

Powering Sales with Customer Evidence



“Mainstay is our premier partner in providing quantitative proof points on the value Oracle solutions deliver to our customers.”

–Jeb Dasteel, former Chief Customer Officer, Oracle

Fact: Companies can reduce their sales cycles by 30–40% by supplying credible ROI evidence.*

That’s why for more than a decade Mainstay has helped leading companies build the investment case for their solutions.

Our objective, data-packed customer studies, industry white papers, and multimedia assets put hard numbers behind your value proposition and help drive sales with clear, compelling proof.

Customer Studies and Proof Points

Our fact-driven customer studies supply the real-world evidence you need to communicate the value your solutions deliver. Combine written studies with cutting-edge multimedia videos, podcasts and webinars. Choose the type of engagement that makes sense for your business:

- **In-depth Customer Showcases** that drive deep into your customer’s ROI and provide a range of supporting multimedia assets
- **Customer Snapshots** that provide a comprehensive case study and supporting collateral with moderate customer involvement
- **One-page Sales Sheets** that are easy to consume and require minimal customer involvement

Thought Leadership

Leading organizations turn to Mainstay for the expertise and research skills needed to establish thought leadership in new and existing markets. Our technology advisors, researchers and practitioners can help you develop:

- **Insightful white papers** and analyses of product and industry trends
- **Webinars and podcasts** that build mindshare in target markets
- **Blogs and online newsletters** that spread awareness

Winning Facts™

Mainstay tracks down the “winning facts” that prove your leadership in the business areas that matter most, from market share to profitability. Use the results to add credibility to your marketing campaigns, sales presentations and more.

- **Customer Advantage Studies** to demonstrate the performance edge your customers hold
- **Solution Leadership Studies** to show how market leaders rely on your solution to stay ahead
- **Prospect Studies** to compare the performance of key prospects against industry benchmarks

For More Information

To learn more about Mainstay’s value-enabling products and services, send an email to contact@mainstaycompany.com or visit www.mainstaycompany.com

*IDC.

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