

**We were founded to bridge the gap between training and the real world, which makes us a unique partner.**

**Our mission** is to be the sales advisory firm of choice that inspires companies through candor and transparency.

**Our vision** is for every client to operate with discipline, confidence, and effective performance-driven strategies that add value to their employees, clients and professional affiliations.

**Our core values** reflect the way we treat and work with our customers.

- **Honesty & Integrity:** Always tell the truth even when it's difficult; do the right things especially when nobody is watching.
- **Energy:** Bring purpose and passion every day.
- **Humor:** Laugh at yourself, find humor in something every day, and infuse it into all relationships.
- **Commitment:** Do what you say you are going to do.
- **Communicate:** Over-communicate – be there even when you don't have the answers – don't hide when things get tough – and let others know that you hear them.

## ABOUT

Established in 2013 and located in Canton, MA, JCE Group brings a proven and successful approach to sales and sales management by helping CEO's, senior managers, and shareholders of diverse organizations solve a wide range of challenges. The result: increased market share, profitability, scalability and effectiveness. Firms that seek our help are:

1. Typically built around one or two "A" players who generate the bulk of the revenue, with no strategy to ramp up the rest of the staff or new hires.

OR

2. Rely heavily on a few key client relationships, with no back-up plan should one go away.

Neither scenario is scalable and JCE Group knows what to do about it. While many organizations have spent lots of money on training, they still struggle to apply the concepts in reality.

**"We act as a strategic advisory firm for small to mid-sized organizations that are growing or that have hit a ceiling and cannot seem to take that next step."**

