



Supercharge the sales cycle.

Adobe Document Cloud eliminates costly manual tasks, freeing salespeople to focus on their top priority: the customer.

When it comes to today's digital experiences, expectations are extremely high. Both customers and employees demand a smooth, fast experience in every digital interaction. To compete for sales in this environment, companies must quickly bring their sales processes up to speed—but taking complex, multistep processes fully digital can take time.

The challenge

Sales processes that still rely on paper at any point bring the workflow to a halt, delaying the sales cycle by days or even weeks. Sales rep productivity declines due to the need to perform laborious, time-consuming manual tasks, and meeting sales quotas becomes much more challenging. Salespeople lack visibility into the status of their deals, making accurate forecasting difficult, and operational inefficiencies are introduced, wasting company time and resources across the board.

Over two-thirds of daily time spent on non-selling, administrative tasks*

In addition, paper-based interruptions introduce room for error in contracts, closing, or order fulfillments. Deals are lost, customers and employees become dissatisfied, and costly legal action can ensue if proper compliance is not ensured.

Two-thirds of B2B customer sales experiences rated as average or poor†

The solution

Make inconsistent, paper-based sales processes a thing of the past, and see a lightning-fast return on investment with [Adobe Document Cloud](#), which includes Adobe Acrobat DC, Adobe Sign, Adobe Scan, prebuilt integrations, automated workflows, and robust APIs. Companies can shift their sales cycle into high gear and drive efficiencies using Adobe Sign—for automating

signing and approval—combined with Acrobat DC for organizing, protecting, and collaborating on high-value business documents. Sales productivity and customer experiences are improved when paper-based and manual work are eliminated and contract approval processes are done 100% digitally.

Document Cloud enhances sales processes by allowing salespeople to:

- Create and send attractive, fully brandable digital documents from a customer relationship management (CRM) system or scanned paper forms
- Increase prospect engagement with polished materials that can be reliably viewed and signed with a legal [e-signature](#) on any surface, across any platform
- Edit and finalize digital documents quickly, apply protection if necessary, and send them for review and signature
- Get customer approvals or signatures from a desktop, tablet, or smartphone with a few easy clicks
- Work on, send, and track quotes and agreements on the road via their smartphone or tablet

28x faster contract cycle times‡

With these capabilities, sales professionals have full visibility into and control over the quote and contract lifecycle to reduce errors in execution as well as the ability to:

- Expedite approvals by sending a document to multiple recipients, tracking who has viewed it, and sending automatic reminders to make sure no steps are missed
- Update reports in real time to confirm document delivery and show when customers view, approve, and sign contracts
- Automatically merge system data from CRM and other business solutions to create personalized quotes and contracts

* [DiscoverOrg study](#), 2017

† [HubSpot Research](#), 2017

‡ "The Total Economic Impact of Adobe Sign," a commissioned study conducted by Forrester Consulting on behalf of Adobe, August 2019

“We can complete contracts in minutes and meet deadlines that would have been impossible without leveraging this type of technology.”

Reduced contract processing time from 15 hours to 1 hour per week

Connie Brenton, chief of staff and senior director of legal operations, NetApp

Eliminate the compliance risks that result from missing paperwork and other errors by relying on Document Cloud to:

- Access a centralized template library for contracts and forms to ensure standardization
- Avoid errors by collecting and merging data automatically (without rekeying) from forms and contracts back into the system of record
- Maintain an audit trail of contract changes during the negotiation process
- Store documents in an existing CRM system or online and retrieve them quickly as needed

What's more, Document Cloud integrates into existing processes with flexible APIs and turnkey integrations for popular CRM solutions and productivity tools, including Salesforce, Microsoft Office 365, Microsoft Dynamics CRM, Apttus, Oracle NetSuite, and more. This ease of use minimizes the time to value and delivers an exceptional return on investment across the company and throughout the sales lifecycle.

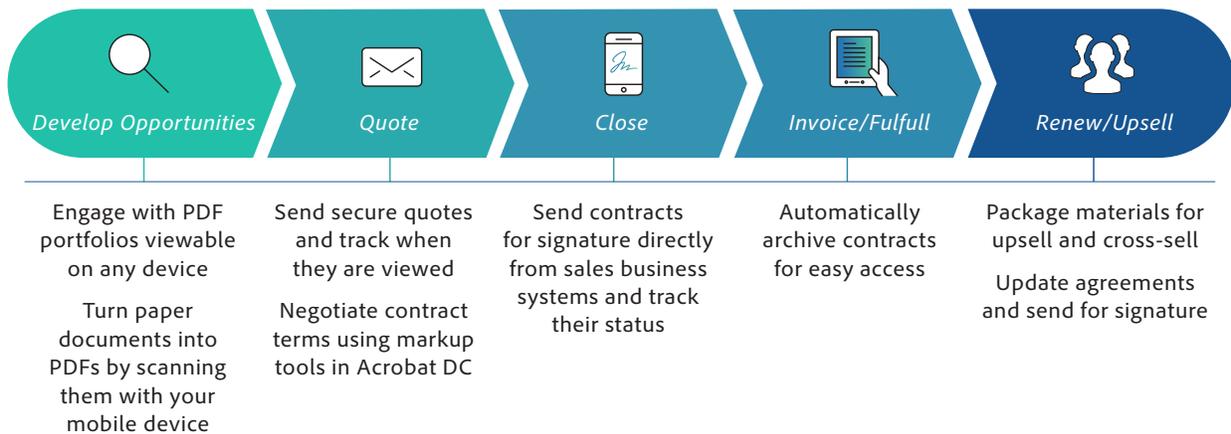
Why Adobe

Simplify the entire sales process using Document Cloud—a comprehensive suite of apps and services, including Adobe Sign and Acrobat DC—to create, edit, protect, send, track, store, and get digital documents electronically signed while integrating with the business applications sales staff use every day. Without having to spend time on administrative burdens and chasing down signatures, they are free to concentrate on getting new business, nurturing current customer relationships, and growing revenue.

Partnering with Adobe on your digital transformation journey is a smart choice for now and into the future. With Adobe's innovative, highly flexible solutions, you can eliminate paper-based workflows and delight customers with the fast, efficient, mobile-friendly experiences they expect. Optimize your workflows, maximize your ROI, and update your sales processes today with Adobe's industry-leading team behind you every step of the way.

For more information

<https://acrobat.adobe.com/us/en/use-cases/sales.html>



Sales organizations using e-signatures:

- **Grow revenue at a 60% greater rate year-over-year**
- **Are 65% more likely to see lower customer acquisition costs[§]**



[§] "E-Signature and Integrated Sales Technologies: Accelerating Success for Businesses & Buyers in 2019," Aberdeen, 2019.



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