

Ultimate Plumbing Pro's Guide to Water Flows and Gravity

written by Vicky Barry | August 21, 2024



Gravity It's the unsung hero of plumbing

The Solopreneur: Backbone of the World Economy

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Are you a solopreneur? You might be surprised to learn that you're part of a massive and influential group that's driving the modern economy. This article from Selling Lane dives into the valuable role solopreneurs play and the impact they have on the business world.

Small Business Struggles: Is a CRM Transformation needed?

written by Vicky Barry | August 21, 2024



Introduction to CRM Transformation

The road to small business and startup success is paved with challenges. Limited resources, fierce competition, and the constant juggling act of managing daily operations can feel overwhelming. The good news? There's a powerful tool that can simplify your workflows, boost efficiency, and propel your business forward: Customer Relationship Management (CRM) software. Let's delve into the most common struggles small businesses and startups face and explore how a CRM transformation can be your key to growth.

Scattered Customer Data: From Chaos to Clarity

Managing customer information with a hodgepodge of spreadsheets, sticky notes, and overflowing inboxes is a recipe for lost opportunities. Disorganization makes it tough to keep track of leads, follow-ups, and customer preferences, hindering sales and service.

CRM Transformation: A CRM becomes your central hub for all customer data. Contact information, interaction history, purchase patterns – everything is organized and easily accessible. You'll have a clear, 360-degree view of each customer, empowering your team to build stronger relationships and drive revenue.

Time-Sucking Processes: Reclaim Your Hours with a CRM Transformation

Small business owners and startup teams wear many hats, making time incredibly valuable. Repetitive, manual tasks like lead follow-up, appointment scheduling, and invoicing eat away at precious hours.

CRM Transformation: CRM's automation capabilities are a game-changer. Automate email campaigns, lead nurturing, client reminders, invoice generation, and repetitive tasks. This frees up time for high-value activities like strategizing, building relationships, and closing deals.

Limited Visibility: The Power of Data-Driven Insights

Intuition plays a role in business, but data-driven decisions are crucial for long-term success. Without clear visibility into sales pipelines, customer trends, and team performance, growth can be elusive.

CRM Transformation: CRM analytics and reporting features shine a light on your business. Track sales progress, conversion rates, customer behavior, and key performance indicators. These insights help you identify areas for improvement, optimize processes, and make strategic decisions that drive growth.

Customer Experience: Your Competitive Edge

In today's crowded marketplace, delivering exceptional customer experiences is essential. Customers want to feel valued, understood, and promptly served. A positive customer experience fosters loyalty and repeat business.

CRM Transformation: A CRM allows you to personalize interactions. Access customer preferences, past orders, and communication history instantly. This personalized approach delights customers, builds brand advocates, and gives you a competitive advantage.

Evolving Market: Agility is Key with a CRM Transformation got the right key

Staying ahead in a fast-paced business landscape requires agility. Adapting to market trends, competitor moves, and technological advancements is vital for small businesses and startups.

CRM Transformation: CRMs help you remain agile with a treasure trove of customer data. Analyze buying patterns, identify market shifts, and pinpoint opportunities. This data-backed knowledge allows you to adapt offerings, marketing, and strategies, ensuring your business stays ahead of the curve.

Conclusion

The challenges faced by small businesses and startups necessitate smart solutions. A CRM transformation addresses these core challenges by streamlining operations, maximizing resources, and unlocking actionable insights. By centralizing customer data, automating tasks, and empowering data-driven decision-making, a CRM helps your business thrive.

If you're ready to take your small business or startup to the next level, a CRM transformation is well worth exploring. **Reach out to sellinglane.com to discover how we can guide your transformation and supercharge your growth.**

7 Crazy Reasons NOT to Have A Business Website

written by Vicky Barry | August 21, 2024



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.

Top Reasons To Switch: From Spreadsheets to a Cloud CRM?

written by Vicky Barry | August 21, 2024



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!

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

Cultivating Customer Love: The Ultimate Guide to CRM Magic!

written by Vicky Barry | August 21, 2024



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  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

The Simple Way to Success, Get an Easy CRM

written by Vicky Barry | August 21, 2024



I don't know why people aren't talking about this more often, but **adding complexity to your life as a Solopreneur or small business owner is just silly**. Great software should get out of your way, and let you do your job, and allow you to focus on your customers. You want simplicity, not complexity. In small businesses, the right tools, but also the simplest software can make all the difference. Your employees shouldn't have to need a month of training, or be frustrated when accomplishing simple tasks. Your software should be an easy CRM that focuses on the customer first and has great features that you need to run your business. Features like [route optimization](#), [task management](#), invoicing, and just great customer relationship management. That's where Selling Lane comes in. It's an easy-to-use Customer Relationship Management (CRM) system, that is designed to streamline your operations, boost your sales, and enhance your customer relationships. In other words, THE EASY CRM. Let's explore this further.

"Simplicity is the ultimate sophistication,"

Leonardo da Vinci.

The Power of Simplicity



Emily using an Easy CRM

This couldn't be more true when it comes to CRM software. Selling Lane takes the complexity out of managing your business, making it easier than ever to stay organized and connect with your customers.

Menu Selling: A Game Changer

One of the standout features of Selling Lane is the Menu Selling system. This innovative feature allows you to present your customers with a menu of services to choose from, making it easier to upsell and increase your revenue.

Social media influencer and business guru, Gary Vaynerchuk, once said, “The best marketing strategy ever: CARE.” With Selling Lane’s Menu Selling feature, you can show your customers that you care about providing them with options that best suit their needs.

Task Management: Work Smarter, Not Harder



Solopreneur managing tasks on the fly

Selling Lane’s Task Management feature is another tool that sets it apart. By automatically figuring out who should handle each job, it ensures that your business runs smoother and more profitably.

As productivity expert [Tim Ferriss](#) puts it in his blog:

“Being busy is a form of laziness – lazy thinking and indiscriminate action.”

Tim Ferriss

With Selling Lane’s Task Management feature, you can avoid the trap of busyness and focus on what truly matters – growing your business and keeping your customers happy.

The Easy CRM

In conclusion, Selling Lane is more than just a CRM – it’s a comprehensive solution designed to make your business life easier. With its user-friendly interface and innovative features like Menu Selling and Task Management, it’s no wonder that more and more small businesses are choosing Selling Lane as their go-to CRM.

So why not give Selling Lane a try? As my dad used to say,

“The best way to predict the future is to create it, to flourish in it.”

With Selling Lane, you can create a future that you can flourish in, let us help you.



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

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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 the Asphalt – Seal-Coat Estimating Business?

written by Vicky Barry | August 21, 2024



Side Gig: What is an asphalt and seal coat estimator? And how do I make money with it?

The asphalt estimating business involves calculating the costs associated with asphalt projects. This can range from small-scale residential driveways to large-scale commercial parking lots or even roads. Estimators consider various factors to determine the total cost of a project:

Material Costs:

This includes the cost of the asphalt itself, as well as any other necessary materials like base materials, sealants, and striping paints.

Labor Costs:

The cost of the workforce required to complete the project, from the machine operators to the manual laborers.

Equipment Costs:

The cost of using, maintaining, and fueling machinery like pavers, rollers, and trucks.

Project Size and Scope:

Larger areas typically mean more materials and labor, but the cost per unit area might decrease with scale.

Project Complexity:

Features like slopes, curves, drainage systems, or the need for custom solutions can increase the cost.

Overhead Costs:

These are the indirect costs associated with running a business, such as office expenses, utilities, and insurance.

Profit Margin:

The desired profit the asphalt company aims to achieve from the project.

Estimators use a combination of on-site evaluations, software tools, and industry experience to provide accurate quotes to clients. The goal is to offer competitive pricing while ensuring profitability and high-quality work.

[Side Gig Alert: How do I make money as an asphalt estimator?](#)

[Why does an Asphalt Estimating Businesses Need a CRM?](#)

**Operate your Blacktop Estimating Business
With Selling Lane CRM**

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