

Make Every Seller Elite

How an AI-Native CRM Replaced a Fragmented Stack and Unlocked Velocity at Scale

Executive Summary

Legacy GTM stacks force sellers to stitch together CRM, sequencing, data providers, meeting recorders, and CPQ—slowing execution and draining willpower. Aurasell replaces this patchwork with an AI-native platform where humans and AI agents work in tandem. In this whitepaper, we profile AVO Automation, where Faisal Hassan, Chief Revenue Officer (CRO), consolidated tools, accelerated seller onboarding, and improved pipeline velocity by focusing on preparation, qualification, and automation.



The Problem: Tool Bloat and Lost Selling Time

Modern sellers juggle research across Google, 10-Ks, and intent data, then hop through sequencing tools, data providers, and CRM. Information gets out of sync, manual validation creeps in, and Fridays disappear into prep. Leaders see a slow leak in the will-skill quadrant as top performers burn energy on non-selling work.

The Solution: One AI-Native System of Record and Execution



Aurasell is an AI-native CRM and GTM platform designed to replace a dozen or more disjointed sales tools with one intelligent system of record and execution.



Backed by \$30M in Seed funding (Next47, Menlo Ventures, Unusual Ventures), Aurasell unifies data, workflows, and AI agents across the revenue lifecycle to reduce tool bloat and manual admin.

Inside Aurasell, sellers get role-specific workspaces (Seller, Manager, and Account views), ICP-matched account lists, and a real-time “fire” intent signal that prioritizes where to spend time. Managers see coaching signals and outcomes; AI agents handle research, list-building, qualification support, and next-best actions.



One-Sentence Impact

“Make your sellers elite.”

With Aurasell, productivity isn’t luck—it’s engineered. Leaders gain clarity, sellers gain conviction, and customers feel the difference.

Case Study: AVO Automation

Faisal Hassan (Chief Revenue Officer (CRO)) evaluated alternatives under a tight renewal deadline and chose Aurasell after a one-week pilot. Implementation connected their Salesforce sandbox and HubSpot with bidirectional sync, then consolidated the stack.

Replaced Tools:



Salesforce (CRM)



Apollo (Sequencing)



ZoomInfo (Data Provider)



Chorus (Meeting Recorder)



CPQ Tool

Business Outcomes:

70–80%

reduction in account research & prep time

35%

increase in sales velocity (faster cycle times via better qualification)

50%

faster time-to-productive-capacity for new and existing sellers

50%

increase to productivity per sales head

96%

data migration accuracy in 2–3 days; remaining 4% reconciled within a week

4 Weeks

from pilot to Aurasell in production replacing CRM

Friday Prep → Monday Execution

A simple weekly rhythm emerged: sellers review Aurasell on Friday, confirm sequences and priority accounts, and hit Monday ready to call. Less context switching; more human time with customers.

Onboarding & Productive Capacity

New hires land in a guided, gamified flow with task lists, talk tracks, customer stories, and ICP guidance surfaced in-app. Leaders track who's improving and why, then replicate winning patterns across regions.

Beyond the Funnel: Post-Sales Intelligence

Aurasell's roadmap extends AI signals into post-sales: health, expansion, and risk triggers informed by product usage, tickets, and market context—so CS and sales coordinate on renewals, upsell, and cross-sell.

How to Get Started

- 1 Stand up a sandbox connection
- 2 Import historical CRM data
- 3 Connect marketing automation
- 4 Load ICP and value maps
- 5 Roll out the Seller and Manager workspaces with coaching instrumentation



Join us in the Agentic Era

Ready to get started? See how Aurasell can transform your sales with AI-powered automation.

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