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**FOR IMMEDIATE RELEASE**

**memoryBlue Celebrates 10<sup>th</sup> Anniversary with Release of New eBook, “Should You Insource or Outsource Inside Sales?”**

*Anniversary Celebration Also Includes Redesigned Website, New Blog, and a Video Series Focused on High Tech Inside Sales*

Vienna, VA – May 1, 2012 – memoryBlue, an inside sales consulting firm, announced today that in celebration of its 10<sup>th</sup> anniversary, the company has released a new eBook titled “Should You Insource or Outsource Inside Sales?” The eBook, authored by the memoryBlue management team, reflects insights gained from working with over 150 high tech clients over the past 10 years, and is accompanied by a redesigned website, new corporate blog, and a series of videos featuring memoryBlue clients, employees, and alumni.

The eBook provides a framework for considering one of the most common inside sales questions, “Insource or Outsource?” It includes a comprehensive discussion of the advantages and disadvantages of both insourcing and outsourcing, and covers other critical areas such as identifying and retaining talent and the effective management of an inside sales team. The release of the eBook comes at a time when high tech sales resources are being shifted to inside sales at a breakneck pace.

“Inside sales programs are proving themselves as one of the most profitable sales channels in high tech, as reflected by the over 100 percent growth in inside sales between 2009 and 2011,” said Chris Corcoran, Cofounder and Managing Partner of memoryBlue. “Planning for, recruiting, training, and the management of inside sales people and programs is not easy. This eBook is designed to provide high tech companies with an insider’s knowledge on how to avoid some of the most common pitfalls, whether they choose to do it themselves or outsource it to a company like memoryBlue.”

In its first 10 years, memoryBlue has worked with over 150 high tech companies and launched over 100 inside sales careers. The company provides services that range from fully outsourced inside sales teams, to inside sales recruiting, to inside sales management and training. As part of its 10<sup>th</sup> anniversary, memoryBlue chose to redesign its corporate website, produce a series of videos featuring clients and employees, and create a new blog, that promises to offer inside sales management tips, best practices for hiring inside sales professionals, inside sales training methods, and much more.

“We cannot thank our clients, employees, alumni and partners enough for helping us get to this 10 year milestone,” said Marc Gonyea, Cofounder and Managing Partner of memoryBlue. “Our experiences over the past 10 years allow us to tackle almost any imaginable inside sales scenario, whether it be insourcing, outsourcing or something in between. The website, videos, eBook and blog represent our opportunity to educate the marketplace, including companies implementing inside sales programs and individuals looking for inside sales careers.”

### **About memoryBlue**

memoryBlue is an inside sales consulting firm based outside of Washington, D.C. The company helps high tech companies grow faster and more profitably by maximizing the effectiveness of inside sales, while at the same time advancing the careers of inside sales professionals. The company has worked with over 150 high tech companies to provide outsourced inside sales teams, inside sales recruiting solutions, and inside sales management services. For more information, visit <http://www.memoryBlue.com>.

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