

7 Kinds of Software Every Small Business Needs

One of the reasons people go on to start their businesses is to move away from the rigidity and monotonous lifestyle that 9-5 offers. People want to be their own boss, control their time, and create time for activities and values they hold dear.

However, you're putting on many hats at once as a small business owner. You need a collection of software tools that makes running your business smooth, convenient, and less time-consuming. With the array of software tools out there and limited budget, it can get confusing on the essentials to choose for smooth business operations.

Below is a collection of essential business tools you'll need to run your small business smoothly while freeing up time to focus on other crucial business tasks.

1. Accounting Software

Record keeping is an integral part of your small business. It's easy to get distracted when you constantly worry about being underfunded and short of staff, but not keeping records can be catastrophic for you.

An accounting software can make the numbers less messy to assemble while helping you keep track of your income, expenses, assets, liabilities, and cash flow. If you do your accounting right, you get an accurate picture of your business's financial performance, which helps you make informed business administration and operations decisions.

The following are easy-to-use accounting software for your small business.

- [Quickbooks](#)
- [Xero](#)
- [Wave](#)

2. Customer Relationship Management (CRM) Software

With a few customers, keeping to manual processes for managing your relationships with customers as a small business owner is easy. Once your customer base grows, it becomes hard to stick to manual processes for managing interactions with customers and prospects.

CRM tools help you manage your customer relationships across different touch points. This, in turn, helps build loyalty and increased customer retention. Opt for tools that are easy to use and scalable. Below are the CRM tools we recommend.

- [BenchmarkONE](#)
- [HubSpot](#)
- [Salesforce](#)

3. Project Management

Many business owners regard project management as a tool that's not useful for their business and growth. Due to the many hats small business owners put on, important tasks can get buried in the flurry of other business activities and distractions, leading to ineffectiveness, increased stress levels, and a decline in productivity.

Opting for project management software helps you identify essential tasks that need to be completed, how long they should take, and budgets to allocate. This helps you maintain productivity and a practical task management system.

Project management tools to try for your small business are:

- [ClickUp](#)
- [Trello](#)
- [Monday](#)

4. Website Builder

A website amplifies the visibility of your small business, making it easy for people to find you in the digital space and physically. Gone are the days when websites came as afterthoughts after business establishments. Once you have a small business, getting your website up and running is vital.

Depending on your skills, you can choose to build your website by yourself or hire a skilled website designer to get it done. Even if you choose the latter, you need to familiarize yourself with the platform the website is built on for regular site updates and maintenance.

The following are versatile website builders to try.

- [WordPress](#)
- [Wix](#)
- [Carrd](#)

5. Sales and Marketing

Sales and marketing are the lifeblood of your business. After the excitement of getting your business started, the next thing is to get the word out and put your business in front of many eyes as much as possible - that's where marketing comes in. After getting in touch with prospects, you need to turn them into customers, and that's where sales comes in.

Marketing software helps you manage the process and activities you carry out to inform potential customers about your products and services and connect with prospects. Sales and marketing aim to make your business known and successful. Below are important sales and marketing tools for a small business owner.

- [Benchmark Email](#)
- [Mailchimp](#)
- [BenchmarkONE](#)

6. Team Communication and Collaboration

Fostering good communication between team members where honest feedback is given and responded to will improve the growth and success of your small business. When you establish an effective communication system, you build teamwork which helps team members stay focused on business goals irrespective of diverse opinions and backgrounds.

Stay in touch with team members and customers with the following communication tools for effective collaboration and information sharing.

- [Slack](#)
- [Zoom](#)
- [Google Meet](#)

7. Document and File Management

Track down important data and files, improve team productivity, and effectively disseminate information amongst team members with a document and file management system. The lack of one can render your team unproductive and rack up hours spent looking for important files for different tasks.

Use the recommended software below to store, track and share critical business files and documents.

- [Google Workspace](#)
- [Dropbox](#)
- [SharePoint](#)

Streamline your business operations and administration, build effective workflows and improve productivity with these software. Free up precious time that can be used doing other vital tasks and spend them on the things that matter to you.