[Top Reasons To Switch: From Spreadsheets to a Cloud CRM?](#)

written by Vicky Barry | September 20, 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!

[Want To Sell? Study Psychology, Cognitive Bias, and Body Language.](#)

written by Vicky Barry | September 20, 2023

Sales isn't just about having a great product or delivering a pitch-perfect presentation. It's about understanding people. The most successful salespeople are those who delve deep into the human psyche, leveraging knowledge from psychology, cognitive biases, and body language. By mastering these areas, you can significantly enhance your sales prowess and connect with your customers on a deeper level.

1. The Power of Psychology in Sales

Psychology plays a pivotal role in the sales process. It helps salespeople understand what drives their customers, what motivates them, and how they make decisions.

> *"People don't ask for facts in making up their minds. They would rather have one good, soul-satisfying emotion than a dozen facts." —*
>
> *Robert Keith Leavitt*

By understanding the psychological triggers that influence purchasing decisions, salespeople can tailor their approach to resonate with their audience. For instance, the principle of reciprocity suggests that people feel obligated to return a favor. In sales, this could mean offering a free trial or sample, which can increase the likelihood of a purchase later on.

2. Cognitive Biases: The Hidden Influencers

Cognitive biases are systematic patterns of deviation from norm or rationality in judgment. They influence our buying decisions, often without us even realizing it.

> *"The best salespeople know that their expertise can become their enemy in selling. At the moment they are tempted to tell the buyer something, instead they should be asking a question." —*
>
> *Neil Rackham*

Some of the most influential cognitive biases in sales include:

- The [Anchoring Bias](): This is where people rely too heavily on the first piece of information they hear. In sales, setting a higher initial price (even if you plan to offer a discount later) can make your actual selling price seem like a bargain.
- The [Confirmation Bias](): People tend to search for and interpret information in a way that confirms their pre-existing beliefs. Salespeople can use this by presenting information that aligns with a customer's existing opinions.

3. Body Language: The Unspoken Sales Tool

Body language can speak volumes. It can convey confidence, interest, trustworthiness, and a myriad of other emotions and characteristics.

> *"The body says what words cannot." —*
>
> *Martha Graham*

For salespeople, understanding and harnessing the power of body language can be transformative. Some key aspects include:

- Mirroring: Subtly mimicking the body language of your customer can create a sense of rapport and trust.
- Open Posture: Standing or sitting with an open posture (not crossing arms or legs, for instance) can convey confidence and openness.
- Eye Contact: Maintaining appropriate eye contact shows you're engaged and trustworthy.

**Less Bias More Sales
With Selling Lane**

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But I Sell online, How Can This Bias Stuff Help?

In the digital age, many salespeople might wonder how these principles apply to online sales. After all, you can't read body language through a screen, right? While the dynamics might differ, the core principles of psychology, cognitive biases, and even "digital body language" remain crucial for online sales success.

1. Digital Psychology and User Experience (UX)

Online, the user experience is your sales pitch. Every click, every page, and every pop-up plays a role in guiding your potential customer through the sales funnel.

> *"Make your marketing so useful, people would pay for it."*
>
> *– Jay Baer*

Understanding the psychology of your users can help in designing a more intuitive and user-friendly website. For instance, the principle of the 'Paradox of Choice' suggests that when presented with too many options, consumers are less likely to make a purchase. Streamlining choices on your website can lead to better conversion rates.

2. Cognitive Biases in Digital Marketing

Even in the digital realm, cognitive biases play a significant role in influencing purchasing decisions.

- The Bandwagon Effect: Online reviews and testimonials can be powerful. When people see others buying or endorsing a product, they're more likely to jump on the bandwagon.
- Scarcity Bias: This is seen when online stores highlight limited stock or use countdown timers for sales. The fear of missing out can drive quick purchasing decisions.

3. Digital Body Language

While you can't see your online customer, their digital behavior provides a plethora of insights. Digital body language refers to the cues and behaviors that consumers exhibit online and can include everything from the time spent on a page to the movement of their mouse.

"In the digital space, attention is a currency. We earn it. We spend it." — Brian Solis

For instance:

- Click Patterns: Which parts of your website are customers most engaged with? This can give insights into what's working and what's not.
- Bounce Rate: If potential customers leave quickly, it might indicate that they didn't find what they were looking for or were put off by the design or usability.
- Cart Abandonment: If users are adding items to their cart but not completing the purchase, there might be a barrier in the final stages of your sales process.

Digital Conclusion

Whether you're selling face-to-face or behind a screen, the principles of psychology, cognitive biases, and body language (or its digital equivalent) remain paramount. By understanding and harnessing these principles, online sellers can create a more engaging, intuitive, and persuasive digital sales experience. Remember, in the online world, every click tells a story. Make sure you're listening.

Menu Selling in the Digital Age with a CRM

Incorporating the principles of psychology and cognitive biases into online sales is made even more effective with tools like SellingLane.com. Menu selling, traditionally a method used in face-to-face sales scenarios, has been revolutionized for the digital age by SellingLane's menus selling system. By presenting customers with a clear, concise menu of product options and packages, it leverages the principle of simplifying choices, making the decision-making process smoother for the online consumer.

> *"People don't want to buy a quarter-inch drill. They want a quarter-inch hole."* — Theodore Levitt

SellingLane understands this concept deeply. Their platform is designed to present products and services in a manner that resonates with the consumer's core desires and needs. Instead of overwhelming them with jargon and countless options, SellingLane's menu selling approach streamlines choices, making it easier for customers to understand the value proposition and make a purchase decision. This not only enhances the user experience, but also significantly boosts conversion rates. In a digital landscape where attention spans are short, and competition is fierce, tools like SellingLane can indeed

make all the difference.

Bottom Line

In sales, understanding the product is just the tip of the iceberg. To truly excel, one must dive deep into the realms of psychology, cognitive biases, and body language. As Zig Ziglar once said,

> *"You don't have to be great to start, but you have to start to be great."*

Start by understanding the human psyche, and watch your sales soar.

**More Digital Sales
With Selling Lane**

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[Future-Proofing: The Role of CRM in Adapting to Market Changes](#)

written by Vicky Barry | September 20, 2023

> *"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change."*

Charles Darwin

It's survival of the fittest out there, and let's just say Darwin would've been the ultimate CEO. Markets shimmy and shake more than a salsa dancer on a caffeine rush. And those businesses that can't keep up? They're just playing a tragic game of corporate "Simon Says." To stay on your toes, you need a secret weapon: a ninja, a [Swiss Army knife](#), a… CRM system! The unsung superhero in caped crusader attire, ready to keep your business dancing to the right beat. 🦸🕺💃

The Market: A Dance of Dynamics

"The only thing that is constant is change." —

Heraclitus

The market has always been dynamic. From the industrial revolution to the digital age, businesses have had to adapt or perish. Those that cling to outdated models and resist change often find themselves left in the dust. On the other hand, businesses that embrace change, that see it not as a threat but as an opportunity, are the ones that thrive.

The CRM: Your Business's Crystal Ball

"In business, what's dangerous is not to evolve." —

Jeff Bezos

A robust CRM system, like Selling Lane, isn't just a tool for managing customer relationships. It's a window into the future. By analyzing customer data, tracking trends, and predicting future behaviors, a CRM allows businesses to anticipate market changes before they happen. It's like having a crystal ball, but without the vague prophecies and cryptic riddles.

Staying Agile in a World of Change

"Success is not final; failure is not fatal: It is the courage to continue that counts." —

Winston Churchill

With a CRM system in place, businesses can remain agile, ready to pivot their strategies based on real-time data. No more shooting in the dark or relying on gut feelings. Every decision is informed, every move calculated. And in the high-stakes game of business, having that edge can make all the difference.

Ensuring Long-Term Sustainability

> *"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do." –*
>
> ***Steve Jobs***

But it's not just about staying ahead of the curve. A CRM system ensures long-term sustainability. By fostering stronger customer relationships, optimizing sales strategies, and streamlining operations, businesses can ensure that they not only survive but thrive in the long run.

Final Thoughts: Embracing the Future

> *"The best way to predict the future is to create it." –*
>
> ***Peter Drucker***

The market will continue to change, of that we can be certain. But with tools like Selling Lane's CRM system, businesses can be prepared for whatever the future holds. By embracing change, leveraging data, and staying agile, the businesses of today can ensure that they remain the industry leaders of tomorrow.

So, as you navigate the tumultuous seas of the business world, remember: change is inevitable, but with the right tools and mindset, success is more than possible—it's guaranteed.

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Books by Peter Drucker

Books by Charles Darwin

[We Buy with Emotion, Then Justify with Logic](#)

written by Vicky Barry | September 20, 2023

The Art of Persuasion in Sales.

> "People don't buy for logical reasons. They buy for emotional reasons." —
>
> *Zig Ziglar*

In the intricate dance of sales, understanding the psychology of the buyer is paramount. Time and again, studies and real-world experiences have shown that emotion, rather than cold hard facts, drives purchasing decisions. But once that emotional trigger is pulled, the brain seeks to [rationalize the choice with logic](#). This delicate balance between heart and mind is where the magic happens, and where SellingLane's Menu Selling System shines.

The Emotional Drive: Tapping into the Heart of the Buyer

> "The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself." —
>
> *Peter Drucker*

Every purchase, whether it's a pack of gum or a luxury car, is driven by emotion. It could be the desire for pleasure, the need to avoid pain, the drive to feel secure, or the wish to be admired. These emotions are powerful motivators, often overriding logical considerations like price or features.

For instance, why do people buy high-end brands when similar products are available for less? It's the emotional payoff — the feeling of prestige, the status symbol, or the personal reward for a job well done.

The Logical Justification: Making Peace with the Mind

> "Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read." —
>
> *Leo Burnett*

Once the emotional decision to buy is made, the brain steps in to justify the choice. This is where features, benefits, and value propositions come into play. The buyer seeks reasons to validate their emotional decision, to ensure they've made the right choice.

This is where a tool like SellingLane's Menu Selling System becomes invaluable. By presenting options in a clear, logical format, it provides the buyer with the rational justification they need. They can see the value, understand the benefits, and feel confident in their decision.

SellingLane's Menu Selling System: Bridging Emotion and Logic

> "Sell the problem you solve. Not the product."
>
> *The Bard Dad from the site Barddad.com*

The brilliance of the Menu Selling System lies in its ability to cater to both the emotional and logical aspects of buying. By presenting options in a menu format, it taps into the buyer's desire for choice and control, an emotional need. At the same time, the clear presentation of features and benefits provides the logical justification required.

Moreover, the system's interactive nature encourages engagement, allowing the buyer to explore, compare, and customize, further enhancing the emotional connection while providing logical reasons for every choice made.

The Power of Storytelling in Sales

> "Stories are the single most powerful weapon in a leader's arsenal." —
>
> *Howard Gardner*

One of the most effective ways to tap into a buyer's emotions is through storytelling. By weaving a narrative around a product or service, salespeople can create a connection, evoke emotions, and make the offering more memorable.

SellingLane's Menu Selling System can be integrated into this narrative, providing a logical structure to the emotional story. It's not just about presenting options; it's about crafting a journey that resonates with the buyer, making them the hero of their own story.

Final Thoughts: Mastering the Art of Emotional Selling

> "Don't find customers for your products, find products for your customers." —
>
> *Seth Godin*

In the world of sales, understanding and leveraging the interplay between emotion and logic is crucial. By tapping into the emotional drivers of a purchase and then providing the logical justification, salespeople can create a powerful, persuasive narrative that resonates with buyers.

With tools like SellingLane's Menu Selling System, this balance between heart and mind becomes easier to achieve, leading to more successful sales and satisfied customers.

[Ditching Your Job? The Top 10 Reasons People Quit Their Job And Start A Company](#)

written by Vicky Barry | September 20, 2023

Ah, the daily drudgery of the 9-to-5—where your soul feels like it's wrapped in bureaucratic bubble wrap. It's as exciting as a tofu sandwich on gluten-free bread, am I right? But hold onto your neckties and pantyhose, folks! There's a whole other universe beyond the taupe walls of your cubicle, zoom calls and meetings that should've been emails. Ready to start a company, to take the red pill? Here are the top 10 reasons folks are tossing their ID badges into the 'meh' pile and diving headfirst into the kaleidoscopic chaos of entrepreneurship!

1. Chasing the Dream, Not the Dollar, Ever felt like your job was as inspiring as watching paint dry? Many do. Entrepreneurship is the canvas where passions come alive, turning hobbies into hustles and dreams into dividends.

2. Bye-Bye, Alarm Clock Tyranny, Who decided 9-to-5 was the golden window of productivity anyway? Owning a business means you can ditch the alarm clock and work when you're at your brilliant best, be it at the crack of dawn or the witching hour.

3. Escaping the "Boss-zilla", start a company the old adage, people quit bosses not companies, is so true. Bad bosses aren't just the stuff of movies. They're real, they're out there, and they're making employees dream of escape. Why endure the daily drama of a boss-zilla when you can be your own benevolent leader?

Bad Bosses Ruin Businesses

Ah, the world of bad bosses—a peculiar universe where every day feels like Monday! Here are some types you might have crossed paths with or heard about at the water cooler;

1. **The Micromanager:** Watches your every move like a hawk eyeing its prey. Did you really need approval to staple those papers together?
2. **Ghost Boss:** Almost mythical in nature. You've heard tales of their existence but rarely see them. Communication? Ha, good luck!
3. **Credit Thief:** Your ideas are suddenly theirs in every meeting. "Oh, that breakthrough strategy? That was all me."
4. **Mr./Ms. "Because I Said So":** No reasoning, no logic, just the good old "my way or the highway" approach.
5. **The Volcano:** Calm one moment, erupting the next. Their mood can switch faster than a light bulb.
6. **The Buddy-Boss:** Tries too hard to be your friend, often blurring professional boundaries. Sure, you wanted to discuss your weekend plans—but not during the yearly review.
7. **The Unrealistic Expectations Setter:** Wants a year's worth of work done in a week and wonders why it's not achieved.
8. **The No Feedback Freddie:** Never offers any guidance—positive or negative. It's like working for a wall.
9. **The Over-promiser:** Regularly makes promises they can't (or won't) keep. "You'll definitely get that raise… soonish… maybe."
10. **The Perpetual Pessimist:** No matter how well things are going, they can always find the dark cloud.

It's worth noting that everyone can have an off day, but these boss types display a consistent pattern of such behaviors, turning workdays into an endless game of survival. If you've encountered one of these or have your own to add to the list, solidarity! And here's to hoping for better workdays ahead.

4. Climbing Imaginary Ladders Ever felt like you're trying to ascend a corporate ladder that's just… painted on the wall? Entrepreneurship offers a real trajectory, with sky's-the-limit potential and no glass ceilings in sight.

5. Side Hustles Turn Main Hustle That weekend gig designing quirky T-shirts? It just might out-earn your "real" job. When side gigs start raining cash, it's a sign from the universe to take the entrepreneurial plunge.

6. Financial Freedom (and Maybe a Yacht) Fixed salaries are so last century. Entrepreneurship is the golden ticket to financial freedom, where you're not just earning but building an empire. And who knows? Maybe there's a yacht in your future.

7. Unleashing the Inner Maverick In the corporate world, thinking outside the box often means picking a different shade of grey. Entrepreneurs, on the other hand, get to paint with the entire color spectrum. It's where innovation dances with creativity.

8. Crafting a Culture, Not Just Fitting In Tired of corporate jargon and soulless office spaces? As an entrepreneur, you're the master of your domain, creating a culture that's a reflection of your values, quirks, and that penchant for Funko Pop collectibles.

9. Because Plan B Became Plan A Sometimes life throws curveballs, like layoffs or recessions. But as the saying goes, when one door closes, a window to entrepreneurship flings wide open. Necessity, after all, is the mother of invention.

10. Building a Kingdom, Not Just a Career Entrepreneurship isn't just about making a living; it's about building a legacy. It's the chance to create something that'll outlive you, be it a brand, a product, or a legend.

The Bottom Line (With a Twist) Leaving the predictable world of traditional employment for the unpredictable seas of entrepreneurship isn't just a decision; **it's an adventure**. It's about chasing dreams, dodging "boss-zillas," and maybe, just maybe, buying that yacht. So, if the entrepreneurial bug has bitten you, remember: life's too short for boring 9-to-5s. Dive in, dream big, and let the adventure begin! 🚀⛵

We would love to help, by giving you free software to get started.

Avoid the Bad Bosses
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[Consistency: The Antidote to the Rollercoaster Pipeline](#)

written by Vicky Barry | September 20, 2023

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

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

written by Vicky Barry | September 20, 2023

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

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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

Time is Money: 5 Ways an Easy CRM Can Help You Protect Your Most Valuable

[Asset](#)

written by Vicky Barry | September 20, 2023

As [Benjamin Franklin](#) once said, "Remember that time is money." In the world of business, this couldn't be more accurate. But let's add a little twist to it: "Remember that time is money… and you don't have to be a time-traveling wizard to manage it well!"

1. [Prioritize Your Tasks](#)

> "You may delay, but time will not."
>
> *— Benjamin Franklin*

A CRM helps you prioritize your tasks based on their urgency and importance. It's like having a personal assistant who's always reminding you, "Hey, this task is crucial, and it's due tomorrow. Get on it!"

And the best part? This assistant doesn't raid the office snack cupboard or need coffee breaks! ☕

2. Automate Repetitive Tasks

> "I always wanted to be someone, but now I realize I should have been more specific."
>
> *— Lily Tomlin*

Why waste time on repetitive tasks when a CRM can do it for you? From sending follow-up emails to updating customer records, automation is the secret sauce to being more specific with who you want to be: a successful business owner, not a repetitive task robot!

So, you've got your shiny CRM set to autopilot, and suddenly, you've got all this free time! What to do? Well, you could try learning a new language, picking up that guitar that's been gathering dust, or even going on that vacation you've always dreamt about! 🎸 Or, you know, you could just use the time to focus on the bigger picture — strategic planning, market expansion,

product development, world domination — the fun stuff! After all, no one ever said on their deathbed, "I wish I had sent more manual follow-up emails."

3. Streamline Communication

"I don't need time. What I need is a deadline."

— *Duke Ellington*

With a CRM, every communication is tracked and stored in one place. It's like having a personal deadline setter that says, "This customer asked a question. You need to respond by this time." No more sifting through countless emails or sticky notes!

And the best part? You no longer have to play detective every time you need to find a specific client interaction. Remember the time you had to find that one email where the client promised to send in the missing documents? Yeah, those days are over! With CRM, you can locate all your customer communication faster than a toddler can find the most inopportune time to throw a tantrum. It's like your very own time machine, bringing back memories (or in this case, emails) in a snap!

4. Improve Team Collaboration

"Alone we can do so little; together we can do so much."

Helen Keller

A CRM isn't just for you; it's for your team too. It helps everyone stay on the same page, preventing the classic "Oh, I thought YOU were doing that" scenario. Remember, a team that collaborates well is a team that saves time!

And let's face it, nobody enjoys those awkward moments when two team members have done the same task, or even worse, when a task has fallen into the workplace equivalent of the Bermuda Triangle. With a CRM, it's like having a virtual town crier that bellows, "All right, mates, this task is handled. Move along, there's nothing to see here!" Ensuring your team works together like a well-rehearsed symphony, not a garage band on their first rehearsal.

5. Gain Valuable Insights

"Time flies like an arrow; fruit flies like a banana."

— *Groucho Marx*

With a CRM, you can generate reports to see where your time is going. Are you

spending too much time on less profitable clients? Is one service taking up too much of your time? With these insights, you can make decisions that will help you manage your time more effectively.

In the grand theater of business, your CRM is like the director who knows exactly how to cast the characters. It's whispering, "Psst, you're spending way too much time wooing that one client who keeps complaining about the price. Maybe it's time to give the understudy a chance?" 🎭 With these data-driven insights, you can perform a breathtaking juggling act, skillfully allocating your time where it'll make a standing ovation-worthy difference! 🎪🎉 So, step into the limelight of productivity and let the applause roll in. Bravo!

To Wrap Up, Why Time Management is So Important in a CRM

Time management isn't just about working hard; it's about working smart. And with a CRM, you can do just that. So, remember:

> "Don't watch the clock; do what it does. Keep going."
>
> — *Sam Levenson.*

And let your CRM be the tool that helps you keep going, efficiently and effectively.

To wrap up our show, remember, being a time management virtuoso isn't just about breaking a sweat; it's about orchestrating your tasks in harmony. 🎵 And with a CRM, you're not just a conductor; you're Mozart, composing a symphony of productivity. 🎼 Your CRM is your loyal metronome, keeping the tempo while you jazz up the business world with your effectiveness. 🎷🎉 Onwards and upwards, maestro! 🎺🎶

[7 Killer Things Your Business Software Should Have](#)

written by Vicky Barry | September 20, 2023

In our crazy, wild digital/social age, snagging the right business software is like grabbing the life preserver that keeps you from becoming shark bait. But, with the software sea teeming with so many species, how do you reel in the right one? Fret not, captain! We've got the treasure map leading to the 7 golden features your business software absolutely needs. Without them, you might as well walk the plank! Let's set sail towards success, savvy? 🏴‍☠️🗺️⚓🦈

1. Manage Customers with a [CRM](#)

Customer Relationship Management (CRM) is the backbone of any successful business. A good [CRM](#) system helps you manage your customer interactions, track leads, and build strong relationships. It's like having a personal assistant who knows your customers as well as you do!

2. Make it easy to get payment with [Simple Invoicing](#)

Invoicing can be a tedious task, but it's crucial for maintaining a healthy cash flow. Your business software should have an invoicing feature that makes creating, sending, and tracking invoices a breeze. Say goodbye to manual calculations and hello to accuracy and efficiency!

3. Make it easy for Employees to Find Their Way with [Route Optimization](#)

If your business involves any kind of delivery or service calls, route optimization is a must. This feature ensures your team gets to their destination in the most efficient way possible, saving time, fuel, and frustration. It's like having a GPS that doesn't just give directions, but also finds the best route in real time.

4. Let Customers Upsell Themselves with a [Menu Selling System](#)

Upselling is an art, and a menu selling system can be your paintbrush. This feature allows you to present your customers with a menu of options, making it easier for them to choose additional services. It's a win-win: your customers get more value, and you increase your revenue.

5. [Task Management and Reassignment](#)

Keeping track of who's doing what can be a challenge, especially as your business grows. A task management feature allows you to assign tasks, track progress, and even reassign tasks as needed. It's like having a project manager in your pocket!

6. Link to Pay

In today's digital world, customers expect to be able to pay quickly and easily. Your business software should include a link to pay feature that integrates with popular payment platforms like PayPal, Venmo, and Google Pay. This not only makes it easier for your customers to pay, but also ensures you get paid faster.

7. Simplicity

Last, but certainly not least, your business software should be easy to use. You don't have time to spend hours learning a complicated system. Look for software that's intuitive and user-friendly. After all, software is supposed to make your life easier, not harder!

The Bottom Line

The right business software can transform your operations, boost your productivity, and drive your success. Make sure yours has these 7 killer features, and you'll be well on your way to achieving your business goals.

More on [Business Software](#)

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

[Try It Free](#)

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](#)

[The Simple Way to Success, Get an Easy CRM](#)

written by Vicky Barry | September 20, 2023

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.

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