

Sale Away

Developing your crew to outmaneuver the competition

Sales Consulting Services

Professional Staff Training

Our professionally trained staff can help you develop your own. Each employee is a link in the “chain” that sells your company; so let us help motivate, develop, and encourage them. Through proven self evaluation techniques; we can redirect resources while enhancing personal presentation. Good people are generally good employees, but the best people are always the best employees. We can help you make your employees better people.

Sales Training

We help you identify the ideal attributes for your team and business while helping to address the stress. The individual and sales management training is customized for your products and markets to help guide you through asking for the order and closing the deal in a way that will let your new customer become an effectible member of your sales and marketing team.

Market Development

We can get into the culture and operations of your company and help analyze interactions and contributions of the entire team. We help you capture your unfair share of the business and identify and avoid work you don't really want, while maintaining customer loyalty.

Target Marketing

Who are the customers with the best fit for your product? We will help you recognize and develop the customers. If you need to enhance your offering to make it more effective, we will help you identify that as well.

Targeted Customer Development

Once a prospect becomes a customer, retaining and developing them for a long term relationship requires additional skills and disciplines. A delighted customer can be your best salesman.



The winds of change are not only powerful, they are unrelenting. The skills to manage your business in a fluid market are valuable resources.

MainSale, Inc.

Driven by the winds of change

About Us

MainSale, Inc. began in October 2002 as a way to channel and challenge the energies of our president and co-founder, Joel Bailey. After retiring from a major high-tech company he formed MainSale with the intent of helping companies with their sales requirements and resource development.

Joel Bailey (joelbailey@main-sale.com) has over 30 years experience in sales and marketing, with over 25 years in the telecommunications industry. Joel provides leadership in the marketing, sales and business consulting programs. His overall background includes functional and management contributions in engineering, marketing, sales, and resource development. Prior to MainSale, Joel was recognized as an exemplar sales manager and mentor in his 23+ year award winning career with Nortel Networks.

Susan Bailey (susanbailey@main-sale.com), Sales Manager, has a finance management background and is responsible for our customer service as well as sales management and development at MainSale. Susan has held various leadership and management positions including banking branch manager of a major financial institution. Her acute sense of integrity, intuitive business acumen and optimism inspire her team and endear our customers.

Testimonials available upon request.

We provide development and training normally reserved for employees of large corporations with training budgets and staff. Our team of sales and marketing experts review, plan, and implement solutions to your sales, marketing, and business challenges. We enable you and your company to achieve immediate effects. We can help with your bottom line through sales and resource development.

What can you expect?

- Increased Sales
- Increased Opportunity Capture
- Greater Customer Satisfaction
- Greater Customer Loyalty
- Increased Margins
- Greater Employee Satisfaction
- Greater Employee Retention

In today's competitive environment only the best excel and our program is based on the firm belief that the best people make the best employees. Selling is no longer just for salespeople; it is a requirement for everyone in the company. We help you create an excellent deliverable, from start to finish, that delights your customer. Managing for a positive customer experience is a learned behavior that involves the entire organization.

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