AURASELL

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.



Chad Troncale
Director of Sales
mobiclocks

From Salesforce to AI-Native GTM

Challenge: Too Much Admin, Not Enough Selling

Fix Salesforce, replace it, or rethink the system entirely

- ✓ 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**

Solution: An AI-Native Platform to Accelerate Sales

Operational in 1 day

- ✓ 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**

Outcome: Less Admin, More Selling

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

- ✓ 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**

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

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

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