

Success Story: Top Reasons Selling Lane is Way Better Than Paper

written by Vicky Barry | June 12, 2023



John, or “Super Mario” as his kids call him, is a solo plumber with a dream of growing his business. He started out small, but quickly gained a reputation for being reliable, honest, and affordable. With a toolbox in his truck and a passion for providing top-notch service, John had all the makings of a successful entrepreneur. His customers loved him, and he was soon getting more jobs than he could handle, and working with just Penn and paper he asked the age-old question could he use a CRM instead of paper?

Challenges:

- Difficulty keeping track of leads
- Difficulty managing sales pipeline
- Difficulty closing deals

How the CRM system improved the sales process:

- **Tracking leads:** The CRM system helped the business owner to track leads more easily by providing a central place to store lead information, such as contact information, interests, and purchase history.
- **Managing sales pipeline:** The CRM system helped the business owner to manage their sales pipeline more effectively by providing visibility into all stages of the sales process.
- **Closing deals:** The CRM system helped the business owner to close more deals by providing tools for automating tasks, such as sending follow-up emails and scheduling appointments.

Benefits of switching to a CRM system:

- Increased sales
- Improved customer service
- Saved time

Sometimes the Details That Stop Businesses From Growing

However, he found himself struggling with the administrative side of running a business – managing customer relationships, scheduling appointments, and finding opportunities for upselling. John knew that he needed to get organized if he wanted to continue growing his business. He had been using paper to track his invoices, customers, and jobs, but it was becoming increasingly difficult to manage. He decided to try a simple CRM system instead.

“Opting for a CRM instead of paper was a groundbreaking decision for this old school plumber. LOL”

“Can a CRM Really Help a Plumber Like Me?”

Enter Selling Lane, an easy yet innovative CRM and small business tool, designed to convert you from paper and enhance customer relationships. JOHN found that we offered a 31-day free trial, so he took a stab at converting himself from paper to a CRM. Needless to say, for him, Selling Lane was a [Tipping Point](#) for my business

John was hesitant at first, but he quickly realized that the CRM could help him find things faster. It was easy to use, and it helped him to stay organized and on top of his business. He was able to track his customers more effectively, close more deals using menu selling, and provide a better customer experience. Simply because he was more organized.

Testing 1 2 3, Well actually 31 Day Trial of CRM Instead of Paper

With the new free site included with Selling Lane, he was able to upgrade his customer experience, and within six months, John’s business had grown by 20%. Mostly with customers, he’d never heard of before, and we’re not referred to him. This was like an augmentation to his existing referral-based business. Because of having a CRM and not trying to keep everything in his head, he was able to hire an assistant (his niece), and he was finally able to take some time off for himself. Even on his fishing trip, he was able to send a last-minute invoice, and keep an eye on inbound leads from the smartphone app. He was grateful for the CRM system that had helped him to achieve his goals.

"I can't work without Selling Lane, it's like having a digital helper on the job with you at all times."

-John aka Mario

Example of How an Easy CRM System Helped John Expand His Business:



Plumber under a sink

One day, John received a call from a new customer who needed a leaky faucet fixed. John scheduled the appointment, but in the car, he realized he didn't have the customer's address. He panicked, thinking that he would have to call the customer back and ask for the address again. But then John remembered he had Selling Lane. He logged in and found the customer's information easily, clicked the map link and was on his way.

He was able to get to the appointment on time, and he fixed the faucet quickly and efficiently. The customer was very impressed with John's professionalism, especially that he was able to send a link to pay invoice right from his phone. The customer paid immediately and John was on his way later. John told me that the customer told his friends and neighbors about John's plumbing business, which generated another lead for a new home build, which is one of the dream jobs of a plumber?

John's story is just one example of how a CRM system can help a small business to grow. If you are a small business owner, I encourage you to try an easy CRM system. It could be the best decision you ever make for your business. Using a CRM instead of Paper is a game changer

Menu Selling Was a Breakthrough Decision for John's Plumbing Business

As mentioned above, the real turning point for John was Selling Lane's unique Menu Selling feature. By presenting a menu of his plumbing services to clients on his Samsung tablet, John could effectively upsell and cross-sell his services. Customers could see all the services he offered and choose the ones that best suited their needs. This interactive approach led to a better customer experience and increased sales.

I showed up at a customer's home, who wanted me to repair an outdoor faucet that had frozen over the winter. Using Selling Lane's [Menu Upselling System](#), I was able to upsell them to add another hydrant faucet at the opposite end of the house, and also add a device that prevents banging when the water pipes are shut off too quickly. This is called a [water hammer arrestor](#), just a great device to attach to your washing machine specifically.

John

Growth in Just a few Month

In just a few months, John saw a significant increase in his revenue. But more than that, he was able to build strong, lasting connections with his customers. He was no longer just a plumber; he was a trusted service provider who understood his customers' needs and provided exceptional service.

I love the way I am now the customer's consultant, not just their plumber. With Selling Lane I don't have to upsell, I can just show them options, and they upsell themselves.

Today, John is a thriving entrepreneur with a growing team. He credits Selling Lane for not just transforming his business, but also for helping him make meaningful customer connections. And as he continues to grow his business, he knows Selling Lane will be there, supporting him every step of the way.

This is the power of Selling Lane – it's not just about customers or revenue; it's about helping [entrepreneurs](#) like John build successful businesses and meaningful customer relationships.

3 Reasons Why John Thinks You Should Use an Easy CRM instead of Paper

1. "First off, with Selling Lane's CRM, I've eliminated the mess of lost or misplaced papers. Everything's digital, organized, and at my fingertips. No more frantic searches for a client's details or job history."
2. "Secondly, it's a game-changer for scheduling and invoicing. I get reminders for follow-ups, and invoicing is a breeze. No more late nights trying to remember which job was done when and for how much."
3. "Oh, and I can't forget about the website builder! Before Selling Lane, I didn't even have a proper online presence. Now, I've got a professional-looking website that attracts more clients and showcases my plumbing services. It's like having a 24/7 digital storefront without any of the hassle."

The jump to using CRM instead of paper is a paradigm shift for my business.

Try Free for 31 Days [Get Sellinglane CRM](#) No credit card needed to try

