

How I can help you



Customers have become used to getting more for less. The key reason for this is because:

- **Customers believe that products and services are exactly the same, regardless of Brand.**

I believe that every company is unique and has strength that enables you to be better and different compared to your competitors.

I can help to make you to make you stand out from the crowd!

With my help, we can make you come across as the best supplier in your field, binding customers to you whilst limiting the exposure to competitive pressure.

Together, we are able to put highly a personalised and tailored consultancy package together, ensuring maximum impact and effectiveness.

For more information,
please contact
Jan Wielenga on:



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How to contact me

If you would like to find out how I can help you please contact:

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To find out more about me,
what I do and how I work, please
visit my website

www.jpw-consulting.co.uk
or email me or give me a call

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JPW Consulting

Managing - Marketing
Technology

Helping your business
to succeed.



Contact me for a
meeting today

A truly tailored and cost-effective approach to marketing and product management



JPW Consulting helps businesses to succeed, whatever the challenge.

I offer practical Product Management and Product Marketing support and advice.

I can help you by offering consultancy in the form of advice or as a hands-on service.

I don't just do things the 'textbook' way but I apply 'tried and tested' approaches. After all, I have over 25 years of experience in various product management, product marketing, technical and commercial roles.

And I don't just focus on technology companies, I believe that all businesses can benefit from my experience.



Contact me now to find out how I can help you!

What I Offer



I am flexible and think outside the box. However, just as some guidance, here are some examples of the services I can offer:

Product Management.

To ensure that you get the most from your products and services, I am able to help you with all aspects of product management, including full life-cycle management. Starting at the beginning with business cases and product definitions, all the way through to 'End-of-Life' strategies...

Product Marketing.

The strategy on how you position product and services is of major importance. For example, the kind of distribution model as well as the 'go-to-market' strategy can either make or break the success of a product or service. I am able to help you and guide you through all the important considerations...

Perceived value assessment.

Customers are only loyal if products or services are perceived to be low cost or if they offer 'additional value'. I can help you to find your 'additional value' and communicate this to your customers and prospects, reducing the need for low pricing...

Value Based pricing, price premium assessment.

Getting the price right is vital, too low and money is left on the table. Too high and a product may fail. Pricing and Value perception go hand in hand. I can help you to get your pricing right from the start...

Promotional Material Surgery.

Good sales documentation will make it easier to sell. I am able to assess all your collateral, ranging from brochures to sales presentations and beyond. This will help to improve effectiveness, content and consistency...

bespoke Solutions.

By working closely with you, we identify your needs and put a works package together.

JPW Consulting was started by me, Jan Piet Wielenga, to help businesses to be successful by creating and promoting the use of strong value propositions.

Throughout my career I experienced that just having outstanding products or services is often not good enough.



I discovered that companies are much more successful after they have got their pricing and marketing right, e.g. telling the world how good and perhaps different they are...

I have over 25 years experience in various Technical, Commercial, Business and Marketing disciplines and I have both UK and Global experience. I have held key positions at many renowned organisations including Philips Communication Systems, British Airways-Network Services, Mitel, Lucent, Alcatel-Lucent, ADC-KRONE and TE Connectivity, consistently beating my performance targets.

Contact me now to find out how I can help you!