# [How Do I Apply Old School Methods to a Modern CRM?](#)

written by Vicky Barry | October 7, 2023



Applying old-school wisdom to modern technology is a incredible method of growth

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

written by Vicky Barry | October 7, 2023



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

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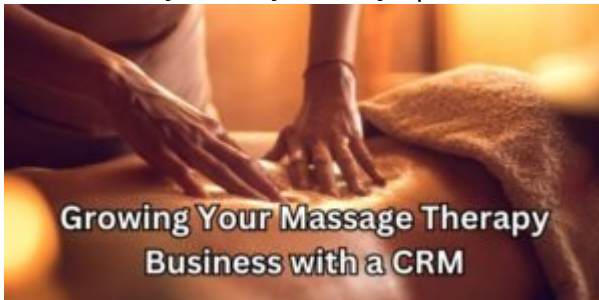# [How to Get an Awesome Business Website, Without Breaking The Bank!](#)

written by Vicky Barry | October 7, 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!

# How to Grow Your Massage Therapy Business with CRM

written by Vicky Barry | October 7, 2023



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

# 7 Crazy Reasons NOT to Have A Business Website

written by Vicky Barry | October 7, 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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# [Flourish or Fail: Can Software Make the Difference?](#)

written by Jude Campbell | October 7, 2023



Handwriting invoices, may seem personal, but just looks unprofessional in today's day and age. Handwriting is. prone to mistakes, and quite frankly is not future-proof for the next generation.

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

written by Vicky Barry | October 7, 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](#)

written by Vicky Barry | October 7, 2023



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 7, 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 7, 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 sass 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 then 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!

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