

# An end-to-end value engineering platform built to generate leads, close deals and reduce churn



*Mainstay Value Advisor® Platform is a scalable platform built to empower your sales, marketing, and customer success teams to accelerate buying cycles and communicate business value throughout the buyer journey.*

In the customer era, business buyers have more control. And buyers won't invest in technology without a clear understanding of the business impact it will have on their organization. Mainstay's Value Advisor® Platform is an integrated set of marketing, sales, and customer success value tools that enable you to quantify and communicate the business value of your offering throughout the customer lifecycle.

For over 20 years, Mainstay has been helping businesses measure and verify the value of their products and services. With Advisor®, your sales, marketing and customer success teams are able to leverage our cloud-based, enterprise-ready platform to build compelling business cases, generate qualified leads and reduce customer churn.

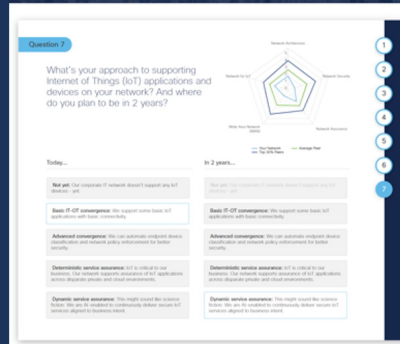
## Value Advisor® Platform

Whether you're looking to extend the reach of your value proposition earlier in the buyer journey, create a frame of reference for the buying decision, capture higher quality leads, or enable an end-to-end value engineering program — Advisor can help.

Key use cases include:

- **Close Business.** Our Sales Enablement Tools help salespeople across your organization (and partners, too!) quickly generate and deliver compelling business cases for complex technology investments.
- **Generate Leads.** Our public-facing, interactive Marketing tools deliver your value messaging to prospective buyers in the context of their own organizations and help qualified leads engage with sales.
- **Reduce Churn.** Our Customer Success Tools reduce churn and grow services by measuring and communicating value realized from active solutions.

### Intent-Based Networking Assessment



*Mainstay Advisor® tools can quantify your solution's value or measure your prospect's fit for solution and readiness to engage with your sales team.*

**"Other vendors spoke about how their platform looked. But for us, we needed something up and running very quickly with access to our entire organization. Within 4 months, Mainstay created 7 unique value engineering tools. I challenge anyone to beat Mainstay on speed to launch!"**

— Jasvir Madan  
SVP, Value Engineering  
Alight

## Solution areas across the entire buyer journey



### Marketing Value Advisor™

An ROI & assessment tool platform that allows for custom branded UI design, integrates with your marketing automation platforms, and delivers a compelling self-serve value conversation for your prospects.

Marketing Value Advisor™ allows you to quickly launch interactive calculators and qualitative tools that build pipeline engagement.

- **Capture high-quality leads** directly into your marketing automation system through integrations with Salesforce, Marketo, Hubspot, etc.
- **14% conversion rate** across 90+ public facing tools currently in use, compared to 2.9% technology industry conversion rate benchmark
- **Simplified deployment** of ROI and TCO tools that fully integrate with marketing automation and arm sales teams with prospect intelligence prior to first contact



### Sales Value Advisor™

With over a decade of innovation, Sales Value Advisor™ moves value engineering programs to the cloud, simplifying the complexities of value selling to global sales and channel partner sales teams.

Sales Value Advisor™ helps your sales teams quantify and communicate the value of your offering to fast track revenue.

- **Grow deal size** by creating customer-specific quantification of business impact
- **Reduce sales cycles** by arming your customer champions with value justification
- **Scale transformation** by elevating your sellers with automated sales enablement tools assets, and process
- **Automate business case integration** with pre-sales efforts to identify key value KPIs (legacy, target, current)



### Customer Success Value Advisor™

A solution for automating and scaling the ability of customer success teams to deliver value realization-focused QBRs.

Customer Success Value Advisor™ helps measure and communicate realized value to increase customer satisfaction and retention.

- **Increase adoption** by helping your customers message solution benefits
- **Ensure renewals** through quantification of actual value
- **Build intelligence** with actual data on delivered value
- **Provide QBR Business Value Scaling** with standardized, scalable reports that accelerate renewals and reduce churn

**"Working with Mainstay has been key in terms of leveraging a platform that allows us to quickly provide a customized quote for the customer, moving rapidly from an initial set of assumptions to customer-specific outcomes and deliverables in a matter of hours"**

– Senior Director, Performance IT, Cisco

### Advisor® Clients



### More information

To learn more about Mainstay's value-enabling tools, sales and marketing services, contact

[sales@mainstaycompany.com](mailto:sales@mainstaycompany.com)  
or visit [mainstaycompany.com](http://mainstaycompany.com)