



JBPRM –
Technical
marketing
and business
development
agency



Power, process and energy

JBPRM is a specialist business development and marketing company for the power, process and energy sectors. Its founder, Jonathan Brindley, has worked for decades in senior marketing and business development departments for large engineering companies across these sectors. He works with a team of trusted experts, many of whom he has worked with for years in those sectors.



Specific niche

JBPRM focuses on marketing and business development in two specific areas where it can bring its technical expertise to bear to add the most value for its clients:

- **UK market entry for non-UK clients that are looking for expert help and a physical UK presence to enter the power, process and energy sectors**
- **Growing a business in the power, process and energy sectors and achieving sales as a prerequisite to companies expanding their own sales operations**

By understanding both the market and the customer's business, JBPRM is able to 'bridge the gap' by providing a targeted service to build the business contacts and sales needed to enable companies to take the next step in their development.

Services we offer

Pre-Market Entry Research

Marketing Appraisals

Market Entry Plans

Market Development

Industry Event Planning & Execution

Full Digital Marketing Toolset

Branding & Positioning Strategy


Site & Client Visits

Technical Personnel Selling

Opportunity Generation

Sales Capture

Account Management



"We have benefitted from having eyes and ears in the UK to provide us with the market research and market insight we could not have accessed from the US. You have provided us with answers to make the right decisions. I'm happy to provide a positive reference for your work and I can recommend you to other suppliers looking for similar services."

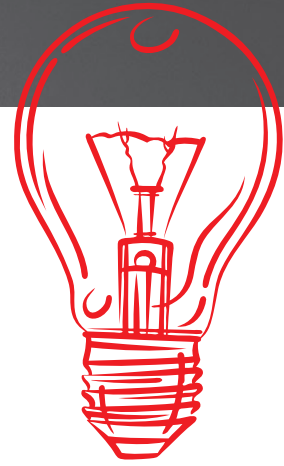
Director of Market Development, US Bio-chemicals Manufacturer

Expertise

Technical knowledge: JBPRM offers a truly technical marketing experience. Managing consultant Jonathan Brindley has first-hand experience of working in marketing, sales and business development in technical engineering markets. The consultant team has first-hand experience of management of departments within many industrial/ engineering sectors. This means JBPRM already talks the language of the customer and understands the target market.

Industry knowledge and contacts: JBPRM has access to UK project databases and supplier registries to enable customers to contact the right people at the right time. The agency works with several major UK trade organisations and funding bodies to broaden its understanding of market sectors and build business relationships for clients.

How it works...



Even with a value-add product or service, it can be difficult to break into a new market or country. JBPRM first gains a thorough understanding of the customer's business in order to become an extension of the customer's team, offering an expert overview, advising on market entry and/or sales stream development tools.

Working with start-ups or SMEs to guide them through the market entry stage, JBPRM develops the sales streams upfront of sales team investment. Working in partnership, the agency creates a tailored plan of industry events, key introductions, initial sales meetings, demonstrations and communications. The agency can act for the customer in closing deals through face-to-face meetings.

The managing consultant only brings members of the consultant team on board when needed for specific tasks, thus minimising costs and maximising value for the customer. The consultant team comprises experts in their domains who deliver to the managing consultant, who remains the primary interface with the customer.

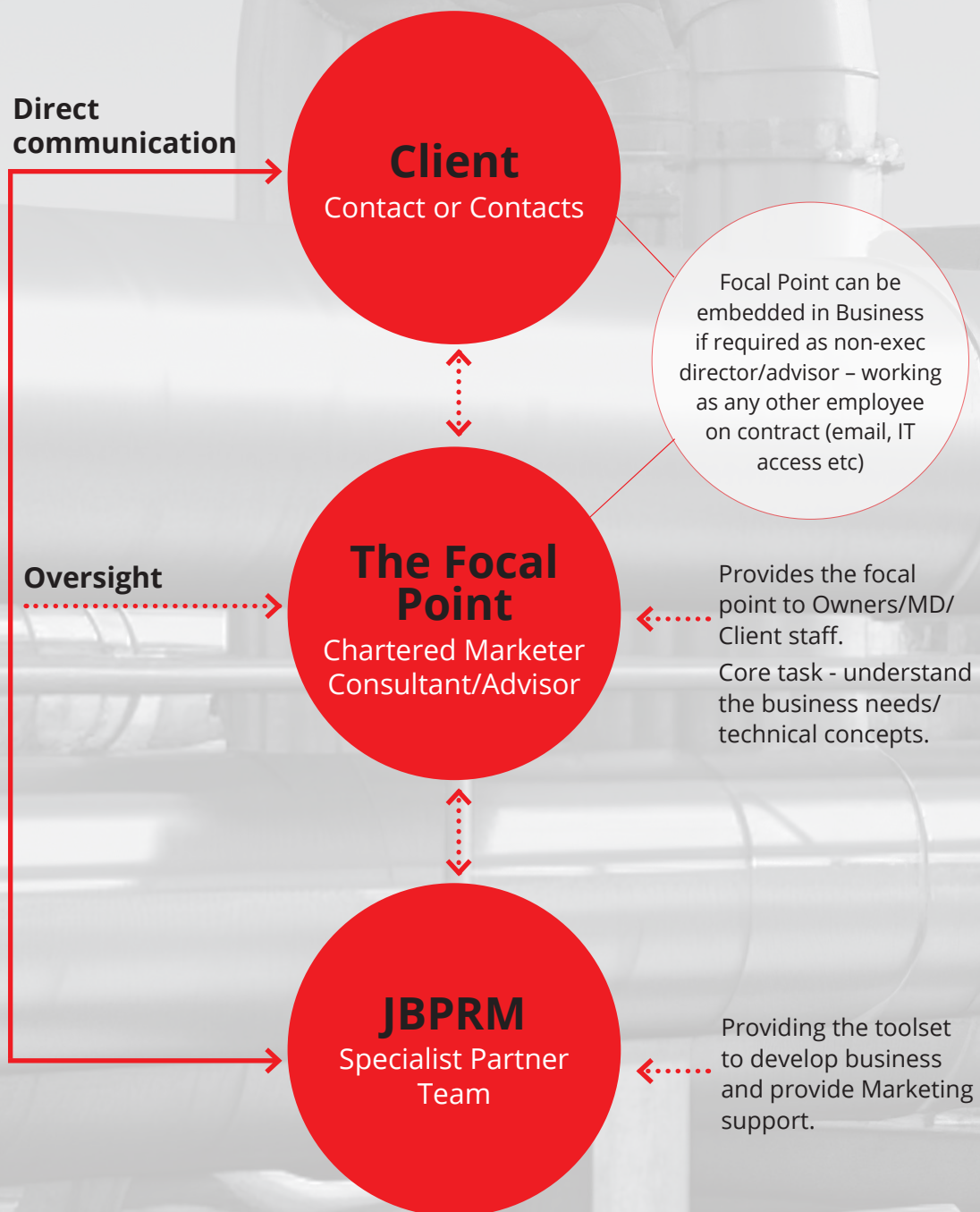
The agency makes available a range of tools to the customer, such as the virtual business development office, so that business plans can be executed with minimum fuss for the client. Plans can be ramped up for each customer as the business expands.

The agency provides an alternative to having in-house marketing/sales/BD persons and works flexibly to suit clients, often operating like a client employee, with flexible payment terms to match clients' circumstances.



How we engage

Jonathan Brindley (JB), as Managing Consultant, will be the focal point for all our clients.





Proven success

JBPRM's way of working has already delivered some impressive results:

2021

In 2021, the agency undertook a rebranding exercise for an oil & gas client and took them through the sales process, resulting in £5m worth of sales after only 12 months.

2022

In 2022, the agency introduced a Dutch client to a multi-million-pound project among other opportunities in their sales process. With a social media and speaking-event campaign, this client is now seen as the leading authority for its specialist approach in the UK.

2023

In 2023, the agency has been working with a French software solutions company to introduce its solution into the UK water and mid-stream O&G sectors. JBPRM provided an events campaign and is continuing with a direct contact campaign, resulting in advanced talks with several companies within four months, and is now taking the company through various innovation schemes.

"When I saw JBPRM on the web, I had to look twice. We needed a UK-based partner who knew our sector and could provide both marketing and in-country sales support. You ticked both! And your approach to insisting you learn about our business before your proposal, has been both innovative and eye-opening."

Chief Operating Officer, French AI Solutions Provider

About our founder



Jonathan Brindley serves as the focal point for all clients: He is 48 years young, a wannabe engineer and teacher/lecturer who is fascinated with mechanical and electrical 'things'. Highly enthusiastic and always full of energy, he is driven to succeed at everything and enjoys sharing knowledge to support others. He is a Fellow of the Chartered Institute of Marketing (CIM), a Chartered Marketer, has a MSc in Marketing Management, a Post Graduate Diploma in Marketing (CIM), he is a Certified CIM Mentor, a CIM Advanced Digital Marketing (Digital Strategist), and contributed to the creation of the UK Marketing & Sales Occupational Standards.

Get in touch



If you feel JBPRM could energise your business growth in the UK, get in touch for an informal exploratory discussion.

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