

# Don't Miss Out! Stay on Track with a CRM System

Implementing a CRM system like WorkEasy can be one of the best moves a small business can make in today's world. Not only can a CRM help you stay on top of your tasks without having to micro-manage, it can also provide a variety of solutions for managing your business in one place. Using a CRM system can lead to increased sales, customer retention, and reduce the cost of acquiring new customers in the future.

## How can a CRM system do all of that?

A CRM system helps by providing at-a-glance insights into project management, and allowing you to work in whatever area you need to when you need to take action.

An example would be WorkEasy's Sales CRM and Project Design tabs within the application.

The Sales CRM tab allows you to build lists of opportunities, add and manage quotes provided to customers, create and maintain sales invoices as they move through the sales pipeline, and also allows for the integration of third-party apps like MailChimp, SurveyMonkey, Facebook, Twitter, and Google+.

The Project Design tab is WorkEasy's way of helping you take full control of your projects without having to get personally involved in team management on a daily basis. From this tab you can create a project, assign specific individuals or a team to the project, and set a timeline for it to be completed. All you need to do afterwards is check in from time to time and see how the project is faring!

## Using CRM tools to increase your sales

It's all about identifying the needs of your customers and finding ways to serve them more effectively. A CRM system helps collect and store customer data that you can use to target your marketing efforts. You can also use a CRM system to take a more personal approach to your marketing, something that is bound to be noticed by the consumers that are reached by your messages.

WorkEasy's Sales CRM tab can help your business track and make use of the data that your customers bring to you. The end goal would be enhancing customer satisfaction and retention – by staying on top of your relationships with your customers, you can make sure that your good reputation in your industry is upheld and the market continues to grow.

Customer needs change over time, and thankfully technology is adapting to those changes! A CRM system is simply a tool that your business can use to gain increased value from your existing customers through data collection, analysis, and project management.

Once your business is able to look after its current customers in a more cost-effective way, more efforts can be focused on attracting new customers in profitable ways. The more you know about your customers, the more you can use that knowledge to give them what they want. And of course this invariably leads to ever-increasing sales and profits!