Solution brief DocuSign for SMB Sales Teams

# Grow Your Business Faster and with Less Hassle

Business is getting more and more complex. Workers are remote. Many sales are done virtually. Deal cycles are getting longer. And the negative impact of process inefficiencies on customer experience is greater than ever. Small and medium businesses don't have the luxury of investing in large projects that deliver returns after several years. They need to see an immediate business benefit for anything they undertake. DocuSign delivers a modern system of agreement that shortens the sales cycle, increases productivity and provides a great experience all around for employees and customers—everything you need to grow your business. Best of all, you can set it up in days with no need for developer resources in many cases!

#### Faster sales

Grow your business faster and increase profitability by shortening the sales cycle 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.

#### Reduced costs

Manual processes mean higher costs. Using DocuSign cuts costs and eliminates errors, saving businesses \$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

## **71% fewer**

steps necessary to create an order form (Tipalti)

## 90% fewer

manual transactions done via fax (Integrated Biometrics)

## 80% less

time spent matching information from Salesforce (Integrated Biometrics)

"DocuSign revolutionized our sales process and dramatically reduced the back and forth between our sales teams and customers. With DocuSign and Salesforce, we generate polished agreements with merged data while accelerating the sales process and improving the customer experience."

**David Gerulski** Executive Vice President Integrated Biometrics

## The DocuSign Agreement Cloud for Sales

Closing a deal fast requires a streamlined and automated process that removes manual data entry, approval workflows, signatures, contract storage and more. The DocuSign Agreement Cloud enables small and medium businesses to reduce friction in the sales cycle, close deals faster and deliver a great customer experience by automating contract creation, negotiation approvals and workflows—and fully integrating the process into existing sales systems.

#### **eSignature**

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

#### Gen and Negotiate for Salesforce

Accelerate deals by automating the generation and negotiation of customized agreements from Salesforce.

#### **Payments**

Collect payments during the signing process and get paid instantly to avoid delays in collecting money owed.

#### SMS Delivery

Get deals done faster by sending real-time agreement notifications directly to customers' mobile device, so they can sign wherever they are.

### Integrations

Easily embed DocuSign into your existing tools with 350+ pre-built integrations, like Salesforce Essentials, Freshworks, Monday.com, NetSuite, HubSpot and many more.

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

## Use case examples

#### **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

