# Pipeline and revenue growth, powered by people (and AI) you can trust

memoryBlue

Sales growth isn't just about more dials and emails—it's about the right people, the right strategy and the right execution. But building and managing a high-performing sales team takes time, money, and resources that many organizations simply don't have. **That's where memoryBlue comes in**. With a proven track record in outsourced sales, deep industry expertise, and a data-driven approach, we help companies scale revenue efficiently—whether they're launching new products, expanding into new markets or optimizing existing sales processes.

## Why many organizations rely on outsourced sales

Building a high-performing sales team is hard, expensive and time-consuming—and getting it wrong can be incredibly painful. Organizations struggle with:

- Hiring, training and retaining SDRs—high turnover and long ramp times slow down new pipeline generation, business pivots and expansion initiatives

- Sales and marketing priorities—inbound lead follow-up can easily get deprioritized and outbound requirements to drive meetings, demos and engagement can defocus the sales team

- Operational inefficiencies and costs—expensive in-house hiring, onboarding and SDR management drain time and resources

## Why those organizations choose memoryBlue

We provide ready-to-go sales teams that integrate seamlessly into your go-to-market strategy, delivering pipeline faster and more efficiently than in-house models.

But we don't stop at outbound sales—our SMART framework offers everything from sales training and recruitment to market intelligence and AI-driven optimization, ensuring your entire sales engine runs at peak performance. Whether you need to scale outreach, optimize conversion rates, or recruit top talent, memoryBlue helps you hit revenue goals with predictable, repeatable success.

In 2024, memoryBlue acquired Operatix, a leader in outsourced sales with deep expertise in cybersecurity and EMEA markets. This combination created a global sales acceleration powerhouse with:

- 650+ sales professionals worldwide

- Regional offices across North America, EMEA, and APAC

- Expertise in hiring and managing teams globally

- Multi-language support for seamless international outreach

With this expanded reach, memoryBlue helps organizations in public sector, cybersecurity, high tech, fintech, health tech, AI and data industries, accelerate sales pipeline and revenue —anywhere in the world.

**Find out why hundreds of customers trust memoryBlue to help them sell at every stage—launching, expanding, pivoting or optimizing.**

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# What we do (better than anyone else): the SMART approach

At memoryBlue, we accelerate sales the SMART way—a holistic approach that integrates Sales, Marketing, Academy, Recruiting and Technology.

**S** **SALES SERVICES**

- Fully managed Sales Development Rep (SDR) teams dedicated to outbound prospecting and pipeline growth
- Accelerated growth with data-backed sales playbooks and multi-channel outreach
- Option to transition SDRs into in-house roles with the client
- Rising Stars program—Our proven career-acceleration model nurtures and promotes top SDR talent, ensuring a highly skilled, motivated salesforce

**M** **MARKETING SERVICES**

- Integrated outbound strategies to amplify demand generation and ABM efforts
- Multi-touch engagement that aligns with marketing campaigns and product launches
- Market intelligence and messaging insights to refine ICP targeting and enhance sales campaigns

**A** **ACADEMY TRAINING**

- Best-in-class sales training designed to ramp SDRs 3x faster than the industry average
- Custom sales training for clients looking to up skill their teams
- Proven curriculum focused on objection handling, negotiation, and strategic selling

**R** **RECRUITING SERVICES**

- On-demand access to top-tier sales talent (SDRs, ISRs, AEs and a range of other revenue roles)
- Faster time-to-hire—fill sales roles in 16 days on average
- Exclusive access to our alumni network—thousands of professionals who started their careers with us

**T** **TECHNOLOGY**

- Customer portal providing real-time reporting, lead scoring,
- and campaign performance tracking
- Seamless integration with customer CRMs, sales tools, and workflows to ensure a frictionless process
- Best-in-class sales technology stack, including intent data, multi-channel automation, and advanced analytics

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# Why memoryBlue?

## Global reach, local impact, customized outcomes — 650+ sales professionals across North America, EMEA and APAC

**Industry expertise**—deep specialization in selling for organizations in the public sector, cybersecurity, high tech, fintech, health tech, AI and data industries,

**Human intelligence + AI**—the right mix of people, technology and expertise to create hyper-personalized campaigns

**Transparent and data-driven**—every lead scored, every action measured

**Proven growth model**—we've helped thousands of tech companies scale efficiently with predictable, repeatable success

**Cost-effective scaling**—our solutions eliminate the hidden costs of in-house SDR hiring, training, and turnover, enabling faster, more predictable growth

## Let's build your sales engine.

Contact us at info@memoryblue.com
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