

Avochato Grows its Business By Using... Avochato

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Avochato grew to \$1.5 million in annual recurring revenue with a team of four

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Sales team members provide constant support using Avochato's native apps

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Small sales team has outsized impact by using text messages for conversations

When Alex De Simone first started Avochato, his biggest priority was the product. Along with co-founder Christopher Neale and founding engineer Ted Hanson, the small team focused on building a great experience for users, investing in Avochato's reliability and its functionality. As the user base expanded, however, they realized that there was an opportunity to grow even more by investing in a sales team.

Avochato hit \$1.5 million in annual recurring revenue with a team of four

Avochato hired Ryan Axt to lead their sales efforts, and set an ambitious goal of bringing in \$500k in annual recurring revenue during Axt's first 12 months. He hit that number in just six. But Axt didn't stop there. He brought the company to \$1.5 million in ARR in his first year using just one tool. That tool was Avochato.

Being able to text customers is a massive advantage.

"Being able to text customers is a massive advantage," Axt said. Axt, who had previously worked on the sales team at Salesforce, found that his engagement rates skyrocketed after joining the company, reaching 65 to 70 percent across a high volume of inbound leads. "People were excited to be able to text with a company, and that led to more sales than I had even anticipated."

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As Avochato has grown, the team has continued to use its own product in order to follow up with potential customers. When a potential customer visits avochato.com, they get to try the product first-hand by texting in to the Avochato phone number. A member of the Avochato sales team then follows up with the potential customer to answer questions or provide a demonstration of the product, often taking advantage of the phone functionality to place calls.

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Once a customer has started using the product, they're able to text in to the same number with any further questions or requests. Avochato's customer success team uses the same set of tools, keeping both teams in sync as they field questions from current and potential customers.

Phone calls and text messages all get logged in the same place, keeping the team on the same page.

"Our customers really value being able to get in touch with us quickly, and they're used to hearing back from us immediately," Axt said. "That sets the tone for all interactions with Avochato – we really care about our customers, and we try to show it."

The sales team is able to keep up with those quick response times by using the Avochato apps for Apple and Android, which make it easier to do their job while commuting or on-the-go. When they do receive messages outside of business hours, sales team members rely on an auto-response message that helps set expectations for the customer.

The Avochato team has also integrated with Salesforce in order to better support its growing operations. The seamless integration between Avochato and Salesforce allows for the team to easily track the pipeline and conversion rates for various team members.

"We are truly living proof that the product works," De Simone said. "Our own company has grown because of the strength of Avochato."

Want to start sending text messages at your business? Text **"AVO"** to **(415) 214-8977** or visit www.avochato.com to get set up today!