

# Super Affordable CRM Software for Small Business

written by Jude Campbell | October 11, 2023



Hey there, small business owners! ☐ We get it. Running a business is no small feat, especially when you're juggling customer relationships, managing tasks, and trying to keep everything organized. But what if we told you there's a tool that can lighten the load and won't break the bank, an affordable CRM software for Small Business? Enter the world of Selling Lane CRM solutions, specifically crafted for startups and growth businesses like yours!

## Why We Focused on Being the Affordable CRM Software for Small Business?

When we started our company, the owners cleared out their 401(k)s and reinvested their children's college funds to get started, knowing that their dream was a good idea. The risk was high, but the reward could be higher, and when we started, we were looking for affordable tools to help us grow our business. And quite frankly admired companies that had start a pricing that was affordable and sustainable for the long run. That's why we decided to give a [31 day free trial](#) and then keep it at [\\$6 a month per user](#), if you wanted all the features, the whole thing [only costs \\$12 a month](#).

We also believed strongly that, Customer Relationship Management (CRM) isn't just a fancy tech term. It's your new best friend in business. Imagine having a **super-organized assistant** who keeps track of all your customer interactions, manages your appointments, and even helps you with invoicing. That's what a good CRM does – it organizes your chaos into a streamlined, manageable process.



Mary Barra

[Mary Barra](#), the trailblazing CEO of General Motors, eloquently stated, "Do not confuse activity with productivity." This nugget of wisdom is not just applicable to the automotive industry, but resonates profoundly with small businesses in various sectors. In the context of utilizing a Customer Relationship Management (CRM) system, her words take on a special

significance. A CRM doesn't merely facilitate a hive of activity; it ensures that every action taken is a deliberate, strategic step towards tangible growth and enhanced customer satisfaction.

When every minute counts, the distinction between mere activity and genuine productivity becomes pivotal. A well-implemented CRM, like [Selling Lane](#), doesn't just offer a platform for organizing customer data and scheduling appointments. It becomes a strategic partner, aligning every customer interaction, every follow-up, and every service delivery with the broader goals of the business. It ensures that the time and resources invested are not just keeping the wheels turning but are propelling the business forward, creating satisfied customers, and fostering sustainable growth. In essence, it translates the hustle and bustle of daily operations into a symphony of strategically aligned, customer-centric activities, embodying the essence of true productivity.

## **Affordability Meets Functionality of an Affordable CRM for Small Business**

But let's talk money. Small businesses often operate on tight budgets, and every penny counts. That's where affordable CRM solutions, like Selling Lane, come into play. With plans starting at just [\\$6 per user per month](#), you get access to a plethora of features designed to elevate your business without elevating your costs.

### **Selling Lane: Your Pocket-Friendly Powerhouse**

Selling Lane isn't just a CRM; it's a holistic solution designed with small businesses in mind. From easy scheduling and route optimization to effective customer relationship management and innovative menu selling features, it's packed with tools to propel your business forward.

#### **[Free Business Website: Elevate Your Online Presence](#)**



In the digital era, having an online presence is not just an option but a necessity. With Selling Lane, you get a free business website that's not only sleek and professional but also SEO-enhanced to ensure you get found by potential customers online. Your services, products, and unique offerings are showcased in a vivid gallery, while a map and directions guide customers straight to your door. Engaging call-to-action forms convert visitors into valuable leads, and a dedicated section to highlight your team and customer testimonials builds trust and credibility in your brand. Plus, with easy links to your social and rating sites, you ensure your business is connected and reviewed positively.

#### **[Menu Selling: Simplify Choices, Maximize Sales](#)**



Selling Lane takes a unique approach to upselling and cross-selling through its innovative Menu Selling feature. This feature allows you to present a digital menu of your services and products to clients, simplifying their choices while maximizing your sales opportunities. For instance, while discussing a particular service, you can effortlessly introduce related services or products, transforming potential indecision into lucrative upselling or cross-selling opportunities. It's not just selling; it's enhancing customer experience by providing them with easy, straightforward choices and solutions tailored to their needs.

### **Easy CRM: Streamline Customer Interactions**



Managing customer interactions, nurturing leads, and fostering loyal relationships become a breeze with Selling Lane's Easy CRM. It's designed to be intuitive and user-friendly, ensuring that you can manage your customer interactions without getting bogged down by complex processes. From the first interaction to ongoing communications, the CRM ensures every touchpoint with your customers is recorded, organized, and easily accessible, enabling you to build and maintain relationships that not only satisfy but delight your customers, steering your business towards sustainable growth.

### **Easy Task Management: Turn Chaos into Clarity**



In the realm of task management, simplicity and efficiency are king. Selling Lane's Easy Task Management adheres to the principles of Getting Things Done (GTD), providing tools that help you streamline, prioritize, and execute tasks with utmost efficiency. It turns the potential chaos of juggling various tasks into a clear, organized, and manageable workflow. Every task, from the most critical to the routine, is tracked, managed, and executed seamlessly, ensuring nothing falls through the cracks and every opportunity is capitalized upon.

### **Easy Invoicing: X2 Your Payment Times**



Navigating through the billing and invoicing process should not be a complex maze. Selling Lane's Easy Invoicing feature ensures that you can send out invoices and receive payments swiftly and securely. It's designed to turn your invoices into instant payments, significantly speeding up your customer payment process and enhancing cash flow. With a streamlined billing process, you ensure that your business operates smoothly, and financial management becomes not a hurdle but a facilitator of your business's financial health and sustainability.

And the cherry on top? [A 31-day free trial](#) to get you started on your journey towards organized, sustainable growth.

## **Conclusion: Small Investment, Big Returns**

Investing in an affordable CRM software for small business like Selling Lane isn't just a cost-effective decision. It's a strategic move towards building a more organized, efficient, and customer-friendly business. As Indra Nooyi, former CEO of PepsiCo, wisely stated, "If you don't give people a chance to fail, you won't innovate." So, take a chance, innovate your processes, and watch your business flourish with the right CRM by your side.

Ready to take the plunge into a world where organization meets affordability? Start your free trial with Selling Lane today and unlock the doors to seamless, scalable business management.

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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