

# The Simple Way to Success, Get an Easy CRM

written by Vicky Barry | July 22, 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.



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

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