

# [Flourish or Fail with CRM: Simple Wisdom for Businesses](#)

written by Vicky Barry | October 6, 2023



Old school wisdom is sometimes the best, especially when applied to new technologies, such as small business CRM

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# [How to Get an Awesome Business Website, Without Breaking The Bank!](#)

written by Vicky Barry | October 6, 2023



If you've got a business, you need a website. It's like your online shop where people can visit, look around, and get to know you, even when you're sleeping!

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# [How to Grow Your Massage Therapy Business with CRM](#)

written by Vicky Barry | October 6, 2023



or massage therapists, whose work is to alleviate stress and promote wellness, having a business that runs smoothly in the background is paramount.

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## [7 Crazy Reasons NOT to Have A Business Website](#)

written by Vicky Barry | October 6, 2023



It's not the 1950s, where relationships were built at parties and toasters were your only appliance. To compete today, you have to have a Business website, so you can still have those parties and let your business grow online while you're chatting with friends.

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## [Need a CRM for Small Business? Here is What You Need to Know](#)

written by Vicky Barry | October 6, 2023



CRM stands for Customer Relationship Management. It is a software solution that helps businesses manage their interactions with customers and potential customers.

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## [5 Ways SaaS CRM Can Grow Your Business](#)

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SaaS CRM, or software as a service CRM, is a type of CRM software that is hosted in the cloud and can be accessed over the internet. This means that businesses do not need to install or maintain any software on their own servers.

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## [Top Ways to Build Customer Loyalty with CRM](#)

written by Vicky Barry | October 6, 2023



Show your loyal customers that you appreciate their business by offering them rewards and incentives. For example, you could offer a loyalty program that gives customers points for every purchase they make. These points can then be redeemed for discounts or other rewards.

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## [Top Reasons To Switch: From Spreadsheets to a Cloud CRM?](#)

written by Vicky Barry | October 6, 2023



Businesses and solopreneurs are constantly seeking tools to streamline their business, enhance customer relationships, and boost sales. Enter CRM ([Customer Relationship Management](#)) systems, the superheroes of modern business tools. But like every superhero, there are variations: the in-house CRM and the SaaS (Software as a Service) CRM. So, which one should you choose? Let's dive deep into the battle of the CRMs.

### **From Spreadsheets to SaaS CRM: The Modern Shift**

Many businesses, especially startups and [SMEs](#), begin their customer management journey with tools like [Excel](#) or [Apple Numbers](#). While these tools are great for basic data storage, they lack the advanced features, security, and ease of use that a dedicated CRM system offers.

## ***Why make the shift?***

1. **Security:** Online CRMs, especially SaaS versions, come with robust security features, ensuring your customer data is safe from breaches.
2. **Centralization:** No more juggling between multiple sheets or files. Everything you need is in one place.
3. **Automation:** From sending follow-up emails to generating reports, automation features in CRMs save time and reduce errors.
4. **Collaboration:** Multiple team members can access and update the CRM in real-time, ensuring everyone is on the same page.

### **In-house CRM: The Homegrown Hero**

*What is it?* In-house CRM systems are software solutions developed internally or customized by a third-party but hosted on a company's own servers.

### ***Pros of Homegrown In-house Software:***

1. **Customization:** Since it's developed in-house, you can tailor it precisely to your business needs.
2. **Data Control:** All data remains within the company's infrastructure, which can be a plus for businesses with sensitive information.
3. **Offline Access:** No need for internet access to get to your data.

### ***Cons of Homegrown In-house Software***

1. **High Initial Costs:** Development, hardware, and software licenses can be pricey.
2. **Maintenance:** You're responsible for updates, bug fixes, and dealing with potential downtimes.
3. **Scalability Issues:** As your business grows, you might need to invest more in infrastructure and further customization.

### **SaaS CRM: Online Software to Run Your Business**

*What is it?* SaaS CRM is a cloud-based service. Instead of being hosted on a company's servers, it's hosted on the provider's servers and accessed via the internet.

### ***Pros of Online SaaS CRM***

1. **Cost-Effective:** Typically, you pay a subscription fee. No hefty initial investments. And most online CRM's, have the ability to increase the

size of your database as you grow. And will allow you to add additional users as you grow without any need for programmers come in and reprogram your servers or add additional equipment.

2. **Easy Upgrades:** The service provider handles updates and new features. As opposed to what happens with in-house systems, where any customization requires an expense
3. **Scalability:** As your business grows, you can easily adjust your subscription to fit your needs.
4. **Accessibility:** Access your data from anywhere with an internet connection. This is a big one, it allows entrepreneurs to run their business, even when on vacation or offsite. For example, the other day I was in the hospital, waiting for my significant other, and I was still able to run my business from my phone.

## ***Cons of Online SaaS CRM***

1. **Internet Dependency:** No internet, no access. This is definitely a concern if your business is in the wilderness or you wish to access your database remotely. But remember, in-house systems only work in house and the availability of Internet today is pretty universal. Especially with companies like [Starlink satellite Internet](#) available, almost worldwide
2. **Customization Limits:** While many SaaS CRMs offer customization, there might be limits compared to in-house solutions. However, most SaaS CRM have all the tools you need to run your business. It may not look the way you're used to, but after a little bit of utilization, in most cases, you'll be better off than with an in-house system.
3. **Data Control:** Since data is stored off-site, some businesses might have concerns about security and compliance. But this is usually not the case anymore with SSL certificates and bank level user security that most CRM's use to protect customer data.

## **The Verdict**

The choice between in-house and SaaS CRM boils down to your business's specific needs and resources. If you have the budget, technical expertise, and a need for deep customization, in-house might be the way to go. However, if you're looking for a cost-effective, scalable solution with minimal maintenance, SaaS CRM is a strong contender.

As the great business thinker Peter Drucker once said, "Efficiency is doing things right; effectiveness is doing the right things." Whether you choose in-house or SaaS, the key is to ensure that your CRM aligns with your business goals and enhances your relationship with your customers.

Ready to explore the world of SaaS CRM? Check out Selling Lane, where efficiency meets effectiveness, and watch your business soar to new heights!

Everything you need to grow your thriving business. Get higher quality leads, close more deals and manage customers all in one place with Selling Lane CRM  
Try For Free [Get Sellinglane CRM](#) No credit card needed

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## **Cultivating Customer Love: The Ultimate Guide to CRM Magic!**

written by Vicky Barry | October 6, 2023



Ah, relationships. As the great Jane Austen once quipped, *"It is a truth universally acknowledged, that a single business in possession of good customers, must be in want of a CRM."* Okay, maybe she didn't say exactly that, but if she were a 21st-century business guru, she totally would have! So, let discover how it can sprinkle some pixie dust on your customer relationships with this ultimate guide to CRM.

## Here are the 5 Reasons CRM's Work So Well.

### 1. Always Remembering... Everything!

"The Digital Diary of Delight: SaaS CRM's Memory Magic!"

Every interaction with our customers count, so, forgetting a detail can be a cardinal sin. But fret not, for the SaaS CRM is here to be your memory's knight in shining armor! With this digital marvel, gone are the days when you'd scramble through notes trying to recall if it's Mr. Thompson's birthday or if Mrs. Rodriguez mentioned her cat's affinity for gourmet fish. ☐☐

With a SaaS CRM by your side, every tidbit about your customer is stored with precision (so long as you log it). Be it Anna's birthday bash coming up next week, the fact that Robert adores his golden retriever named Buddy, or that Sarah has a soft spot for emails peppered with fun emojis – everything is at your fingertips. ☐☐☐

In SellingLane CRM, we have a feature on both the customer screen and the business info screen called "Customer Insight" and "Business insight" respectfully. The idea is that you could review your about to contact a customer or business, and be reminded of such things as "he has a dog named Komer." or "He loves sushi." or "don't call him Tony, he likes to be called Anthony"

For the "Business insight" it might be used for "They have 100 employees, specializes in steel fabrication" or "Always call on Tuesdays because owner is golfing," This way, at a glance, you could get some basic insight into the customer.

Oscar Wilde, with his razor-sharp wit, once remarked, "Memory is the diary we all carry about with us." But one might ponder: why burden our minds with the weight of countless memories when a sleek, [easy CRM](#) can carry that diary for



us? After all, in the triage ward of business, it's always best to have a partner that remembers everything like a memory  $\square$  elephant!

## 2. Being There, Without Actually Being There

Businesses often cater to clients from diverse geographies, but the essence of success remains in building and maintaining strong relationships. A SaaS CRM blurs geographical boundaries. Regardless of where your customers are, you can engage with them as if they're right next door. This digital proximity ensures you're always in sync with their needs and feedback. Imagine having a virtual coffee chat with a client in Tokyo while you're in New York. As Mark Twain might humorously point out, "The lack of presence makes the heart grow fonder, especially if you're always a click away." While physical distances persist, emotional and business connections are stronger than ever, ensuring every client feels valued and prioritized.

## 3. Predicting the Future (Sort of)

With great data, you can often anticipate your customers' needs before they even realize them. It's like having a crystal ball, but without the foggy ambiguities. As [Yogi Berra](#) (I wish I met him) might have chuckled, "It's tough to make predictions, especially about the future. But with a great system, it's a tad easier!"

Harnessing the power of data analytics allows you to delve deep into your customers' behaviors, preferences, and patterns. This proactive approach means you're not just reacting to their needs; you're predicting them. By analyzing past interactions, purchase histories, and even browsing habits, you can tailor your offerings and communications to perfectly suit each customer. It's the modern-day equivalent of reading tea leaves, but with precision and accuracy. Yogi Berra, with his signature wit, once quipped, "It's tough to make predictions, especially about the future." Yet, with a robust CRM system in place, you're not just predicting—you're preparing. So, while we might not have a magic wand or a mystical orb, with the right tools, we can certainly come close!

## 4. A Guide to CRM 's Ability to Automating the Mundane



#image\_title

Let's face it, no one likes repetitive tasks. With automation features, your CRM takes care of the mundane, leaving you free to focus on the fun stuff. BECAUSE, "Life is too short for manual data entry."

Repetitive tasks can be the bane of productivity. They eat uptime, drain energy, and often lead to errors simply because of the monotony they bring. Enter the automation features of a CRM. These features are designed to shoulder the burden of those tedious tasks that seem to crop up daily. From sending follow-up emails to updating records, the CRM ensures that consistency is maintained without you lifting a finger. This not only streamlines operations but also reduces the risk of human error. Imagine the

hours you can reclaim, redirecting your focus to more strategic, creative endeavors that truly drive business growth. Albert Einstein, with his brilliant mind and playful spirit, once said, "Imagination is more important than knowledge." And while he might not have specifically mentioned manual data entry, it's easy to imagine him advocating for any tool that frees up mental space for more imaginative pursuits. So, let your CRM handle the routine, and you can dive into the innovative, exciting aspects of your business.

## **5. CRM's Build Trust, One Keystroke at a Time**

My father, a wise man with years of experience under his belt, often echoed the sentiment, "**Trust is currency.**" It wasn't just a saying; it was a philosophy he lived by. In the world of business, trust isn't just handed over; it's earned, transaction by transaction, interaction by interaction. This is where a SaaS CRM becomes invaluable.

By harnessing the power of cloud technology, a SaaS CRM meticulously records every touchpoint, every preference, and every past interaction with your customers. This isn't just about data collection; it's about understanding. When you reach out to a customer with information tailored specifically to their needs or preferences, it sends a clear message: "We're listening. We care."

Such personalized interactions, be it through marketing campaigns, sales pitches, or customer service, foster a sense of trust. They show your customers that they're not just another number in a database, but valued individuals. Over time, this trust compounds, solidifying relationships and ensuring loyalty.

In an age where customers are bombarded with generic advertisements and impersonal sales pitches, standing out requires a personal touch. And with a SaaS CRM, you're not just reaching out; you're reaching out in the right way, at the right time, with the right message. Just as my father believed, trust truly is a currency, and with a SaaS CRM, you're making a wise investment in that trust.

## **The Grand Finale: Why Selling Lane?**

Now, you might be thinking, "All this sounds great, but where do I start?" Enter Selling Lane. It's not just any SaaS CRM; it's your business's new best friend. With features tailored for modern businesses, it's the secret sauce to jazz up your customer relationships.

So, in the immortal words of Dr. Seuss, "Sometimes the questions are complicated, and the answers are simple." If the question is how to improve customer relationships, the answer, dear reader, is Selling Lane.

**Ready to give your customer relationships a sprinkle of magic? ☐ Hop on the Selling Lane express and watch the transformation unfold!**

Everything you need to grow your thriving business. Get higher quality leads, close more deals and manage customers all in one place with Selling Lane CRM  
Try For Free [Get Sellinglane CRM](#) No credit card needed

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## [How to Use SellingLane to Close More Deals](#)

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SellingLane is a powerful [CRM system](#) that can help you close more deals. Here are a few tips on how to use SellingLane to your advantage:

## Unlocking Business Potential: Mastering Deal Closures with SellingLane

### 1. Lead Mastery

*"Every contact we have with a customer influences whether or not they'll come back." – Shep Hyken*

With our CRM software, every lead is a story waiting to unfold. From the initial point of contact to the final handshake, track your leads seamlessly. This holistic view ensures you're always a step ahead, anticipating needs and addressing concerns.

### 2. Prioritize with Precision –

*"The key is not to prioritize what's on your schedule, but to schedule your priorities." – Stephen Covey*

Not all leads are created equal. SellingLane's lead scoring mechanism evaluates leads on various parameters, ensuring you channel your energy where it matters most.

### 3. Pipeline Visualization –

*"Efficiency is doing things right; effectiveness is doing the right things." – Peter Drucker*

SellingLane's intuitive dashboard offers a bird's-eye view of your sales pipeline, spotlighting areas of excellence and avenues for improvement.

### 4. Sales Automation –

*"The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency." – Bill Gates*

Why get bogged down with mundane tasks when our Business Software can automate them? From timely follow-up emails to appointment scheduling, let technology do the heavy lifting.

### 5. Performance Analytics

*"Without big data analytics, companies are blind and deaf, wandering out onto the web like deer on a freeway." – Geoffrey Moore:*

SellingLane's in-depth analytics provide a clear picture of your sales

metrics, from conversion rates to sales cycles, empowering you to strategize effectively.

## 6. Selling Menu's

Our Business Software includes a wonderful [selling menu system](#) that allows you to show customers multiple choices and have them pick the one they want. Which makes the customer experience that much better and easier for an average person to sell on a consistent basis.

### Extra Nuggets of Wisdom:



- **Personal Touch –**

*“A person’s name is to that person the sweetest and most important sound in any language.” – Dale Carnegie*

SellingLane equips you with detailed lead insights, enabling personalized outreach that resonates.

- **Consistent Follow-ups –**

*“Diligence is the mother of good luck.” – Benjamin Franklin*

SellingLane’s automated reminders ensure you’re always on your lead’s radar, enhancing deal closure chances.

- **Nurturing Relationships –**

*“Business is all about the customer: what the customer wants and what they get.” – Peter Drucker*

With SellingLane, nurture your leads by offering value-driven content and resources, laying the foundation for a lasting business relationship.

**Final Thoughts:** SellingLane is not just a tool; it’s a partner in your journey towards unparalleled sales success. Let SellingLane be your collaborator in this journey. Ready to transform your sales game? [What are you waiting for, try for free today.](#) ☐☐

Everything you need to grow your thriving business. Get higher quality leads, close more deals and manage customers all in one place with Selling Lane CRM  
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