We've paid for software nobody uses

Five places to look, and how to choose where to start

Most businesses have one system that was bought with great hope, launched with a training session, and now holds the details of about four clients.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Fix the process before the system. The system was bought to sort out a mess.			
2. Agree one home for each kind of information. The same details live in a system and three spreadsheets.			
3. Make using it part of the job. In practice, using the system is optional.			
4. Give one person ownership of it. Nobody has been responsible for it since it went live.			
5. Choose the next one more carefully. The last purchase followed a good demonstration.			

An example

A recruitment business paid for a client system for two years while consultants kept their own spreadsheets. The owner stopped accepting pipeline figures from anywhere else. Within a month, the system was up to date.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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