

# More selling, less chasing.

How an integrated e-signature solution can help your sales team thrive.



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# Accelerating the adoption of e-signatures.

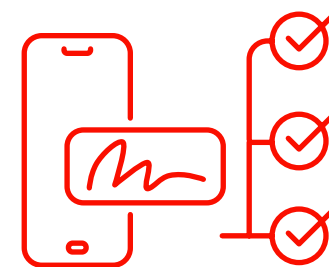
Sales leaders in today's world are doing a lot fewer lunches and a lot more video conferencing. Taking care of your sales teams and your customers remains your top priority, but it isn't always clear what that looks like when your reps can't stop by a client's office or hold in-person events.

It's also been a rough go of things with travel restrictions, decreased sales leads, backlogs, and lagging sales results. As a sales leader, you've had to pivot, redefine, and adapt—sometimes on a daily basis.

While the personal element of sales remains more important than ever, the behind-the-scenes work that personal touch requires remains substantial. Your team is still creating and managing NDAs, customer contracts, work orders, and partnership agreements while you're also fostering new customer relationships and learning about new products. And on top of it all, you're still facing market competition.

Something as simple as a digital e-signature platform—when integrated with tools you already use—can revolutionize both the customer and employee experience while providing your team with a shorter timeline to a done deal.

Let's look at e-signatures and the ways they're rewriting the script for all businesses. Then we'll examine what e-signatures look like as part of an integrated platform that drives both your sales team and your customers. We'll also discover the top five features integrated e-signatures offer sales leaders like you.



What's a sales manager's bottom line? Leverage technology to do more with less.

# E-signature use is a sign of a stronger company.

The pandemic reemphasized the importance of e-signatures and accelerated their use, resulting in some organizations realizing significant financial and efficiency benefits. According to a 2022 Forrester report, businesses that adopt Adobe Acrobat Sign as their e-signature solution have achieved a 519% return on investment. With hybrid work here to stay, digital processes and tools like e-signatures are the key to keeping businesses moving.

Organizations also understand and appreciate the regulation and compliance aspects of e-signatures better than they have previously. Businesses that used Acrobat Sign have reduced time spent on regulatory reviews and improved compliance efficiency by 25%.

In addition, 2021 data from Aberdeen's study, "Modernized E-Signatures Boost Efficiency, Empower Employees, and Satisfy Customers," shows that businesses with cohesive document and e-signature approaches are more likely to be secure in all aspects of the process—from transferring to signing. This means better compliance and document controls overall.

So businesses know e-signatures are a safe, compliant, and efficient way to move forward, but does this digital capability have anything else to offer? Forrester's study says yes.

"Since adopting Acrobat Sign, organizations freed employee bandwidth around processing and managing documents across departments," the study's authors conclude. "An improved customer experience resulted in more business and cost savings around e-signature solution spending and sustainability efforts."



# E-signatures: Crucial for sales teams—and their customers.

Integrated digital processes are as valuable for sales teams as they are to their customers. In fact, if companies aren't using the across-platform advantage of a tool like e-signatures, they are likely slowing or delaying business at various stages of the sales cycle.

Since good processes are vital to a healthy, successful sales cycle, sales teams are rethinking what good processes look like. For sales teams committed to faster deal times, it looks like digital integration.

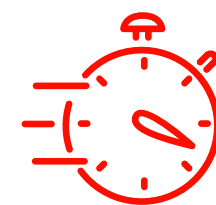
In “The Total Economic Impact of Adobe Acrobat Sign,” Forrester reported that digital forms eliminated manual information entry for customers and reentry of information to business systems for employees, reducing inefficiency and saving countless hours annually. Indeed, Forrester found organizations that adopted Acrobat Sign increased transaction speed by 30% and digital enrollments by 50%.

And while e-signatures improve the processes of your sales teams, they're also creating a more delightful customer experience.

E-signatures let your customers stop worrying about printing, signing, scanning, and emailing contracts. In fact, customers don't even need a computer. With strong signature technology, customers get a simple mobile experience that includes easily viewing all sections of an agreement and the ability to sign where needed. The signed copy is then automatically sent to a customer's inbox, giving them their record quickly and concisely.

In addition, uniting e-signatures with platforms for key sales systems like CRMs means teams can continue to work in the CRM while automating tasks like sending contracts for signatures, uploading signed contracts, and creating automatic signing reminders for customers. Users don't have to move to new tools or interfaces to get work done, and sales teams don't have to learn new tools.

When you couple these streamlined processes with tracking and analytics that benefit both sales teams and customers, integrated digital systems become the secret to closing deals faster.



Adobe Acrobat Sign helps deals get done faster, more accurately, so you have time to sell.

# Five e-signature features for sales teams that want to win.

Getting a client to the signature point is a process for your sales team and a management responsibility for you. In an effort to simplify this process, many sales managers are turning to an end-to-end e-signature solution like Acrobat Sign that does much more than secure a single name on a dotted line.

With the right e-signature solution, you can quickly create, send for signature, track, and store documents all from one place. Your customers will also be able to easily access and sign documents from anywhere on any device with this same connectivity, allowing you to use a single tool throughout the course of the sales cycle.

And when the tool's been created by a company you and your customers are already familiar with—like Adobe—that drives adoption.

**Let's talk about the five most valuable e-signature features that can help your sales team succeed.**

## 1. Integration with your CRM.

You know your team lives in your CRM because it streamlines the entire sales cycle, letting you close deals in your pipeline and helping everyone on the team reach targets faster.

E-signatures make a CRM even more effective, and if your sales team uses a digital platform like Adobe Acrobat Sign Solutions that integrates directly with a CRM like Salesforce, your efficiency benefits multiply. For example, since order processing and preparing quotes are automated in Salesforce, using an integrated digital platform lets your sales team reduce production costs while increasing sales revenue—all without ever leaving the Salesforce app.

And since you're working with tools you already use, your team gets to the benefits sooner than it would with a standalone product that requires training or requires jumping out of a workflow within the CRM to create a sales contract or check on status. With seamless integrations, a salesperson should not leave the CRM. Context switching takes time from salespeople who could be making connections and closing deals instead.

For sales team coaching company Baker Communications, the ability to work within Salesforce was a no-brainer adjustment to their business.

“The integration between Acrobat Sign Solutions and Salesforce is fantastic because we don’t feel like we’re moving between environments,” says Isidro Iturralde, strategic account manager at Baker Communications. “Even our team members who aren’t the most tech-savvy have adapted, because there’s no frustrating multi-step process. We’re just working with a contact in Salesforce like we normally would.”

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— Isidro Iturralde, strategic account manager at Baker Communications

## **2. Real-time visibility into your deals.**

For a sales manager, information is power. Having an integrated e-signature platform gives you real-time visibility into your team’s overall document workflows as well as the entire contract and sales processes. With this perspective, you now have insight into what Natasha Wyatt, principal product marketing manager at Adobe, calls “the activity, velocity, and efficiency” of your cycles and reps.

These real-time visibility benefits help you build smarter sales cycles and more nimble sales teams by allowing you to make real-time modifications. You can revise during negotiations, for example, and offer your customers and sales team updates that go live immediately. You also get notifications the moment anything happens in the sales cycle, increasing your team’s agility and performance throughout the deal process.

## **3. A dashboard for a sales-cycle view.**

One feature that ensures you’re getting an e-signature solution that lets you shorten deal cycles and secure signed contracts quickly is the deal dashboard. By integrating signing data into Salesforce or another CRM dashboard, sales teams can see their signing rate in conjunction with sales-focused data like pipelines and deals closed. And the signatures are a sign of closing a deal—information that can be shared directly into a Salesforce dashboard.

For Acrobat Sign Solutions users, dashboard analytics can also provide a higher-level point of view into sales contracts and templates (which we’ll touch on later). For example, a sales manager can turn to the dashboard to see which templates are performing better, and then make modifications accordingly.

## **4. A more secure and legally binding solution.**

Switching to electronic workflows does more than just improve a deal’s turnaround time. Using an end-to-end e-signature solution provides sales managers with detailed document tracking that reduces contract errors and helps your sales team show what occurred during the signing process.

For the sales team of global marketing services leader Access Intelligence, using an integrated e-signature solution eased their non-sales assignments while ensuring their deals stayed on a secure track. By keeping agreements all in one place with their e-signature platform, back office employees no longer had to track down sales reps to determine where a contract stands.

“Rather than sending and receiving dozens of emails to check status, our production managers can simply pull a report from Salesforce and access contracts from Acrobat Sign Solutions via the Salesforce interface,” says Jennifer Good, director of business operations at Access.

Having a single source of deal documents lets sales teams keep information secure, organized, and legal.

### **5. Templates and automation.**

In the competitive sales world, something as simple as branding wins your team professional points with customers. An e-signature system helps your sales team do business faster and maximize efficiency with customizable templates that keep documents tightly in your company’s brand. And the best part? Your team doesn’t have to recreate them each time.

Sales was the specific focus of SPS Commerce when it looked to an integrated digital e-signature system, and it saw an immediate benefit from the template approach.

Integrations with third-party sales platforms—including Salesforce CRM and Salesforce CPQ—use templates to help sales reps generate, send, and monitor sales agreements and quotes from a single screen.

“It used to take an hour or more to prepare and send a quote,” says SPS chief sales officer Dan Juckniess. Thanks to integrated platforms and templates, sales reps can now send quotes within 10 minutes. “Sales representatives can even send a quote while on the phone with a customer. This automation improves productivity and gives sales representatives more time to talk to customers, do research on customer needs, and find the best solutions for our customers.”

In addition to agreement templates, Acrobat Sign also offers email templates that increase brand awareness, personalize the signing ritual, and increase signer engagement.



# Start winning more deals with an e-signature solution.

Your sales team wants efficient sales and contract cycles. Your customers want to get their products and services quickly. You want elevated sales.

Streamline your sales management workflow using tools that give you wins on every front—in a post-pandemic sales landscape and beyond.

Now is the time to amplify your e-signature process to something that gives you more than a signed sales agreement. With a powerful end-to-end integrated digital approach, you'll see the totality of your sales program in newer, clearer ways. You'll gain time as a sales manager with analytics that not only track your deals, but improve them. And ultimately, you'll close more deals faster with an industry-leading tool that empowers your sales team and delights your customers.





# Adobe can help.

As experienced Adobe customers like you know, Adobe Acrobat makes dealing with daily documents easy. Now you can combine the value of Adobe Acrobat Pro with Acrobat Sign Solutions—get easy-to-use features for creating integrated, efficient, and smooth signing experiences for your sales team and your customers.

Learn more about how you can streamline your sales document workflows, discover maximum efficiency, and close deals faster with Acrobat Sign.



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