

## Modern strategies for B2B sales success

How leading sales organizations leverage technology to win

### The sales landscape is increasingly complex



**Larger buying teams & longer sales cycles**

Average sale involves 10 people over 17 weeks



**More information available to buyers**

45% are using more sources to research and evaluate purchases



**Buying experience matters more than ever**

89% of business buyers say experience is as important as products and services

### How are leading sales teams managing these changes?

By using modern technology to unlock more efficient workflows

### High-performing sales team priorities

1

Increase selling time with customers

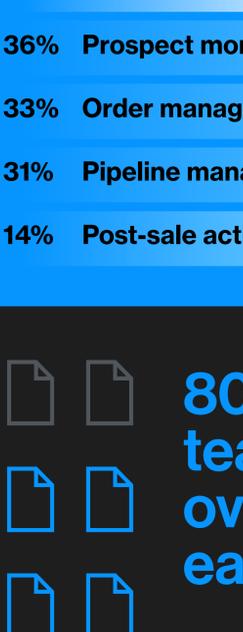
2

Improve customer experience

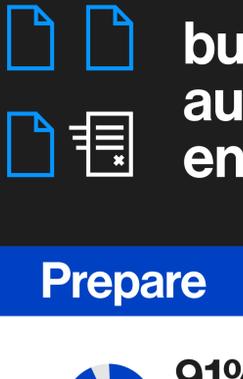
3

Use data to make informed sales decisions

### Companies that exceed their sales goals are early adopters of technology



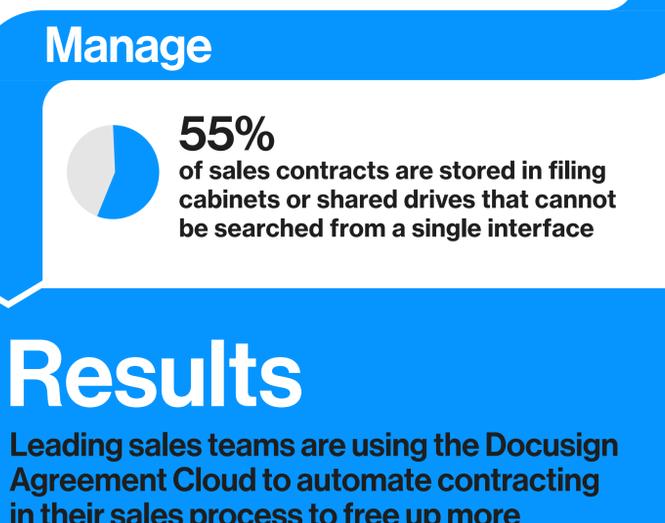
77% of leading organizations are early adopters of technology compared with only 45% of underperforming sales teams



High performers are 4 times more likely to be a frequent adopter of new technology than an occasional one

### Automation is the key to maximizing personalized sales efforts

Which sales activities are companies automating?



80% of sales teams process over 500 contracts each month ...

but few are automating the entire process

#### Prepare



91% of sales teams are still preparing contracts manually

#### Sign



20% of sales teams are still sending most contracts out for physical signature

#### Act



41% of sales teams are relying on manual copying of data from completed contracts to systems like a CRM

#### Manage



55% of sales contracts are stored in filing cabinets or shared drives that cannot be searched from a single interface

### Results

Leading sales teams are using the DocuSign Agreement Cloud to automate contracting in their sales process to free up more personal selling time

**90%** of contracts signed in less than one hour

**20%** more satisfied customers

**300%** increase in CRM adoption

**\$4-6M** annual savings

Learn how a digital system of agreement can give your sales team an advantage

Do business faster by automating how you prepare, sign, act on and manage agreements.

Learn more



DocuSign Agreement Cloud