How ABLE Measures Up: Nutshell CRM

We compared features and pricing between ABLE and Nutshell CRM to help you evaluate the best fit for your firm.

About Nutshell

Nutshell is a CRM for small business sales teams. The platform is targeted to industries with products to sell like wholesalers, manufacturers, and software companies. Its features include contact tracking, sales process management, team collaboration, and reporting. As Nutshell's ideal user is a sales professional, the integrations and workflows are designed so that users will spend the majority of their time using the platform.

About ABLE

ABLE is a business development solution for CPA firms. Its functionality makes contact and pipeline management simple and efficient. As CPAs have a limited amount of time for tracking business development activities, users can quickly record pertinent information, assess the status of their relationships and deals, take necessary actions, and return to billable work.

System Comparison

	Nutshell	ABLE	Commentary
Primary Niche Served	Manufacturers, wholesalers, software companies, construction, resellers	CPA Firms	Nutshell targets its product to businesses with dedicated sales teams. ABLE focuses on the needs of CPA firms.
Included Features	Features vary tiered package structure	All features are included in annual subscription.	See pricing grid for more details.
Implementation & Training	Implementation videos and checklists are available on the website.	Personalized implementation and training are included in subscription fee.	There is no indication on Nutshell's website that their team manages a personalized implementation process.
Social Media	Presence is supported on Facebook, LinkedIn, Twitter, YouTube, and a blog.	Presence is supported on Facebook, LinkedIn, Twitter, YouTube, Vimeo, and a blog.	
Community	There is a private LinkedIn group and open community on Nutshell's website.	ABLE Nation is a private user community built within the context of ABLE.	
Trial Period	Nutshell offers a 14-day free trial.	ABLE offers a 60-day money back guarantee.	

Feature Comparison

To compare feature sets of the two platforms, we focused on four major components of successful business development: relationship management, internal collaboration, accountability tools, and content delivery.

Relationship Management

The core functionality of Nutshell is geared toward closing a transactional sale, whereas ABLE's facilitates contact rapport over time.

Nutshell	ABLE
The platform's goal is for sales reps to close more deals. After the sale is complete, the nurturing process is minimized. Based on the type of customer Nutshell serves, the CRM is designed for transactions, not relationships.	ABLE focuses nurturing the most productive relationships in order to secure ongoing engagements. The *CRoPs Tiles* ensure the most important clients, referrals, and prospects are continuously supported.

Internal Collaboration

Both systems offer strong tools for team synergy and collaboration. Users are able to see each other's notes and comments on contact records, as well as tag and notify each other where necessary.

Accountability Tools

Transparency in the two systems differs based on the user's role.

Nutshell	ABLE
Users with "Sales Manager" permissions can track team performance. Sale status may be viewed by members of a specific team.	The status of *CRoPs Tiles*, pending deals, and latest activities are visible to all users. This culture of responsibility drives action and growth. Users can assess client loyalty with the *Net Promoter Score® Survey,* benchmarking their progress, promoting high scores in future proposals, and uncovering any dissatisfaction before the relationship is lost.

Feature Comparison, cont.

Content Delivery

The systems approach content delivery differently, largely due to the core intentions of the software (transactional v. ongoing engagements).

Nutshell	ABLE
Nutshell relies on integrations with outside services to accommodate email delivery. While plain text emails can be sent directly from the platform, users must integrate their email client with the software.	*Thought Leadership* and *Content Library* provide guidance on what information could be sent to contacts. Professionally curated articles and summaries are categorized and tagged for easy access. No integration is required for users to leverage *Thought Leadership.*

Pricing

Nutshell

Starter Package: One sales pipeline, dashboards, basic reporting, collaboration	$2280 for 10 users ($19/month per user)	Annual
Pro Package: Same as starter with some automation, better reporting, and team coaching	$4200 for 10 users ($35/month per user)	Annual
Pro+ Package: Same as Pro with personal customer success support, training, and review	$8280 for 10 users ($69/month per user)	Annual

ABLE

Firm Subscription	$5000/firm <10 users	Annual
Additional Users	+$200/11-50 users +$100/51+ users	Annual
Set-up Assist	$250 per user	One-time Optional

While two of the Nutshell packages are priced lower than ABLE, Nutshell does not appear to offer implementation and training outside of its video library. ABLE users receive personal onboarding. ABLE offers regular live training refreshers in addition to a growing video tutorial library.

Conclusion

Nutshell is an excellent consideration for a business with a dedicated sales team. The system design supports teams selling products in a variety of industries.

ABLE is the advisable fit for a CPA firm. The modules reflect the development practices of successful firms and positions its users for growth.

How ABLE Measures Up:
Nutshell CRM