


# Impala.ai Jump Starts GTM with Aurasell in Five Days

Impala's first sales hire had no stack, no RevOps function, and no time to waste. Instead of stitching together six point solutions, Patrick consolidated everything into Aurasell and was operational in one week.



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## AI-Native GTM in One Week

### Challenge: First Sales Hire. No Stack. No Time.

- ✓ Build an entire outbound motion from scratch, simultaneously
- ✓ Manual CRM data entry flagged as pain point from the CEO down
- ✓ Implement GTM stack without requiring \$150k+ RevOps hire
- ✓ **Evaluated 6+ point solutions that were "surprisingly expensive" and complex to connect**

Evaluated 6+ point solutions

### Solution: One GTM Platform Instead of Six Tools

- ✓ Replaced need for Attio, ZoomInfo, Apollo, Salesloft, Clay, and Gong
- ✓ Built 10 personalised sequences in 5-min using Ask Aurasell vs. 2 weeks manually
- ✓ AI account research and ICP scoring replaced Clay without setup complexity
- ✓ **Forecasting, deal coaching, and pipeline visibility all without a RevOps hire**

99% reduction in sequence building time

### Outcome: Prospecting & Selling From Week One

- ✓ Operational in under a week: ~90% up and running within a month
- ✓ \$50k+ in tools cost avoided before integration or management costs
- ✓ 50%+ open rates on early outbound sequences
- ✓ **One sales hire running strategy, prospecting, coaching, and forecasting**

Avoided \$50k+ tool spend

“**What separates people who use AI in a good vs. great way is context. Aurasell has all the context across our whole GTM stack.**

“**Aurasell was the tool to get me to my goals the fastest and most efficiently.**