

Aurasell Delivers Double-Digit Sales Productivity Gains & Cuts Deal Cycles by up to 50%

As an Operator and Board Member, Matt was sick of point solutions that caused more pain than benefit. After consolidating into Aurasell he drove double-digit sales productivity gains within months and closed deals faster.



Matt Handler
CRO & President
3x Aurasell Customer

From 15-Tools to One Unified System of Execution

Challenge: Death by Tool Sprawl

- ✓ 50-person sales org juggling 15 disconnected tools
- ✓ Each point solution had to be integrated & maintained separately
- ✓ Leadership had pipeline visibility, but no read on the leading indicators that actually predict revenue
- ✓ **Homegrown “ChatGPT science projects” had no RBAC, limited context, and unpredictable token costs**

**15 Tools Running Across
a 50-rep Sales Org**

Solution: One AI-Native GTM Platform, Every Signal in Context

- ✓ Structured & unstructured data consolidated into single trusted system
- ✓ Enterprise-grade RBAC and clear data lineage replaced guesswork
- ✓ Ask Aurasell pulls Slack, call, and CRM context into one answer, no more manual stitching together
- ✓ **Real-time deal coaching is embedded directly in reps’ workflow, delivering the same guidance a leader would give in person**

**Replace Legacy Tools
Costing 6-Figures Each**

Outcome: Faster Deals, Board-Level Impact

- ✓ Sales productivity jumped double digits within months of rollout
- ✓ Complex, multi-source questions that once took FP&A months now return while “grabbing a cup of coffee”
- ✓ QBR prep dropped from report-building taking hours to minutes, with sentiment and pipeline context pulled automatically
- ✓ **A live board discussion with APJ region was resolved in the room, using Ask Aurasell**

**25-50% Faster Deal
Cycles Since Rollout**

“When you net it all out, Aurasell is less expensive than just buying Salesforce with all the bells and whistles.”

“I asked the question in the board meeting and Aurasell drove the results.”