

From US Momentum to EMEA Expansion: How Gainsight Scaled to 170% Quota Attainment



Gainsight

About Gainsight

Gainsight was looking to scale the pipeline without expanding its internal SDR headcount. The question was whether an external partner could match internal standards, not just on volume, but on quality, and do it consistently across regions.

Overview

Gainsight had an internal SDR team that was delivering. Behind the scenes, sustaining that performance meant managing hiring, enablement, coaching, and technology at a level that wasn't core to the business. Over time, that overhead became harder to justify. The real question became simple: should this function stay in-house, or be run by specialists built to scale it?

The goal wasn't to offload pipeline generation to a vendor. It was to build a team that could plug directly into the business, operating alongside internal SDRs, aligned to revenue goals and fully integrated into how Gainsight runs sales.

Gainsight evaluated three providers, and the option of continuing to invest internally. MemoryBlue stood out. From the outset, the focus was on revenue. The team aligned their approach to Gainsight's pipeline goals, not just activity metrics, and showed a clear ability to operate within an existing sales structure. Combined with a proven talent model and the ability to support multiple regions with local, culturally aligned SDRs, it became clear memoryBlue was built to scale with the business.

“Outsourcing doesn’t mean handing it off and walking away. The memoryBlue team is treated as an extension of Gainsight—they’re part of our enablement, our planning, and our day-to-day execution.”

Craig Downing

VP Marketing, Gainsight

The onboarding process reinforced that difference. Gainsight initially expected a heavy lift: deep product training, extensive onboarding, and ongoing enablement. In practice, the balance was different. MemoryBlue brought a strong foundation in core SDR skills from day one, allowing Gainsight to focus only on layering in the product and industry context that mattered most. That clarity accelerated ramp time and made expansion significantly easier.

The program launched in North America, running alongside the internal SDR team. That setup created a direct benchmark for quality and consistency. And the results made the case quickly

“For me, it was never about leads or meetings—it was about tying SDR performance back to revenue. That’s what matters at the end of the day, and that’s how we evaluate the program.”

Gainsight

U.S. Program Production Since Launch

530

Sales Meetings

58

Meetings per Month

Quality metrics held up too: an average lead score in excess of 7 and a latest NPS of 10. With over \$500K in closed won deals, Gainsight had enough confidence in the model to take it further.

“We started with five SDRs in the US, and very quickly, based on the success we were seeing, the program expanded. We have a little over \$500K in closed won deals generated. It’s been a really strong partnership.”

Steven Nichy

Delivery Manager, North America, memoryBlue

After just a few months, Gainsight extended the program into EMEA, building on what had already been proven in North America.



EMEA Results

103 Meetings

18 Occured meetings per Month

7.81 Lead Score

87.4% Scoring Rate

10 NPS

170% Quota Attainment Ahead of Plan

Across North America and EMEA, the program runs as a single system with shared processes, aligned reporting, and consistent execution across regions. Rather than operating as separate regional efforts, it functions as a coordinated pipeline engine.

“We don’t treat the US and EMEA as separate programs. It’s one team, one structure, and one way of working. That consistency is what allows us to scale without losing quality.”

Meddean El-Tahir

Delivery Manager, EMEA, memoryBlue

That approach went beyond day-to-day execution. Teams spent time together outside of pipeline work, from volunteering at local food banks to team-building activities, reinforcing a sense of shared ownership. The result is stronger alignment, higher engagement, and a model that scales without losing cohesion.

Gainsight is now looking at expanding both programs further, with potential increases to headcount and regional coverage under consideration. With strong performance data in place, the team is able to confidently assign pipeline targets to the SDR function—with an expected 40% increase in contribution year over year.

If your growth depends on building an elite sales team, partner with memoryBlue to find the talent that will take you there.

Let’s talk

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