

## Increase Sales Productivity and Close Deals Faster

Business-to-business (B2B) sales are getting more and more complex. According to Gartner, the average B2B purchase takes 16.7 weeks and involves 9.6 people on the buying side. Companies are using platforms like CRM to centralize data and streamline the complex sales process, but there's still plenty of pain points along the way—getting an agreement completed prime among them. Sixty-four percent of companies say the contract approval process causes lost or stalled deals. It's easy to see why. The contracting process lies at the heart of every sale, yet it hasn't changed in decades. It's time for an upgrade. DocuSign delivers a modern system of agreement that speeds up sales and significantly improves the customer experience.

### Faster sales

Close deals faster with automated contract generation, simplified negotiation, digital signatures and no-code workflows.

### Improved productivity

Let sales spend more time with customers by minimizing the tedious work of keying in data, chasing contracts and getting approvals. DocuSign makes sales easy by minimizing manual processes (and errors) across the agreement process.

### Reduced costs

Manual processes mean high costs, especially with a highly complex process like a business-to-business sale. Using DocuSign cuts those costs, saving customers \$36 per transaction on average.

### A great experience

Businesses increasingly expect a consumer-grade experience, meaning they want a fast, convenient, technology-based buying process. Make things easy on them with modern contracting technology.

## Results

**90%**

of sales contracts completed in one day  
(Salesforce)

**20% more**

customers had a positive sales experience  
(Refinitiv)

**300% higher**

usage of Salesforce  
(DuPont)

**2,195% ROI**

with DocuSign  
(Wyndham)

**Zero errors**

down from 70%  
(Yamaha)

**\$4–6M saved**

annually  
(Microsoft)

**“The DocuSign Agreement Cloud makes it easier for our customers to do business with us, easier for our staff to do business with our customers, and it makes it easier on the environment. It's a win for everybody.”**

Alan Bronowicz  
Head of Business Process Management  
Refinitiv

## The DocuSign Agreement Cloud for Sales

Closing a B2B deal can get complex fast: customizing the right template, negotiating with the customer, getting through layers of legal approval on both sides, entering data in multiple systems, making sure services are delivered and on and on. The DocuSign Agreement Cloud enables large sales teams to reduce friction in the sales cycle and close deals faster by streamlining the generation and negotiation process, automating workflows and surfacing relevant information using AI.

### CLM

Manage the full agreement lifecycle for complex contracts with automated generation, real-time negotiation, drag-and-drop workflows and powerful search.

### Analyzer

Make sales more self-sufficient by using AI to score risk from redlines and third-party contracts.

### Insight

Use AI to identify and analyze risks and opportunities across all your sales agreements.

### eSignature

Complete agreements in minutes with beautiful mobile forms that work on virtually any device, anywhere.

### Integrations

Easily embed DocuSign into your existing tools with 350+ pre-built integrations, like Salesforce, Microsoft Dynamics, Oracle and many more CRM tools.

**Learn more about how DocuSign Agreement Cloud can help your sales team.**

## Use case examples

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### Proposals and contracts

- Sales contracts
- Statements of work
- Master service agreements
- Quotes
- Proposals
- Discount lists
- Renewal contracts

### Order management

- Contract amendments
- Purchase orders
- Change orders

### Billing

- Financing agreements
- Invoices
- Payment authorizations

### Much more

- Nondisclosure agreements (NDAs)
- Work orders
- Service agreements
- Internal approvals



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#### About DocuSign

DocuSign helps organizations connect and automate how they prepare, sign, act on and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, over a million customers and hundreds of millions of users in over 180 countries use the DocuSign Agreement Cloud to accelerate the process of doing business and simplify people's lives.

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