

Case Study

How Comet improved their sales workflow and prospecting on LinkedIn by using Surfe.

Comet's simple hiring tool offers big results. By using Surfe, the company was able to improve their workflow and give their employees peace of mind while prospecting.

Comet is a platform that matches top companies with the best freelancers. While there are many other freelance marketplaces out there, Comet is different.

Instead of overwhelming companies and HR teams with too many choices, Comet pre-select the freelancers first. Without having to waste time on a cumbersome search and filtering process, businesses gain access to only the most qualified candidates, making it easy and quick to find the right person for the job.

Once a company creates a Comet account and answers a few key questions, the service presents the top three qualified expert freelancers available. This takes away all the drama, time, and tediousness of sifting through hundreds of LinkedIn profiles or CVs.

With their simple yet brilliant concept and user-friendly execution, it's no surprise that Comet has grown exponentially, securing important clients such as BNP Paribas, Engie and L'oreal. In order to fully understand the extent of their success, we interviewed **Nicolas Sepahi**, the **Regional Manager** at **Comet**.

Company Overview

- B2B customers
- 70+ employees
- Based in Paris, France
- Securing clients like BNP Paribas, Engie and L'oreal

Challenge 1

Comet wanted to continue embracing improvement within workflow processes while meeting skyrocketing demand, and supply equilibrium

Comet is a **simple and effective tool** which is very well liked in the freelance community. Furthermore due to the Covid crisis, more and more people have decided to become a freelancer to enjoy the flexibility and variety that freelance work offers during this period. Thus, Comet is experiencing a massive growth, where almost 10,000 freelancers wanted to be part of the community.

As Comet's freelance base has increased rapidly, they needed to **find even more new clients and businesses** to match with these talented freelancers.

While getting expert freelancers onboard has clearly happened quickly, Comet needed to gain more clients to hire them at the same rate to serve the demand-supply equilibrium. However, as we all know too well, **sales & prospecting for the right clients could take time and energy**.

Solution 1

Surfe eliminated the copy-paste task that helps sales reps save time on manual data entry.

Comet's account manager eventually decided to increase productivity in their workflow in order to accelerate their sales process. Firstly, by identifying some mundane task which can be done even more efficiently. One of which is manual data entry from LinkedIn to the CRM. This is a task that has to be done by a salesperson in most companies, but it is time consuming & not very interesting.

Eric Didier, the **COO of Comet** suggested the account management team **install Surfe** to address the aforementioned issues.

Immediately, the team sees the value of Surfe which helps to bridge LinkedIn to the CRM for contact & conversation synchronisation.

More specifically, **Surfe helps sales reps save time by connecting LinkedIn to the CRM**. When team members **didn't have to pause, switch screens, and copy and paste info**, they stayed more focused on the task at hand (prospecting on LinkedIn) while Surfe handled the boring and manual, yet important task of saving and recording data accurately into the CRM.

“I've tried many tools for LinkedIn prospecting help and found that Surfe is the easiest to use and brings about the best results.”



Nicolas Sephai
Regional Manager
at Comet

This means that **employees were able to prospect more each day thanks to the time saved by skipping those menial tasks**, essentially moving prospects through their sales pipeline faster and turning them into Comet clients. And of course, these new clients needed freelancers, which ensured Comet met their goals of matching expert freelancers with the businesses that needed them. As more and more clients sign on thanks to additional and more effective prospecting, these near-10,000 freelancers are continuously gaining opportunities to work with these businesses, and the future looks bright.

Challenge 2

Other sales helper plug-in tools weren't meeting Comet's exact need. The Comet team prefers a simple and well-integrated tool.

Indeed right now there are a lot of sales tools out there such as sequence automation tools or other fancy plug-ins. Since these tools are often difficult to use even in most companies, using these complicated tools could be a source of frustration.

When we spoke to Nicolas, a regional manager at Comet with years of experience sourcing prospects on LinkedIn, he wasn't impressed with **many LinkedIn sales tools** he had used. **Many of these tools had complex features** making them cumbersome or time-consuming to learn & apply.

Many other companies that we interviewed also agreed that **without a defined value proposition, sales automation tools can often alienate users** or give a sense that control is lost, which negates any value they might have offered in the first place. Some automation tools **can even be risky** to utilize, resulting in frozen LinkedIn accounts or even banning for violating the service's terms and conditions due to robotic behaviour.

As to be expected, these tools could overwhelm or not satisfy account managers such as Nicolas, especially if they also need to train new employees to use these complicated and risky tools to manage the workflow.

“I’m curious and I love to try new tools, so the fact that I’ve discovered Surfe and continue to use it daily means it’s created a productivity and efficiency in my workflow I’ve learned to depend on.”



Nicolas Sephai
Regional Manager at Comet

Solution 2

Surfe is a simple and easy fix that Comet employees can depend on.

Another reason the Comet team finds Surfe so helpful is due to its **simplicity & GDPR compliance**.

Since Comet is also a company that prides itself on creating simple and straightforward tools that help businesses, Surfe’s simple and executable concept aligns well with the company, providing not just results, but an efficiency the team has learned to count and depend on.

Surfe takes less than five minutes to install and master. Being able to install and learn how to operate such a useful tool in a short amount of time contributed even more to the Comet team’s improved productivity.

The simplicity has also helped Comet **streamline their onboarding processes**. With freelancers and clients growing rapidly, onboarding new employees is the norm, and this takes time. But it’s simple to train employees on how to use Surfe, making the onboarding process even easier and faster.

Nicolas also mentioned that using **Surfe provides a sense of relief and comfort**.

He knows he’s in good hands when he sees qualified leads, and can prospect quickly and efficiently. He’s able to relax, click on Surfe’s magic blue button, and know that his contacts have been accurately transferred to the CRM in just milliseconds, all while he remains on LinkedIn and continues to prospect.

This also allows the team to **capture leads immediately whenever they see a qualified prospect**, which maximises the result of client conversion.

The ease to capture leads with Surfe is an added bonus to Comet employees and it gives them the confidence that the people that they want to prospect are already in the CRM — and **getting results**.

The Comet team saves 56 hours per month with Surfe and has a more balanced workflow.

→ Here at Surfe, we understand the **importance of making a tool that's simple, yet significant**. Things don't have to be overly complicated to make a real difference. In fact, it's often the opposite. Comet and Surfe both adhere to this principle, making our product the missing link in helping with their company's continued success.

Time saver

Thanks to Surfe, each account manager saves several hours per month, avoiding those boring and time consuming manual tasks which allow them to fully focus on effective prospecting.

This leads to a total of **56 hours saved a month for the entire team of 10!** Using Surfe allows account managers to onboard more new clients and focus on prospecting, selling, and working to equal out their supply and demand.

We understand the pressure and stress that comes along with account management. Surfe wants to be your crutch, a tool you can depend on that provides users with comfort and ease. **When using Surfe, no lead will be left behind.** We've got your back.

Simplicity

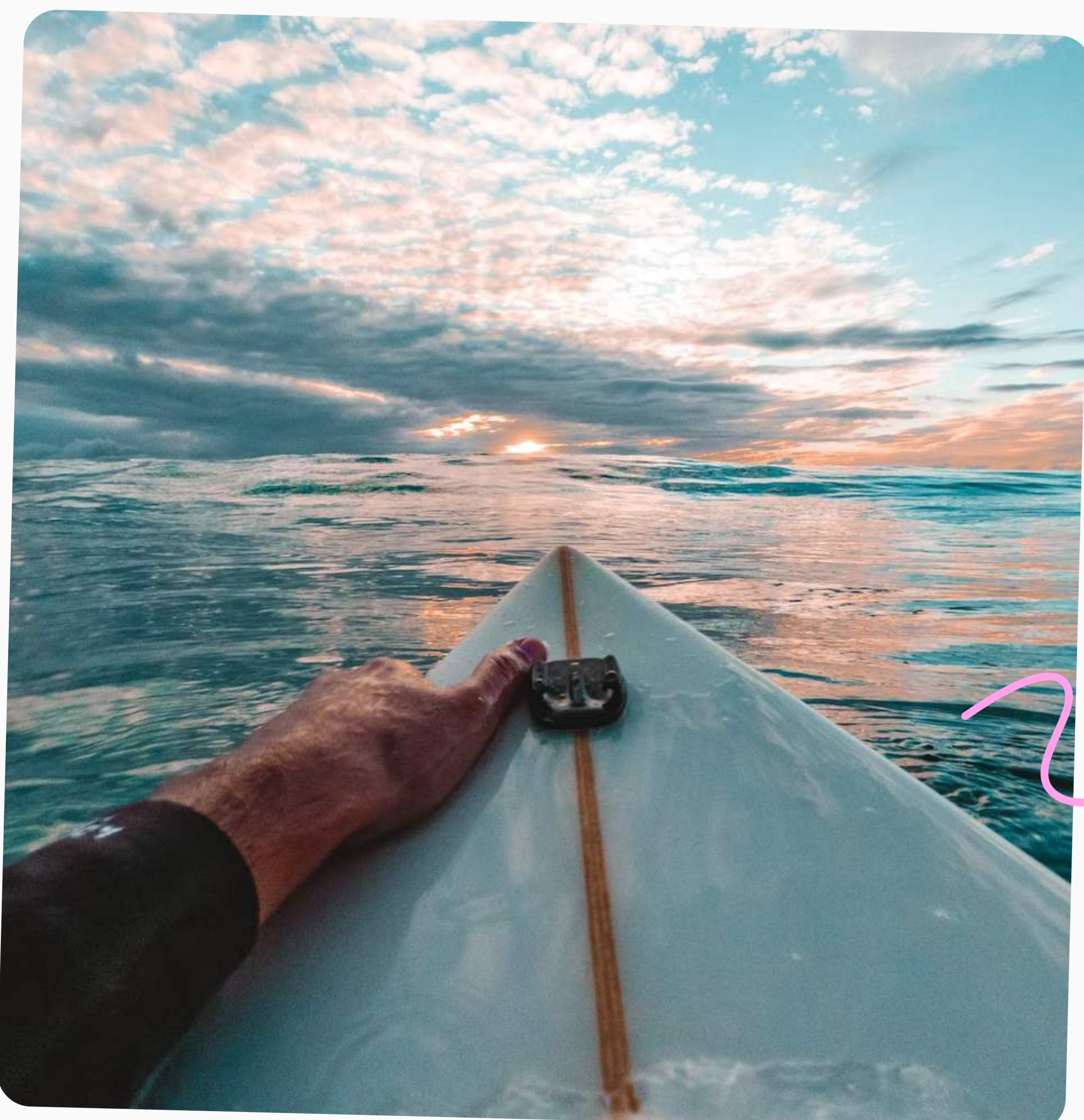
Comet is an innovative and agile company.

The principle of simplicity has allowed Comet's clients to **staff their positions quickly, efficiently, and with the right candidate. 85% of their clients are able to find the right freelancers within a week, many within just 48 hours.** This number is impressive since on average it typically takes at least two weeks to hire a freelancer.

While ease of mind isn't as tangible as time saved, it's still a very important factor when it comes to workplace efficiency. Having prospects information & message conversation transferred to the CRM in 1 click **gives a sense of ease & this extra little perks could be a motivating factor** that produces better results.

Surfe's simplicity allows employees to stay on 1 system where relationships happen -- on LinkedIn. This makes data errors during manual entry, and losing time doing pointless copying and pasting.

It **helps reduce human error**, so the team no longer has to stress over making silly mistakes or typos. When employees no longer have to do unappealing manual labor and can focus on what really matters, it makes their lives easier and their output more productive, **all leading to a better workflow and a bigger ROI.**





Make finding that perfect freelancer a breeze using Comet. They'll deliver the best candidates for the job for you to choose from, hassle free.

Visit [Comet](#) to find out more & for businesses with freelance offers you may contact Nicolas at nicolas@comet.co.

Doesn't feeling relaxed at work sound great?

Test out the ease and simplicity of [Surfe](#) with our 14 day trial. With Surfe, no leads get left behind.

