

CRM COMPARISON

Best CRM for B2B Sales Teams

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Best CRM for B2B Sales Teams (2026): 9 Options Compared by Team Size

Short answer: The best CRM for a B2B sales team depends on size and how leads arrive. One or two people can start on a free plan from HubSpot, Zoho or Attio. Outbound teams of 3 to 40 get the lowest fixed cost from a flat-price CRM such as Tailr CRM. Phone-heavy teams fit Close, and complex enterprises fit Salesforce.

Key takeaways

- Compare CRMs on the **tier where automation starts**, not the entry price: that is the plan a sales team ends up on.
- On that tier, a **15-user team** pays from about \$790 a year (Tailr CRM, flat) to about \$18,000 a year (Salesforce Pro Suite) at list prices checked on October 10, 2026.
- Per-seat pricing is cheap at 3 users and expensive at 15; **flat pricing** works the other way round.
- No CRM here is best for everyone: **phone-first** teams, **inbound marketing** teams and **outbound reply-driven** teams need different tools.

The nine CRMs at a glance

CRM	Pricing model	Entry price (annual billing)	Plan where automation starts	Best fit
Tailr CRM	Flat per plan, not per seat	\$59 a month for up to 5 users	Every plan	Outbound teams of 3 to 40 using cold email tools
HubSpot Sales Hub	Per seat	Free for up to 2 users; Starter listed from \$7 to \$20 a seat depending on billing	Professional: \$90 a seat plus \$1,500 one-time onboarding	Inbound, marketing-led teams
Salesforce	Per user	Starter Suite: \$25 a user	Pro Suite: \$100 a user	Large or complex sales organizations
Pipedrive	Per seat	Lite: \$14 a seat	Growth: \$24 a seat	Small teams that want a simple visual pipeline
Zoho CRM	Per user	Free for 3 users; Standard about \$14 a user*	Professional: about \$23 a user*	Budget-minded teams already using Zoho apps
Close	Per seat	Solo: \$9; Essentials: \$35 a seat	Growth: \$99 a seat	Phone-first inside sales
Attio	Per seat	Free for up to 3 seats; Plus: \$35 a seat	Pro: \$79 a seat (sequences)	Startups that want to design their own data model
Freshsales	Per user	Growth: \$9 a user	Pro: \$39 a user	Teams that also use Freshworks support tools
monday CRM	Per seat, 3-seat minimum	Basic: \$12 a seat	Pro: \$28 a seat (25,000 automation actions a month)	Teams already running projects on monday

What each team size really pays in a year

CRM (plan)	3 users	8 users	15 users	40 users
Tailr CRM (Starter / Team / Team / Growth, yearly)	\$590	\$790	\$790	\$1,490
Zoho CRM Professional*	\$828	\$2,208	\$4,140	\$11,040
Pipedrive Growth	\$864	\$2,304	\$4,320	\$11,520
monday CRM Pro	\$1,008	\$2,688	\$5,040	\$13,440
Freshsales Pro	\$1,404	\$3,744	\$7,020	\$18,720
Attio Pro	\$2,844	\$7,584	\$14,220	\$37,920
Close Growth	\$3,564	\$9,504	\$17,820	\$47,520
Salesforce Pro Suite	\$3,600	\$9,600	\$18,000	\$48,000
HubSpot Sales Hub Professional (year one, with onboarding)	\$4,740	\$10,140	\$17,700	\$44,700

Picks by how you sell

Your situation	Shortlist	Why
Cold email and LinkedIn outbound, replies arrive in a sending tool	Tailr CRM; Pipedrive or HubSpot with an integration	Replies must become owned leads without retyping
High-volume calling	Close	Calling, SMS and a power dialer inside the CRM
Inbound from content, ads and forms	HubSpot; Zoho CRM; Freshsales	Marketing and sales data in one place
Lead generation agency with client logins	Tailr CRM; see our 12 must-have features for agency CRMs	Flat price and a branded CRM per client
Product-led startup with unusual data	Attio	Flexible objects and modern data syncing
Work already lives in monday or Zoho	monday CRM; Zoho CRM	One vendor, one login, shared data
Enterprise deals, many teams, compliance demands	Salesforce	Depth, security controls and partner ecosystem

CRM trial scorecard for a B2B sales team (template: copy and adapt)

Run the same five tasks in every CRM you trial. Time each one.

1. Lead in: get one real lead from your main source (form, cold email reply, LinkedIn) into the CRM without typing it. Minutes: ____
2. Owner: make the CRM assign that lead to a rep automatically. Minutes: ____
3. Next step: create a follow-up task for two days from now, automatically. Minutes: ____
4. Pipeline: move the deal through your real stages and find it again from the manager's view. Minutes: ____
5. Report: answer "how many meetings did each source produce this month?" Minutes: ____

Then write down:

- Plan needed to do all five: _____ Price for our team per year: _____
- Users in 12 months: ____ Price at that headcount: _____
- Required one-time fees: _____
- Can we export everything as CSV? Yes / No
- Who on our team will maintain it? _____

Quick answers

What is the best CRM for B2B sales in 2026?

There is no single winner. For one or two users, the free plans from HubSpot, Zoho CRM or Attio are enough. For outbound teams of 3 to 40 people, a flat-price CRM such as Tailr CRM costs least. Close suits phone-heavy teams, HubSpot suits inbound marketing-led teams, and Salesforce suits large, complex organizations.

How much does a B2B CRM cost for a 10-person sales team?

At list prices checked on October 10, 2026, on the plan where automation starts and with annual billing, ten users cost about \$790 a year on Tailr CRM Team, \$2,880 on Pipedrive Growth, \$3,360 on monday CRM Pro, \$4,680 on Freshsales Pro, \$9,480 on Attio Pro, \$11,880 on Close Growth and \$12,000 on Salesforce Pro Suite.

Which CRMs have a free plan for small B2B teams?

On October 10, 2026, HubSpot listed its free tools for up to 2 users, Zoho CRM listed a free edition for 3 users and Attio listed a free plan for up to 3 seats. Free plans cover contacts and a basic pipeline; workflow automation and sequences usually need a paid tier.

Is per-seat or flat pricing better for a sales team?

Per-seat pricing is cheaper for very small teams and scales with headcount, so every hire raises the bill. Flat pricing costs the same whether you have 6 users or 15, which favors growing teams and agencies that add client logins. Work out the yearly cost at your expected headcount in twelve months, not today's.

What should a B2B sales CRM do that a general CRM does not?

It should capture leads from wherever they start (forms, cold email replies, LinkedIn, referrals), assign them to an owner automatically, create follow-up tasks, show a pipeline by stage and report on conversion by source. For outbound teams, it should also take positive replies from the sending tool without anyone retyping them.

Which CRM is best for outbound teams using Smartlead, Instantly, lemlist or Apollo?

Look for a CRM that accepts webhooks from the sending tool and turns positive replies into assigned leads. Tailr CRM does this out of the box for those four tools and any other tool that can send a webhook. HubSpot, Pipedrive and Salesforce can do it through integrations or an automation tool.

Do I need Salesforce for B2B sales?

Only if you have the complexity to justify it: several teams and territories, approval chains, enterprise security requirements, and someone to administer it. Salesforce listed Pro Suite at \$100 per user a month and Core at \$195 on October 10, 2026. Smaller teams usually get to value sooner on a simpler CRM.

How long does it take to switch CRMs?

For a team under 40 users, the data move is usually days, not months: export contacts, companies and open deals as CSV, map the fields, import and check. The slower part is habits. Run both systems for a week, then switch the old one to read-only so nobody keeps updating two places.

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Full guide with sources: <https://b2bxclusive.com/blog/best-crm-for-b2b-sales-teams/> · By Subhendu J Shawn, founder of B2BXclusive.