

# Qualpay drives growth with targeted, proactive outbound sales with memoryBlue



## About Qualpay

Qualpay, a leading payment processing platform, partnered with memoryBlue to build a targeted outbound sales motion focused specifically on fuel and propane delivery companies in the energy industry.

## Overview

The payments industry is crowded, with numerous competitors vying for attention from hard-to-reach, relationship-driven decision-makers—often in multi-generational, family-owned businesses. Qualpay initially struggled to maintain a steady lead flow outside their core trade-show season. Their previous attempt at outsourcing sales development with a competitor resulted in frustration.

After partnering with the National Propane Gas Association (NPGA), Qualpay aimed to enhance their communication efforts beyond traditional outreach methods. This strategy was designed to support their business growth.

With memoryBlue's proactive and specialized outbound sales expertise, Qualpay quickly saw a significant impact on their business, becoming their primary source of new clients by the fourth quarter of 2024.

# The memoryBlue partnership

## How it started

Since October 2022, memoryBlue has served as Qualpay's dedicated outbound sales partner, executing a data-driven, highly targeted campaign.

The strategy centered around booking meetings specifically aimed at encouraging prospects to submit their statements for a free rate analysis—critical for Qualpay, as 70% of these analyses convert into closed deals.



*“We knew the outsourced SDR model could work, but we initially picked a competitor mainly due to budget constraints. However, meetings booked weren't truly qualified, wasting our sales team's time.*

*We needed a partner who understood our market and could consistently deliver quality leads.”*

**Elisabetta Cattaneo,**  
VP of Marketing, Qualpay

## Results

*“memoryBlue understood that our sales team needed highly qualified meetings, not just numbers. Our dedicated SDR, Nick, became a true extension of our team—he proactively qualified leads, handled objections skillfully, and dramatically improved our sales productivity.”*

**Nick Nottleman,**  
Senior Sales Engineer at Qualpay

21

meetings booked by memoryBlue SDRs in the first month after onboarding

#1

memoryBlue became Qualpay's leading source of closed deals by Q4 2024

\$115

Generated \$244M pipeline and \$115M closed revenue since engagement began

9.3

Achieved a lead score average of 9.3 out of 10, reflecting consistently high-quality meetings

# Why the partnership works



## Why memoryBlue *works* for Qualpay

“memoryBlue didn’t just book meetings—they opened the right doors, helped us have the right conversations, and enabled our sales team to focus exclusively on qualified opportunities.

*This significantly changed the way we do business.”*

**Nick Nottleman,**  
Senior Sales Engineer at Qualpay



**Precision targeting:** Outreach specifically tailored to fuel and propane delivery companies.



**Proactive qualification:** SDRs managed objections effectively, greatly reducing no-shows and unqualified leads.



**Continuous feedback loops:** Regular communication ensured rapid adjustments to market feedback, optimizing messaging and improving results over time.



**Pilot outreach in waste management:** Demonstrated promising future expansion opportunities.

## What’s next?

Qualpay is actively scaling its partnership with memoryBlue, planning to replicate this proven outbound sales success in new verticals, starting with waste management. This proactive, targeted approach continues to serve as a cornerstone for Qualpay’s continued revenue growth and market expansion.

Copyright © 2025 memoryBlue. memoryBlue and the memoryBlue logo are properties of memoryBlue. CSQualpay0525