

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

Cultivating Customer Love: The Ultimate Guide to CRM Magic!

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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



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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

itches, 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

Consistency: The Antidote to the Rollercoaster Pipeline

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The unpredictability of sales results has long been a Rollercoaster challenge for businesses. Peaks of success followed by valleys of low performance can wreak havoc on forecasting, morale, and growth strategies.

“Good month, bad month – the Hero to Zero effect of poor CRM utilization”

[Jude Campbell](#) *the managing partner at Selling Lane*

This phenomenon, known as the rollercoaster effect, stems from outdated pipeline techniques. However, the modern solution, a Customer Relationship Management (CRM) system, promises to transform this inconsistency into a steady upward trajectory.

Understanding the Rollercoaster Effect

The rollercoaster effect paints a picture of erratic sales performance. Imagine a month where your sales team is celebrating record-breaking numbers, only to face a steep decline in the subsequent month. Such volatility isn't merely a morale dampener; it's a significant impediment to strategic business planning.

CRM: The Beacon of Consistency

1. **Centralized Data Storage:** By acting as a unified repository for all customer-related data, a CRM ensures that every team member operates with uniform information, fostering consistent communication and engagement with potential clients.
2. **Automated Follow-ups:** Missed follow-ups often contribute to the rollercoaster effect. CRM's automated reminders and scheduling tools ensure that every lead receives timely attention.
3. **Data-Driven Insights:** Moving away from intuition-based decisions, CRM systems offer insights rooted in concrete data about customer behavior. This shift enables sales teams to refine their strategies for more predictable and consistent outcomes.
4. **Streamlined Sales Process:** By automating various sales stages, from lead capture to deal closure, a CRM not only conserves time but also guarantees that every lead experiences a consistent nurturing process.
5. **Enhanced Customer Relationships:** CRM's essence lies in nurturing and elevating relationships. With a comprehensive view of each customer,

sales teams can craft personalized interactions, fostering trust and ensuring consistent sales.

The Power of Consistency

In the competitive arena of sales, achieving consistency can set a business apart. While occasional highs from the rollercoaster effect might seem appealing, the accompanying lows can be detrimental. A balanced approach offered by a CRM system ensures sustainable growth without dramatic fluctuations.

Well, that was interesting, but there's more

Old pipeline techniques and their resulting rollercoaster effect are becoming obsolete. In the contemporary business landscape, the demand for consistency is paramount. Adopting a cutting-edge CRM system like Selling Lane can be the catalyst for not just matching the competition but outpacing it. Embrace a future of steady, consistent growth and leave the peaks and valleys behind.

☐☐



Avoid the Sales Rollercoaster With Selling Lane

[Try It Free](#)

Unlimited Free for Startups – or Upgrade for Only \$25

No credit card needed to try, startups get the CRM **free forever**

Or get the discounted [Business Max Plan for \\$75](#)

[No One Should Have to Herd Cats, Get a CRM](#)

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No One Should Have to Herd Cats, Get a CRM on Steroids

[Watch the video on YouTube](#)



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Free For Life or Upgrade as Needed**

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Top 5 Features of Selling Lane CRM:

- [An Awesome CRM](#)
- [Amazing Route Optimization](#)
- [Manage Tasks Like a Rock Star](#)
- [Upsell Customers with a Menu](#)
- [Powerful Invoicing with Link to Pay](#)

[Salespeople and Real Estate Agents Need Their Own Personal CRM?](#)

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[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 private 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**

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Or get the discounted [Business Max Plan for \\$75](#)

What is a CRM? [Watch this](#)