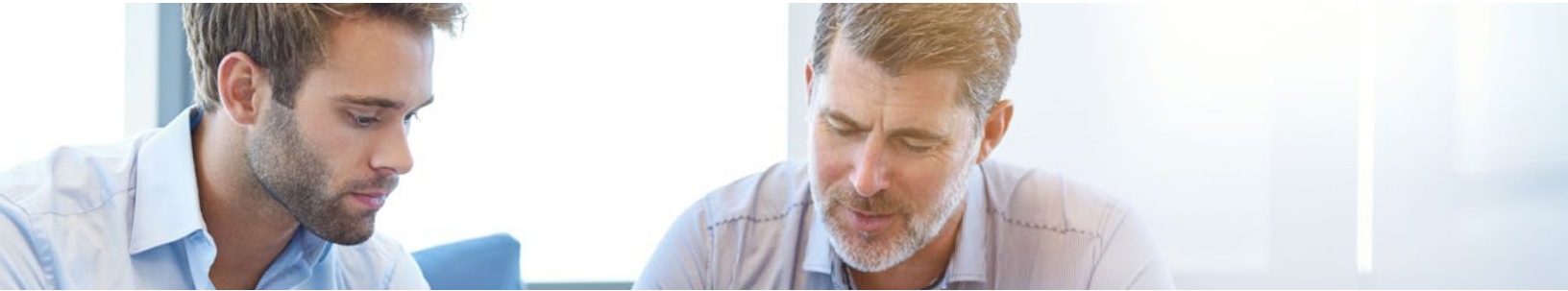


# Communicating the value of industry leading technology solutions



Mainstay's value-based sales and marketing services help uniquely position your technology and shorten sales cycles.

*In today's business world, smart enterprises are scrutinizing each new investment with an eye to securing real returns, tangible savings, and competitive edge. That means quantifying the business value of every project and solution you invest in or sell. And that's where Mainstay can help.*

## Communicating Business Value

For over 20 years, the team at Mainstay has pursued a unique passion—understanding and communicating business value. Over the years, we've partnered with some of the world's most admired and profitable technology enterprises with the aim of clarifying, quantifying and realizing the true value of their solutions, products, and services.

Mainstay has developed a full range of value-analysis sales solutions and marketing agency services that empower our clients to make smarter, faster business decisions, and maximize their investment, as well as create demand and fill their sales pipeline.

## Value Analysis Sales Tools and Marketing Agency Services

Whether you're an early-stage SaaS or F500 enterprise technology firm, Mainstay equips you with the marketing assets, demand gen campaigns, and sales tools to succeed and grow your business.

### ■ Go to Market Strategy

Mainstay develops the overarching marketing strategy to ensure the best approach, content, and delivery channels.

### ■ Demand Generation Campaigns

B2B sales teams looking to drive demand, fill their pipeline, and shorten sales cycles trust Mainstay. We leverage marketing automation to build and deliver multichannel digital marketing campaigns that fill your sales pipeline with qualified leads.

### ■ Content Marketing

Sales and marketing leaders engage Mainstay to deliver messaging and assets that uniquely position your solution. We provide consulting, research, writing, and creative expertise to create e-books, infographics, brochures, videos, case studies, and white papers.

### ■ Industry-leading Lead Generation Platform

Underpinning all our offerings is Advisor™ — the industry's most advanced solution for qualified lead generation. Our cloud-based, enterprise-ready platform delivers marketing and sales enablement tools to help quantify the value of your solution.

**"I've worked with Mainstay for over 10 years. And there's a reason for that—it's the quality, the speed, and the consistency. I always know that I can count on them to deliver what I need on time and in a way that serves us well."**

– Jeanne Talbot, Director, Customer Marketing, Motive

## More information

To learn more about Mainstay's value-enabling tools, sales and marketing services, please contact us at 714-421-8062 or [sales@mainstaycompany.com](mailto:sales@mainstaycompany.com) or visit [mainstaycompany.com](http://mainstaycompany.com)