

CRM COMPARISON

Close vs Tailr CRM

Calling-First or Reply-First? Match the CRM to How You Sell

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Close vs Tailr CRM: Calling-First or Reply-First? Match the CRM to How You Sell

Short answer: Choose Close if your reps make dozens of calls a day and you want the dialer, SMS and sequences inside the CRM. Choose Tailr CRM if your conversations start as replies to cold email or LinkedIn sent from Smartlead, Instantly, lemlist or Apollo, and you want those replies to become assigned leads automatically at a flat price.

Key takeaways

- Close plans run from about **\$9 (Solo)** to **\$139 per seat** per month (annual); the power dialer and workflows sit on Growth at about **\$99 per seat**.
- Close is a calling-first CRM with excellent built-in dialing; Tailr CRM is a reply-first CRM with no built-in dialer.
- For 10 users, Close Growth is about **\$11,880** a year; Tailr CRM Team is about **\$790** in year one on the yearly plan, with no setup fee.
- Role-based permissions in Close are on the top Scale plan; in Tailr CRM they are included on every plan.

Two kinds of outbound

	Calling-first (Close's sweet spot)	Reply-first (Tailr CRM's sweet spot)
First touch	A phone call or a call plus email from the CRM	Cold email or LinkedIn from a sending tool across many inboxes
Rep's day	Power-dial a list, log outcomes, send follow-ups	Work new positive replies, book meetings, follow up
Volume driver	Calls per rep per day	Emails per day across domains and inboxes
What the CRM must do best	Dial fast and log everything	Turn replies into owned leads with follow-ups, instantly

Score your outbound motion (be honest about last month) (template: copy and adapt)

A. Meetings booked from phone calls: _____
 B. Meetings booked from cold email / LinkedIn replies: _____
 C. Calls per rep per day: _____
 D. Sending tool(s) used for cold email: _____ (Smartlead / Instantly / lemlist / Apollo / none)

If $A > B$ and $C > 40$ -> calling-first: Close fits you
 If $B > A$ or D is not "none" -> reply-first: Tailr CRM fits you

Close pricing in 2026

Close plan	~Per seat/month (annual)	What it adds
Solo	\$9	One user, up to 10,000 leads
Essentials	\$35	Unlimited leads, calling, SMS, email tracking
Growth	\$99	Workflows, power dialer, AI email assistant, bulk email
Scale	\$139	Role-based permissions, predictive dialer, unlimited call recording

The metrics each motion lives by

Calling-first team (Close)	Reply-first team (Tailr CRM)
Dials per rep per day	Positive replies per day, per campaign
Connect rate and conversation rate	Reply-to-meeting rate
Talk time	Time from reply to first response
Meetings booked per rep	Meetings and pipeline by campaign
Call outcomes logged	Follow-ups overdue (should be zero)

Three-year cost, team growing from 5 to 15

Year	Users	Close Essentials (~\$35)	Close Growth (~\$99)	Tailr CRM Team
1	5	~\$2,100	~\$5,940	~\$790
2	10	~\$4,200	~\$11,880	~\$790
3	15	~\$6,300	~\$17,820	~\$790
Total		~\$12,600	~\$35,640	~\$2,370

Quick answers

Is Close CRM good for cold email?

Close can send email sequences from inside the CRM, which suits teams that do email and calls from one place. Teams sending high-volume cold email usually use a dedicated sending tool across many inboxes, and then need the replies brought into the CRM, which is where Tailr CRM is built to help.

Does Tailr CRM have a dialer?

No. Tailr CRM logs emails and meetings (Gmail, Calendar, Zoom) on each lead but does not include a built-in power dialer. If calling is the core of your motion, Close is the stronger choice.

Which Close plan do most teams need?

Growth (about \$99 per seat per month annually) is where Close's workflows, power dialer and AI email assistant live, so most active outbound teams end up there.

Can I switch from Close to Tailr CRM?

Yes. Export leads, contacts and opportunities as CSV. During your free trial, Shawn helps you import them, set up your stages and connect your tools on 1:1 onboarding calls; for complex moves there is an optional done-for-you migration (from \$299).

Can I try Tailr CRM free?

Yes, 14 days free, no card needed.

Can I keep my own dialer with Tailr CRM?

Yes. Tailr CRM has no built-in calling, so your team keeps the dialer it already uses and there is no calling bill from the CRM. Emails and meetings from Gmail, Google Calendar and Zoom appear on each lead's timeline, and follow-up tasks created from replies tell reps who to call and when.

Start your 14-day free trial

<https://tailr.b2bxclusive.com/start>

Full guide with sources: <https://b2bxclusive.com/blog/tailr-crm-vs-close/> · By Subhendu J Shawn, founder of B2BXclusive.