

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

written by Vicky Barry | July 28, 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! ☐☐☐