

Freshsales Review

Pricing, pros, cons and practical fit

Small sales teams that want contact management, visual pipelines, email, automation, and reporting in one approachable CRM.

QUICK FACTS

At a glance

Starting price	\$9/user/mo billed annually
Free plan	Yes
Free trial	Yes
Difficulty	Easy
Last verified	Oct 2026
Best for	Marketing Team, Small Business

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Strong balance of easy pipeline management, built-in communication tools, automation, and an affordable entry plan.

MAIN LIMITATION

Advanced AI, automation, reporting, and governance features are concentrated in higher-priced plans.

WISETECHLIST VERDICT

Should you use Freshsales?

Freshsales is a practical CRM for small businesses that need a clearer sales process without the complexity of a large enterprise platform. Its free plan is useful for very small teams, while the Growth plan adds more capability at a relatively accessible starting price.

USE CASES

What can you use Freshsales for?

- Contact management
- Sales pipeline
- Deal tracking

- Sales follow-up
- CRM automation
- Sales reporting

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Free plan for very small teams
- Visual contact and deal management
- Built-in email and sales activities
- Workflow automation
- Mobile apps
- Freshworks ecosystem integrations

WHAT TO CONSIDER

- Advanced features require higher tiers
- Some capabilities overlap with other Freshworks products
- Larger teams may outgrow the entry plans

PRACTICAL FIT

How Freshsales fits a small business workflow

WHAT IT IS

Freshsales is a sales CRM for managing contacts, leads, deals, pipelines, email activity, automation, and sales reporting in one system.

WHERE IT FITS

Freshsales fits small sales teams that want a visual CRM with built-in communication and automation features without assembling many separate sales tools. It works well for lead follow-up, pipeline management, deal tracking, and day-to-day sales activity.

WHEN IT MAY NOT FIT

Freshsales may not be the right fit if you need a very broad marketing, service, and content ecosystem around the CRM or if your sales process requires highly specialized enterprise customization.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Freshsales if you run a small sales team and want an easy CRM with contact management, visual pipelines, follow-ups, automation, and room to grow.

SKIP IF

Skip Freshsales if you need a deeply customized enterprise CRM, highly advanced revenue operations, or an all-in-one marketing suite as your primary requirement.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/freshsales/>