

# How to Use SellingLane to Close More Deals

written by Vicky Barry | September 16, 2023



SellingLane is a powerful [CRM system](#) that can help you close more deals. Here are a few tips on how to use SellingLane to your advantage:

## **Unlocking Business Potential: Mastering Deal Closures with SellingLane**

### **1. Lead Mastery**

*"Every contact we have with a customer influences whether or not they'll come back." – Shep Hyken*

With our CRM software, every lead is a story waiting to unfold. From the initial point of contact to the final handshake, track your leads seamlessly. This holistic view ensures you're always a step ahead, anticipating needs and addressing concerns.

### **2. Prioritize with Precision –**

*"The key is not to prioritize what's on your schedule, but to schedule your priorities." – Stephen Covey*

Not all leads are created equal. SellingLane's lead scoring mechanism evaluates leads on various parameters, ensuring you channel your energy where it matters most.

### **3. Pipeline Visualization –**

*"Efficiency is doing things right; effectiveness is doing the right things." – Peter Drucker*

SellingLane's intuitive dashboard offers a bird's-eye view of your sales pipeline, spotlighting areas of excellence and avenues for improvement.

### **4. Sales Automation –**

*"The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency." – Bill Gates*

Why get bogged down with mundane tasks when our Business Software can automate them? From timely follow-up emails to appointment scheduling,

let technology do the heavy lifting.

## 5. Performance Analytics

*"Without big data analytics, companies are blind and deaf, wandering out onto the web like deer on a freeway."* – Geoffrey Moore:

SellingLane's in-depth analytics provide a clear picture of your sales metrics, from conversion rates to sales cycles, empowering you to strategize effectively.

## 6. Selling Menu's

Our Business Software includes a wonderful [selling menu system](#) that allows you to show customers multiple choices and have them pick the one they want. Which makes the customer experience that much better and easier for an average person to sell on a consistent basis.

### Extra Nuggets of Wisdom:



- **Personal Touch –**

*"A person's name is to that person the sweetest and most important sound in any language."* – Dale Carnegie

SellingLane equips you with detailed lead insights, enabling personalized outreach that resonates.

- **Consistent Follow-ups –**

*"Diligence is the mother of good luck."* – Benjamin Franklin

SellingLane's automated reminders ensure you're always on your lead's radar, enhancing deal closure chances.

- **Nurturing Relationships –**

*"Business is all about the customer: what the customer wants and what they get."* – Peter Drucker

With SellingLane, nurture your leads by offering value-driven content and resources, laying the foundation for a lasting business relationship.

**Final Thoughts:** SellingLane is not just a tool; it's a partner in your journey towards unparalleled sales success. Let SellingLane be your collaborator in this journey. Ready to transform your sales game? [What are you waiting for, try for free today.](#) ☐☐

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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## **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.

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## 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](#)