

How MobiClocks Runs Sales on Aurasell

MobiClocks swapped Salesforce, Apollo, and MailChimp for Aurasell, replacing manual work with AI-driven automation to close deals faster.



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From Salesforce to AI-Native GTM

Challenge: Too Much Admin, Not Enough Selling

- ✓ A CRM stack centered on Salesforce was fragmented and manual
- ✓ Poor configuration required ongoing manual upkeep
- ✓ Sales work spread across spreadsheets, LinkedIn, and list tools like Apollo meant no consistency
- ✓ **Reps spent more time updating systems instead of selling to customers**

Fix Salesforce, replace it, or rethink the system entirely

Solution: An AI-Native Platform to Accelerate Sales

- ✓ Replace manual workflows with AI-driven automation
- ✓ AI-Native CRM, prospecting, AI research, opportunity insights, and proposal generation all in one platform
- ✓ **Enable a system that actively supports selling, not just tracking**

Operational in 1 day

Outcome: Less Admin, More Selling

- ✓ Automated prospecting removed manual tracking and follow-ups
- ✓ AI-research surfaces ICP-fit accounts and key contacts instantly
- ✓ AI-powered deal insights analyzes calls, emails, and more to automatically flag risk, gaps, and next steps
- ✓ **Proposals reduced from 1 hour to 5 minutes**

A lean, high-output sales team focused on pipeline and revenue

"Most CRMS are just glorified databases. This actually helps you manage your team."

"We were up and running in one day with Aurasell."