

# It's Really Simple, Grass is Greener in Business if You Water It

written by Vicky Barry | July 6, 2023



## **Cultivating Business Growth: 7 Lessons learned by Watering Your Lawn.**

- **Introduction**

- When I started selling, I met a man who worked at the location for 20 years. He was pretty famous in the business for being the best sales person in the country. Most of the other sales people envied him, and in some cases hated him for his success. Maybe I was brought up different, but instead, I studied him to try to understand how he was getting so many referrals from other customers, and watched the way he sold with a natural style. The bottom line is, this man was cultivating his garden every single day. Calling customers on their birthdays and anniversaries, being kind to their children when they came in to the business, even if they were crying. In other words, just being a great person, and a natural for customers to buy from.

I also noticed business journals on his desk, and caught him one morning, an hour before opening, watching a YouTube channel on selling success. He had Napoleon Hill's book on his desk, a bottom drawer filled with toys for the children, and was always willing to help other sales people if they would just listen.

- Full Disclosure: This person was my father. The number one sales person for most of the 1980s for a big automobile manufacturer.
- What I learned working for him over those precious few years was priceless. Because he taught me empathy and kindness, not how to "close" a customer, but Instead, how to make a customer, feel like he was the only person they should ever buy from.
- Instead of envying, others, he worked on himself. In fact, I never heard him say an unkind word about another sales person. But instead, I watched him constantly work on his selling skills. In other words, "He realized that the grass is always greener under your feet if you spend time watering it."



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- **Understanding Your Soil (Knowing Your Business)**

- Just as different soils require different care, every business has a unique set of needs. For example, if you are a florist, you can't attract customers until you perfect your skills at making flower arrangements. If you're a plumber, most of your business will come from word of mouth. So, referrals are critical, building a great relationship with each customer and being there for them in a crisis, could be the best way to grow your business. You might invest in [great software for plumbers](#), and spend your watering time learning how to use it at 100% efficiency.
- I know this is basic, but knowing your customers, what they require, and especially what they fear, or what they enjoy, is critical to growing your business. So spend some time watering your own lawn, by investing time in learning about your customers and what they are worried about. It will go a long way to your success.

- **The Right Amount of Water (Balancing Resources)**

- Overwatering or under watering can harm a lawn, just as overinvesting or underinvesting can harm a business. Spending time trying to grow, but not actually selling anything or working on your customers, will ultimately lead to failure.
- Over preparing is also a mistake. I've seen people spend months and months preparing to do something, but then have anxiety and fear of actually starting. It's a term we call "failure to launch" or "Success Quagmire." Businesses spend so much time preparing that they forget I need to actually get started, so they can pay for their time and make enough money to keep the business afloat. Sometimes just starting even if things aren't perfect will allow you to perfect your business model, pivot, and get bigger faster. And most importantly, allow you to adapt to market changes.



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- **Consistent Watering (Consistent Effort)**

- Consistency is key in both lawn care and business growth. Achieving long-term success, it's a marathon, not a sprint. Look at your business every day, find something to improve and ask yourself, are the things you're doing, going to grow your business or are they just busywork.
- Examples include:

- Spending an hour every morning answering people's positive or negative reviews.
- Making sure that you write a post about your business every day on social media. Mix it up with interesting and heart-wrenching stories, then mix in some self-promotion and selling.
- Talk to other neighboring businesses and let them know what you're up to. This includes Internet businesses, sometimes making relationships with competitors that are selling similar products to filling partnerships later on.

- **Adapting to Seasons (Adapting to Market Changes)**

- Just as lawn care needs change with the seasons, a business must adapt to market changes. Entrepreneurs often call this "the pivot." Where are you start out doing one thing, but realize the customers want something else very similar, so you modify your business to accommodate their needs and off to the races you go. But sometimes seasons and locational factors will require you to make changes, just like the way Walmart puts a pro is out in front when it's raining and BJ's puts air conditioners upfront when it's boiling hot outside. Marketing to a season can make all the difference, is no one wants sweaters in summer or shorts in winter.

- **Lawn Maintenance (Maintaining Business Health)**

- Regular lawn maintenance prevents issues and keeps the lawn healthy. Similarly, regular check-ins and adjustments can keep a business on track. I've helped run large companies and started two of my own. In each case, I find that having consistency in my marketing strategy makes all the difference. Sometimes just doing things the same time of day, same time of week, and once a month, is all you need to ensure that you don't miss something. If you don't schedule your watering, you may sometimes forget and let months go by, then you realize that you haven't posted anything on Facebook or written a blog post, and you wonder why your business just floundering.

- **Conclusion: Growing a Green Lawn and a Thriving Business Growth**

- There are many ways to start a business to run a business to maintain a business, but there is one common denominator among all successful businesses, and that is constant attention to detail.

## Bonus: Book Suggestion for Small Business

- [12 Months to \\$1 Million](#): by Ryan Daniel Moran
- [Your Next Five Moves: Master the Art of Business Strategy](#) Patrick Bet-David
- [STARTING BUSINESS FROM SCRATCH](#): The Ultimate Blueprint of Building a Multi-Billion dollar business for successful Entrepreneurs

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## Salespeople and Real Estate Agents Need Their Own Personal CRM?

written by Vicky Barry | July 6, 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 privet 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](#)

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## 10 Reasons Salespeople Must Have a Private CRM

written by Vicky Barry | July 6, 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 | July 6, 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

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# 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

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## Top Reasons a CRM Will Improve Your Cleaning Business?

written by Vicky Barry | July 6, 2023



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.

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

written by Vicky Barry | July 6, 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.

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

written by Vicky Barry | July 6, 2023



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## **Harnessing the Power of Software to Transform Your Carpet Cleaning Business**

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## **Profits, Punchlines, and the Pursuit of Small Business Greatness**

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