

## Even the Best Technology Can't Sell Itself!

A rich feature set and compelling case studies aren't enough to win approval from today's skeptical buyer. **Demonstrating the financial value of your solution in your customers' environment** is critical for a successful sale.

Blue Mesa Consulting draws upon decades of experience to empower your sales teams to present your solution in terms that resonate with financial buyers.

Our clients routinely experience **higher close rates, less discounting, and faster sales cycles** on deals in which they've engaged BMC. And customers appreciate access to skilled professionals to drive informed financial decision making.

### Our team of financial sales experts can:

- **Discover, quantify** and **communicate** the financial value of your solution in customer environments and in a clear, persuasive and visually engaging manner
- Develop Excel-based and online sales tools for **ROI, TCO, sales quotes** and **complex pricing scenarios**
- Produce impactful **white papers and other content** to support the launch or marketing of your products

BMC provides talent, experience, and a consistent methodology that drive measurable results. We offer both dedicated and shared resources to meet your needs, and free your sales executives and consultants to focus on the elements of the deal that they know best.

Contact BMC, and let's discuss how we can help you achieve your sales goals this year and beyond.

**"We've engaged this team for value selling support for more than five years. We have always found their work to be highly professional, responsive to the specific needs of our customers and our sales teams, highly detailed, and persuasive. And most importantly, we consistently see positive results and shorter deal cycles when they are involved in an opportunity."**

**Ari Kliensky**  
Sr. Vice President, Sales & Business Operations,  
Five9, Inc.