

# **PROcru Releases Blog Post Enlisting Qualities Of The Best CRM For Contractors**

*December 13, 2021*

December 13, 2021 - PRESSADVANTAGE -

PROcru, an enterprise resource planning software solution that can be customized for any industry, has released a blog post that highlights the salient features that are essential to have in a CRM that is designed for contractors.

CRM stands for Customer Relationship Management software. It helps store information about existing customers, helps fine-tune a business's strategies to attract new customers, manages outgoing communications, and documents every essential aspect of the interaction with a business's clients. It streamlines the parts of the business that would generally require a dedicated staff to handle and presents a bird's-eye view of a business's operations when it comes to managing its customers.

Contractors can use a CRM to manage contacts, leads, and sales, and create quotes or estimates, proposals, projects, change orders, time tracking, job costing, invoicing, and reporting. An ideal CRM will offer an exhaustive list of functionality that can be customized to a business's needs. It should be feature-rich enough to meet the needs of the business in-house without having to rely on other software.

PROcru says that a CRM should be able to simplify a contractor's life by providing the essential functionality that makes it easy for them to work on client relationships, business development, and revenue-generating projects. The CRM should offer features that free contractors from the micromanagement and busy work associated with managing client and project information and should let them focus on building the kind of business relationships and offer the kind of customer service that will keep their clients coming back to them.

Contractors are already required to juggle their core work deliverables with a lot of other responsibilities that should ideally be handled by dedicated office staff. The best CRM for contractors should, then, make the work they are doing to stay afloat as a viable business much more easy, natural, and efficient. A CRM should also be able to give contractors an overview of the progress that their business is making in an

easy-to-understand and digestible manner. This gives contractors the insight to understand what part of business operations they are lacking in and how they need to modify their modus operandi to improve their key metrics. Another crucial area of the business that a CRM can help with is the proposal building process which can help contractors find and appeal to new customers, expanding the scope of their business.

Though there are many CRM software available today, contractors cannot pick just any of the available choices and expect it to be a good match for their business. CRMs are usually designed with large or medium-sized corporations in mind and are thus not particularly well suited to the needs of a small-scale contractor's business. There might even be limitations that prevent a CRM from being customized to a contractor's needs. For example, an asphalt paving and seal coating industry contractor may need functionality such as planning the estimating-to-proposal process, job costing, and project-specific invoicing and billing with relevant industry terms.

PROcru has created a CRM software product that is designed specifically for industries such as pavement installation and care, concrete services, landscaping, construction, tree services, HVAC services, and roofing. The company's technology can centralize storage and access to the relevant client and operational information. It can also provide accurate, real-time data to continuously improve project delivery and future estimating and proposals. PROcru's CRM software can even integrate into other systems to help automate information transfer and reduce the need for manually entering data multiple times into multiple disparate systems.

A spokesperson for the company talks about the benefits of its CRM for contractors by saying, "Using our system, you will increase your efficiency, reduce costly errors, give your employees a better, more functional user experience, and will be able to get valuable insights through our many management dashboards and reporting tools. You will no longer need to switch between different programs. Everything you need will rest in a convenient easy-to-access centralized location. You can even set up automatic reminders in the form of emails or text messages to keep yourself on top of all the developments in your business. So if you are a contractor who is overwhelmed with the administration aspect of your business, give us a call today to schedule a demo of our industry-leading CRM software solution." They are actively growing their business and accepting new clients.

###

For more information about Procru, contact the company here: [ProcruTimButler@procru.com](mailto:ProcruTimButler@procru.com) 612.751.9393  
6885 Sycamore Ln N, Ste 110, Maple Grove, MN 55369

**Procru**

*We help paving / construction / contractors companies improve their processes and work more efficiently and accurately  
with our software PROcru*

Website: <https://www.procru.com/>

Email: [tim@procru.com](mailto:tim@procru.com)

Phone: 612.751.9393



*Powered by [PressAdvantage.com](http://PressAdvantage.com)*