



## Business Yield's Checklist for Getting the Best Sales Tracking Software

If you are thinking about picking the perfect sales tracking software, it can be overwhelming with all the options out there. That's why we're here to help. So, check out this handy checklist to help you navigate through the decision-making process and choose the best sales tracking software:

- ☐ **Features:** Every business has unique needs, likewise, every sales tracking software has unique features. To ensure you get the best, kindly identify the specific features you need based on your sales goals. Afterward, prioritize software that offers the features essential for your sales process.
- ☐ **Customer Reviews:** Well, we know there are fake reviews, regardless, don't just take the sales pitch at face value. Dive into customer reviews to get real insights from people who've used the tool. Always research and read customer reviews to gain insights from real users. Whether positive or negative, pay attention to this feedback to make an informed decision.
- ☐ **Integration Capabilities:** Your sales tracker should play well with other tools in your tech stack. Check for seamless integrations with your existing software.
- ☐ **Flexibility:** We all know that businesses evolve, and so do your needs. Therefore, find a tool that can grow with you or be customized to fit your unique requirements.
- ☐ **Budget:** Of course, cost is a significant factor. Set a budget and find a tool that offers value for money without breaking the bank.
- ☐ **User-friendliness:** You'll agree with me that there's no point in having a fancy tool if your team can't figure out how to use it. Therefore, choose a tool that is intuitive and easy to navigate for your team. Additionally, ensure the user interface is simple enough for quick adoption.
- ☐ **Customer Support:** We all need a functional customer support team or tools, so, check out the responsiveness and helpfulness of the tool customer support. If it doesn't meet your needs, then it's a no-no.