

# Quote Faster with a Better Customer Experience

Longer sales cycles, greater scrutiny, remote selling, complex offerings and higher expectations make B2B sales more complex than ever. The average B2B sale takes 10 people and 17 weeks to close—if it even closes. In fact, 66% of all sales quotes end without a purchase. That's why quoting as many deals as possible is so important and why businesses need to automate as much of the quote-to-cash process as possible, especially for those that use quotes, estimates and order forms, as they add significant complexity to the sales process. And while CRM and CPQ tools used in the quote-to-cash process help, there's still a manual contract gap that breaks up an otherwise automated selling process. The DocuSign Agreement Cloud closes that gap and simplifies the process for faster sales and a better customer experience.

## Faster sales

Reduce friction in the quote-to-cash process and close deals faster with guided, self-service proposal and quote generation, automated approval workflows, full CRM and CPQ integrations and streamlined negotiation.

## Optimized collaboration

Make sales more self-sufficient by using AI to handle simple negotiations and streamline complex negotiations that require legal review with live collaboration and full audit trail tracking.

## Reduced costs

Manual processes mean high costs, especially with an extremely complex process like a business-to-business sale. Use DocuSign to cut these 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. Integrating each step of the quote-to-cash workflow with automated "no-touch" agreements increases efficiency across departments, resulting in a better experience for customers who are more likely to buy and renew.

## Results

**90%**

of sales contracts completed in one day  
(Salesforce)

**20% more**

customers had a positive sales experience  
(Refinitiv)

**75%**

fewer manual transactions  
(Flexential)

**Zero**

document errors  
(Flexential)

**83%**

decrease in the time it takes  
to analyze sales contracts  
(Nokia)

**“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 Quote-to-Cash

80% of B2B sales teams execute more than 500 contracts a month, and up to 50% of sales go to the vendor that responds first. Responsiveness, however, can be a challenge when inefficiencies, errors and lack of visibility slow your ability to configure, price and quote efficiently. These challenges will only be solved when the manual gap in the contracting stage of sales is automated. The DocuSign Agreement Cloud brings together a comprehensive suite of applications and integrations that makes sales easy and fast, eliminates errors and delivers a modern buying experience.

### CLM

Manage the full agreement lifecycle for complex contracts from automated generation and real-time negotiation to drag-and-drop workflows and a central repository to tie it all together.

### Analyzer

Make sales more self-sufficient by automatically scoring risk from redlines and third-party contracts.

### Insight

Reduce risk, increase compliance and uncover revenue opportunities by analyzing existing contracts with AI.

### eSignature

Execute 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 including Salesforce CRM and CPQ.

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

## Use case examples

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### Proposals and contracts

- Quotes
- Order forms
- Proposals
- Estimates
- Sales orders
- Sales contracts
- Master services agreements
- Statements of work
- Renewals

### Order management

- Contract amendments
- Purchase orders
- Change orders

### Billing

- Bills
- Financing agreements
- Invoices
- Payment authorizations

### Much more

- Non-disclosure agreements (NDAs)
- Work orders
- Service agreements
- Internal approvals
- Terms and conditions



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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, more than 750,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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