

Ramp faster, sell smarter: memoryBlue Academy



Proven expertise

Our methods are grounded in over 20 years of experience and built on a foundation of industry-leading success.

Tailored for your sales team

We customize our training programs to align with your goals, ensuring relevance and impact for your unique sales environment.

Real-world selling skills

Training sessions simulate the challenges reps face in the field: prospecting, handling objections, finding pain, building trust.

At memoryBlue Academy, we believe sales success doesn't just happen—it's built. Whether you're onboarding new talent or upskilling your team, we provide the tools, techniques and training to transform potential into performance.

Why training matters

Even the most talented sales reps can struggle without the right foundation. Many organizations focus on product training but lack a dedicated enablement curriculum that teaches reps how to excel in sales itself. Without this, it's harder to hit targets, manage objections, and build long-term client relationships. Our Academy changes that with a proven framework that shortens ramp time, boosts confidence, and drives measurable results.



The most popular curriculum at the memoryBlue Academy is Prospecting Principles, an immersive sales training course that equips participants with the skills and strategies needed to drive demand. Through live instruction, role-playing and ongoing coaching, participants develop lasting prospecting abilities while receiving a comprehensive Prospecting Playbook, call templates, and an IMX Profile to understand how their values align with prospecting success. The program also includes 1-on-1 and group coaching, real-world call evaluations, and personalized feedback to drive measurable improvements in sales performance.

What you get

- **Faster ramp-up:** Graduates hit quota three times faster than the industry average.
- **Real-world practice:** From objection handling to strategic selling, reps learn skills they can use immediately.
- **Tailored training:** We design programs around your goals, market, and sales cycle.
- **Continuous coaching:** Personalized feedback ensures every participant stays on track.

Package price

- **\$1,500 per participant**
Special rates available for teams

Additional services

In addition to foundational sales training, memoryBlue Academy offers:

- **Onboarding support:** Help your new hires seamlessly integrate into your team with structured onboarding.
- **Advanced sales coaching:** Empower seasoned reps to refine their skills and elevate their performance.
- **Custom playbooks:** Develop tailored sales guides that align with your ICPs and sales processes.

How it works

Foundation first: We begin by establishing the core principles of effective sales. This includes techniques for list building, objection handling, impactful communication, and more. Through interactive workshops and live role-playing, participants gain the confidence to execute in real-world scenarios.

Hands-on application: Reps practice what they've learned in daily calls, supported by real-time coaching and peer feedback. This hands-on approach accelerates their ability to prospect, negotiate, and close deals.

Advanced tactics: Once the fundamentals are mastered, we introduce advanced tactics, such as data-driven decision-making, strategic objection handling, and account-based selling. These lessons empower reps to refine their approach and achieve even greater success.

Results that stick: We track and benchmark participant performance to ensure training translates into meaningful business outcomes. Metrics such as ramp time, quota attainment, and deal velocity are measured to demonstrate ROI.

Success metrics

Organizations that invest in memoryBlue Academy training see measurable results, including:

- **3x Faster ramp time:** New reps hit quota in one month, compared to the industry average of three.
- **89% quota attainment in month one:** Participants significantly outperform peers without structured training.

Invest in your team, invest in your future.

Contact memoryBlue Academy today to schedule a consultation and discover how our training programs can turbocharge your sales team.

Visit [memoryBlue.com/services/academy](https://memoryblue.com/services/academy)
or email us at academy@memoryblue.com today!