

# How Surfe shortened its sales cycle by 10 days with Claap

**-10** days off the sales cycle

SaaS · 50-99 employees

LinkedIn-to-CRM sales tool

Account Executives

Async video outreach

## — About

Surfe connects LinkedIn to your CRM in about 60 seconds, bringing the CRM directly into the sales workflow so revenue teams capture and manage client relationships without leaving the tools they already use.

## — The challenge

Surfe's sales process was bogged down: endless email back-and-forth where reps spent hours explaining features in text, delayed responses as scheduling meetings dragged the cycle out, and slow, frustrating alignment with the product team on bugs and feature requests.



**I've literally seen 10 days just fall off my sales cycle by replacing meetings with async Claaps.**

*Account Executive, Surfe, Surfe*

## — How they use Claap

- 1 Async video for outreach and demos: a short, personalized Claap replaced multiple emails and made every interaction faster and more personal.
- 2 Fewer meetings, faster decisions: a 5-minute video could replace a 30-minute call.
- 3 Clearer communication with product: video bug reports and feature requests got reviewed faster than text tickets.

## — The results

**–10 days**

off the sales cycle

**5% → 40%**

response rate on outreach

**5 min**

video replaces a 30-min call

**24/7**

a Claap prospects reply to anytime

“When I send a 2-minute Claap instead of a pitch deck, I get way better conversion rates.”

Account Executive, Surfe, Surfe

### — Copy the playbook

- Personalize outreach: a quick video naming the prospect and their need feels tailored, not templated.
- Be available 24/7 without more work: the Claap lives on, prospects watch and reply anytime.
- Streamline internal comms: video requests to product get prioritized faster than text tickets.

**See what Claap can do for your sales team**

claap.io

[Book a demo](#)