't an option.



jpc



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