

# 6 easy CRM tweaks

To Drastically Improve Your Email Productivity

1

## Connect your email

Stop juggling multiple tools. Connect Freshsales to your email client to sync conversations, log to the right contact and sync calendar meetings too.

2

## Use email templates

Don't copy-paste emails, create email templates. Create unlimited templates and personalize emails and subject lines with placeholders to increase CTRs.

3

## Automate your email campaigns

The fastest way to productivity is automation. Manage your email campaigns using three different automation techniques in Freshsales to help you sell faster and better.

4

## Schedule and track your emails

Send your emails at a preferred time by just picking a day and time. Also track your emails and get instantly notified when your recipients read your email.

5

## Manage your inbox

Freshsales tidies up your emails by grouping them into categories. Your inbox, team inbox, awaiting response, etc. You can find the right kind in each folder to manage your emails better.

6

## Personalize your email settings

Small things makes a big difference. The same is true for email management. Personalize your email notifications, email-based actions, etc. in Freshsales that work best for you and helps manage your time better.