

Salespeople and Real Estate Agents Need Their Own Personal CRM?

written by Vicky Barry | June 28, 2023



[Continued from 10 reasons Salespeople Must Have a Private CRM](#)

Introduction: The Power of Personal CRM ☐

In the competitive fields of automotive and real estate sales, having a personal Customer Relationship Management (CRM) system is a game-changer. It's not just a tool; it's your secret weapon for success. But why is a personal CRM so crucial for salespeople in these industries? Let's dive in.

1. Independence: Your Business, Your Rules ☐

When you have your own personal CRM, you're not tied to the systems provided by your dealership or real estate agency. This means you can move between companies without losing your valuable customer data. Your relationships stay with you, giving you the freedom to control your own destiny.

2. Customer Loyalty: Building Strong Relationships



A personal CRM allows you to track every interaction with your customers, from the initial contact to the final sale and beyond. This helps you build strong, lasting relationships, which are key to earning repeat business and referrals in both the automotive and real estate sectors.

3. Efficiency: Streamline Your Workflows ☐☐

With a personal CRM, you can automate many of your daily tasks, such as following up with leads, scheduling appointments, and sending out marketing emails. This saves you time and allows you to focus on what you do best: selling.

4. Insights: Know Your Customers ☐

A personal CRM provides valuable insights into your customers' needs and preferences. This information can help you tailor your sales approach, improving your chances of closing deals.

5. Professionalism: Impress Your Customers ☐

Using a personal CRM shows your customers that you're organized, professional, and committed to providing excellent service. This can enhance your reputation and help you stand out in a crowded market.

Conclusion: Take Control of Your Success with a Personal CRM ☐

In the fast-paced worlds of automotive and real estate sales, a personal CRM is not just a tool; it's a necessity. It gives you the independence, efficiency, and insights you need to take your sales to the next level. So, why wait? Start exploring the benefits of a personal CRM today.

#AutomotiveSales #RealEstateSales #PersonalCRM #SellingLane #SalesSuccess

Questions about a private CRM For Salespeople:



- [What are the top 10 reasons to have a private CRM](#)
- How does a Private CRM protect my time investment?
- [Why do I need a second CRM for MY customers?](#)
- Are my customers Mine?



**Selling Lane The Easy CRM,
Free For Life or Upgrade as Needed**

[Try It Free](#)

Unlimited Free for Startups – or Upgrade for Only \$25

No credit card needed to try, startups get the Easy CRM **free forever**

Or get the discounted [Business Max Plan for \\$75](#)

What is a CRM? [Watch this](#)

10 Reasons Salespeople Must Have a Private CRM

written by Vicky Barry | June 28, 2023



Introduction: The Value of Your Customer Base □

In the automotive sales industry, your customer base is your most valuable asset. It's the foundation of your business and the key to your success. Building a strong, loyal customer base takes time and effort, but the payoff is well worth it. However, it's not just about building a customer base; it's also about protecting it. But why is this so important? Here are the top 10 reasons why automotive salespeople should prioritize protecting their customer base.

1. Customer Loyalty: The Key to Repeat Business □

Customers who have had a positive experience with a salesperson are likely to return for future purchases. By protecting your customer base, you're nurturing these valuable relationships and encouraging repeat business. This loyalty isn't just about the immediate sale; it's about establishing a long-term relationship that can lead to multiple sales over time.

2. Referrals: Word-of-Mouth Marketing □□

Happy customers are your best advocates. They're likely to refer friends and family to you, helping to grow your customer base organically. By protecting your customer base, you're also protecting this valuable source of referrals.

3. Competitive Advantage: Stand Out from the Crowd □

In the competitive world of automotive sales, having a strong customer base can give you an edge over your competitors. It's a resource that's uniquely yours and can't be easily replicated. By protecting your customer base, you're safeguarding your competitive advantage.

4. Independence: Take Control of Your Future □

When you protect your customer base, you're not just protecting your current sales – you're also safeguarding your future. This is especially important if you ever decide to move dealerships. With a protected customer base, you can hit the ground running at your new location.

5. Personal Brand: Build Your Reputation □

Your customer base is a reflection of your personal brand. By protecting it, you're reinforcing your reputation and positioning yourself as a trusted advisor in the automotive industry.

6. Revenue Stability: Secure Your Earnings □

A strong customer base can provide a steady stream of revenue. Even in slow periods, repeat customers and referrals can help keep your sales stable. By protecting your customer base, you're securing your future earnings.

7. Career Progression: Climb the Ladder □

Salespeople with a strong customer base are often more successful and have more opportunities for career progression. They're valuable assets to their dealerships and are likely to be recognized for their achievements.

8. Customer Insights: Understand Your Customers □

Your customer base is a wealth of information. By getting to know your customers, you can gain valuable insights into their needs and preferences, helping you to sell more effectively.

9. Negotiating Power: Leverage Your Value □

When you have a strong customer base, you have more negotiating power with your dealership. You're bringing value to the dealership, and this can be leveraged in negotiations.

10. Job Security: Safeguard Your Position □

In an industry where sales targets are everything, having a strong customer base can provide a level of job security. You're less likely to be affected by changes in the market or at your dealership.

Conclusion: Protect Your Customer Base with a Personal CRM □

Protecting your customer base is one of the most important things you can do as an automotive salesperson. It's your ticket to increased sales, career progression, and job security. So, how can you protect your customer base? One effective way is by using an independent CRM solution like [Selling Lane](#).

Questions About a Personal CRM:

1. [What is a CRM?](#)
 2. [Why should a Automotive and Real-estate salesperson have their own personal CRM?](#)
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3 Important CRM Features for Tree Removal Services

written by Vicky Barry | June 28, 2023



In the tree removal industry, managing customer relationships, upselling services, and ensuring timely payments are critical aspects of running a successful business. However, these tasks can often be challenging and time-consuming. That's where software solutions like Selling Lane come into play for Tree Removal Services like yours.

1. Track Customers Efficiently

One of the most significant benefits of using Selling Lane is its robust Customer Relationship Management (CRM) capabilities. With Selling Lane, you can easily track customer details, appointment history, and communication all in one place. This not only saves you time but also allows you to provide personalized service to each client. By having all customer information at your fingertips, you can respond to customer inquiries faster, schedule appointments efficiently, and provide top-notch service consistently.

2. Upsell with Ease

Upselling is a powerful strategy for increasing revenue, but it can be challenging to implement effectively. Selling Lane's unique [Menu Selling](#) feature simplifies this process. By presenting a menu of your tree removal services to clients on an iPad or tablet, customers can easily understand the breadth of your offerings and select the ones that best suit their needs. For instance, a client booking a tree removal service might be interested in additional services like stump grinding or tree health assessments when presented in the menu. This interactive approach not only improves customer experience but also opens up opportunities for effective upselling.

3. Ensure Timely Payments



get paid faster with Selling Lane's invoicing system

Selling Lane also helps you ensure timely payments. With its [integrated billing system](#), you can send invoices directly to your customers via email. Customers can then pay online, making the process quick and convenient for both parties. This feature can significantly reduce the time you spend chasing payments and improve your cash flow.

Selling Lane is Free to Try, Pay as You Grow

One of the best things about Selling Lane is its pricing model. It's free to try for 31 days, allowing you to explore and utilize its features without any financial commitment. As your business grows and your needs become more complex, you can choose to upgrade to a premium account. This "pay as you grow" model ensures that you only pay for what you need, making Selling Lane an affordable solution for tree removal services of all sizes.

In conclusion, Selling Lane offers a range of features that can help tree removal services streamline their operations, enhance customer service, and maximize their revenue. It's a comprehensive tool designed to meet the unique needs of service-based businesses. So why wait? Start your free trial today and experience the Selling Lane difference for yourself.

Other names for Tree Removal Services:

- [Arborist](#) services
- Tree care services
- Tree cutting services
- Tree pruning services
- Tree trimming services
- Tree surgery
- Tree felling

[Success Story: Top Reasons Selling Lane is Way Better Than Paper](#)

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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

Top Reasons a CRM Will Improve Your Cleaning Business?

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In the bustling world of house cleaning and cleaning service businesses, efficiency, customer satisfaction, and revenue growth are the cornerstones of success. As a business owner in this industry, you're likely juggling a multitude of tasks – from scheduling appointments and managing teams to maintaining customer relationships and identifying upselling opportunities. Enter Selling Lane, an innovative online CRM and logistics platform designed to streamline your operations, enhance customer relationships, and maximize your revenue.

Streamlining Operations with Selling Lane

One of the most significant challenges in the house cleaning and cleaning service business is managing the logistics of your operations. Coordinating teams, optimizing routes, and scheduling appointments can be a complex and time-consuming task. But with Selling Lane, these tasks become a breeze.

Selling Lane's user-friendly platform allows you to manage all aspects of your operations in one place. Its innovative mapping feature optimizes your team's routes, reducing travel time and allowing for more appointments in a day. Plus, with real-time tracking, you can provide customers with accurate ETAs, enhancing their service experience.

Enhancing Customer Relationships

In the service industry, customer satisfaction is key. Selling Lane's CRM capabilities ensure you never miss a beat when it comes to your customers. You can keep track of customer details, appointment history, and communication all in one place, ensuring you provide personalized service every time. This organized approach can lead to increased customer satisfaction and loyalty.

Maximizing Revenue with Effective Upselling

Upselling is a powerful strategy for increasing revenue, but it can be challenging to implement effectively. Selling Lane's unique Menu Selling feature simplifies this process.

By tracking customer history and preferences, Selling Lane can highlight potential upsell services that would benefit each customer. For instance, if a customer frequently requests basic cleaning services, the Menu Selling feature can prompt you to offer them additional services like deep cleaning or specialized cleaning services. This not only provides value to the customer but also increases your revenue.

Affordable and Easy to Use

Despite its comprehensive features, Selling Lane is highly affordable and easy to use. With a freemium model, you can start using Selling Lane for free and upgrade to a premium account as your business grows.

Join the Revolution

In the competitive house cleaning and cleaning service industry, staying ahead of the competition is crucial. Selling Lane equips you with the tools you need to streamline your operations, enhance customer service, and maximize your revenue. Join the revolution and transform your cleaning business with Selling Lane. It's time to embrace the future of business operations.



More on menu selling for cleaning services

Menu Selling is a transformative feature for cleaning services, designed to enhance customer engagement and boost revenue. By presenting a menu of your cleaning services to clients on an iPad or tablet, customers can easily understand the breadth of your offerings and select the ones that best suit their needs. This interactive approach not only improves customer experience but also opens up opportunities for effective upselling and cross-selling. For instance, a client booking a standard cleaning service might be interested in additional services like deep cleaning, carpet cleaning, or window washing when presented in the menu. This not only adds value to the customer's experience but also increases your revenue potential.

[Transform Your Landscaping Business with Selling Lane](#)

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Having fun at work is vital because it cultivates a positive environment that boosts morale, fosters creativity, and ultimately increases productivity – because when people enjoy what they do, they do it better.

[How to Upsell Effectively with Menu Selling: A Guide for Small Businesses](#)

written by Vicky Barry | June 28, 2023



Having fun at work is vital because it cultivates a positive environment that boosts morale, fosters creativity, and ultimately increases productivity – because when people enjoy what they do, they do it better.

Harnessing the Power of Software to Transform Your Carpet Cleaning Business

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