

# Driving Sales with Value-Based Training



“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

## The days of the easy IT sale are over.

According to recent research, 82 percent of companies now require a quantified ROI analysis for IT projects of \$50,000 or more. So if you can't communicate the tangible business value you're delivering, you're likely losing sales.

That's why an educated sales force — one that knows the value of your solution and can prove it — remains a pivotal factor in accelerating sales. How pivotal? IDC says credible ROI evidence can boost sales 30% to 40%.

### Skills That Matter

For more than a decade, Mainstay has been helping companies analyze and prove value through fact-based, independently verified business case assessment. Now Mainstay brings that knowledge to you through Value-Based Training.

Our Value-Based Training Program focuses on five skills crucial to closing sales in today's difficult market:

- Communicating your value
- Understanding IT finance and accounting
- Developing the business case
- Communicating to the C-suite
- Discovering customer pain points

Every program is customized to your distinctive business, products, and sales operations.

### The Mainstay Advantage

Mainstay's Value-Based Training Program gives you access to consultants with hands-on knowledge gained as IT practitioners, corporate controllers, and CIOs. Our executive team has supported some of the world's most admired — and profitable — technology companies, and gained its teaching experience at the Harvard, Columbia, and Hass business schools, among others.

### For More Information

To learn more about Mainstay's Customer Evidence Solutions, contact [sales@mainstaycompany.com](mailto:sales@mainstaycompany.com) or visit [www.mainstaycompany.com](http://www.mainstaycompany.com)

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## Our Value-Based Training Approach

We focus our training on quantifying and communicating the B2B value of your solutions specifically to help you and your team members accelerate and win deals.

Our services include:

- On-premise ROI workshops to empower your sales teams
- Joint development of business cases and ROI models
- Realigning communications to target C-level executives
- Creating ROI messaging and proof points to enhance sales pitches
- Directly presenting ROI case studies to your customers as independent experts
- Revisiting your sales process and enhance the value of your verbal and written presentations
- Creating interactive tools to stimulate learning and knowledge-sharing
- Managing team certifications

## Training Delivery Options

Choose a delivery method that fits the needs of your business and workforce:

- **In-Class:** Live, in-person classroom sessions, including customized or “out-of-the-box” classes for 5 to 30 people
- **On-Demand:** Virtual training, including live and on-demand video, Webcasts, WebEx, podcasts, flash, and multimedia presentations
- **Value Hotline™:** On-call support for your ongoing needs for business case validation, ROI presentations, and C-level messaging

Mainstay specializes in helping IT leaders and their partners understand the full value — and sales potential — of their technology solutions. Some of our recent custom-developed courses include:

- Communicating to the C-Suite
- Understanding the Business Value of IT
- IT Finance for Non-Finance Leaders
- Defining the Value Proposition