



**JAMPRO**  
TRADE & INVESTMENT JAMAICA

**JAMPRO** (Jamaica Promotions Corporation) is a public-sector agency of the Government of Jamaica, responsible for driving economic development through the promotion of business opportunities in export and investments to the local and international private sector. In this role, JAMPRO serves as the ambassador of the Jamaican brand, growing the country's economy and enhancing the lives of its citizens.

### Business Issues

- Transforming the agency into a sales organization
- Reaching clients and investors in a virtual environment during the height of the global pandemic
- Differentiating Jamaica and converting opportunities for investments/reinvestments and export



### Challenge

Part of JAMPRO's strategic plan was a concerted effort to transform the organization from promotions-led into a bona fide sales organization, responding to the changing Foreign Direct Investment (FDI) landscape. This metamorphosis required JAMPRO team members to engage clients, identify prospects, and form long-standing partnerships. With the COVID-19 pandemic, the sales organization was also forced to reach clients and investors with the utmost of creativity in a virtual environment.

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*ValueSelling has been a key pillar in enabling the successful transformation of the agency into a sales organization by providing a common language and an effective set of tools to conduct internal sales cadence, engage our clients and close key deals.*

- Norman Naar, VP Sales & Promotions, JAMPRO

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## Solution

A key aspect of this transformation hinged on the adoption of the ValueSelling Framework sales methodology, coaching and ongoing reinforcement. Implementation of ValueSelling increased the team's sales skills and enhanced team morale.

The division worked together to develop value-based messaging focused on solving specific business issues for key sectors; differentiate Jamaica from other countries; engage the most promising key accounts; establish KPIs and track achievements; and establish a training and development program that would support a high-performance sales culture.

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*The application of the ValueSelling Framework® enabled the sales team to engage each sales opportunity with significantly more measured purpose and in so doing resulted in increases in both the quantity and quality of output from the sales pipeline.*

- Gabriel Heron, VP Marketing, JAMPRO

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## Results

The unique use of the ValueSelling sales methodology to position Jamaica on the global stage as an attractive place for doing business has resulted in increased leads, improved quality of leads and conversations, and higher conversion rates.

JAMPRO has seen division-wide behavior change in pre-sales call planning and follow-up emails, OPC questioning technique, and opportunity reviews centered around a common language.

## Metrics

- **Capital Investments** (Capex) – Achieved **100%** of targets
- **Job creation** – Achieved **128%** of targets
- **Export sales** – Achieved **88%** of targets (amazing feat given a fallout of operations in the bauxite/aluminum industry, a major exporting segment)



ValueSelling Associates, Inc.  
2725 Jefferson Street, Suite 7  
Carlsbad, CA 92008  
Toll-free: +1 800 559 6419  
Office: +1 858 759 3565

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