

# A Guide to DocuSign eSignature for Sales

The rise of digital transformation is unstoppable. Ongoing global disruption is accelerating future work trends and with employees working remotely, sales teams need to keep up or miss out.

Face-to-face agreements are an almost ubiquitous part of any successful sales culture. Yet, as remote working and social distancing measures increase, it's no longer feasible to close a deal in person.

How can sales thrive in an environment that makes it harder to turn around contracts, capture consent and deliver results? The answer lies with technology. Digital tools are no longer a "nice to have", but an expected and critical part of making sales in the new normal.

With eSignature, you'll help your sales team to close more deals, while also saving time, money, and resources.

In this eBook, we will:



Reaffirm the importance of agreements for sales



Explore the business-critical benefits that DocuSign eSignature offers sales teams



Look at how eSignature is accelerating sales success at global Fintech business, GoCardless

## The importance of a signature

Without agreements, it's likely many businesses would grind to a halt. And the most crucial part of any agreement is a signature on the dotted line. Whether to ensure compliance or record contract terms, a signature is the end of a sale and the start of a relationship.

But how you capture consent speaks volumes about your organisation. A wet, or pen-on-paper, signature suggests an organisation that relies on outdated tools and processes. And if you've yet to embrace digitalisation, how can you compete with the speed, efficiency, and security offered by competitors who have?

It's little wonder that high performing sales teams are now turning to electronic signatures, which enable signatures to be captured even when working remotely or from home.

With eSignature, you'll process agreements quickly, simply, and securely. By working more effectively, you'll reassure clients about the future of any business relationship.

## Benefits of eSignature for sales

The benefits of eSignature for sales are clear. You'll close more deals even if working remotely. You'll accelerate your sales pipeline in the face of economic challenges. You'll keep things simple for customers. And you'll spend less time on admin (which means more time on selling).

Deals sealed by electronic signature also offer greater security, better visibility, and are easier to integrate into your Customer Relationship Management system. With full agreement oversight, it's easier to develop your client relationships.

You can unlock further benefits of eSignature by combining it with [PowerForms](#).

PowerForms enable sales reps to generate on-demand, customised forms and documents for signatures. This eliminates the document preparation time often associated with NDAs, sales order forms or account change request forms.

Use both tools together and you'll automate workflows, reduce admin and enable sales reps to not only deliver more value but to feel more valuable while doing so.

Here are five further benefits DocuSign eSignature can offer to your sales teams.

### **Close more deals, more quickly**

DocuSign eSignature accelerates the ability of sales teams to close deals, often one of the most time-consuming parts of selling—especially when teams are working from home. Without deal closure, business will slow and become inefficient, making it harder to fulfil orders.

Yet, closing a deal can be a long process. Three-quarters (74.6%) of new B2B sales can take at least four months to close, according to a 2019 sales performance report from CSO Insights. Almost half (46.4%) take seven months or more. But what if you could reduce the time it took to close without compromising on client experience?

With DocuSign eSignature, sales teams close 82% of agreements in less than a day, and half in less than 15 minutes. As the process is entirely digital, even your remote teams can close deals in a matter of minutes. With so much time saved, your sales professionals can focus on what they do best: selling.

### **Streamline your internal sales processes**

Electronic signatures should be a business staple in today's mobile world. Yet too often, legacy systems and paper-based processes still slow deals down. In today's world, you should be able to make agreements regardless of customer location.

Whether in the office, on a laptop at home or checking a mobile on the go, eSignature works across all devices. With its intuitive interface and multi-language options, sales teams and customers alike will find it easy-to-use.

DocuSign eSignature helps to digitise your sales process, from negotiation to CPQ quotes to closure. In doing so, you'll improve sales team efficiency and productivity.

### **Improve your customer experience**

Almost half of firms (45%) believe that inefficient, manual agreement processes have led to poor customer experiences, according to The State of Systems of Agreement 2019 research report, conducted by Forrester Consulting on behalf of DocuSign.

Yet electronic signatures can change this. With eSignature, you'll cut out the paper. That means no more printing, signing, scanning, or mailing contracts. You simply share an agreement digitally and receive the signed copy back minutes later.

eSignature also delivers industry-leading levels of security, which protects your clients' sensitive data. Full audit trails provide legal clarity and protect agreements from repudiation. In a world where you may not be able to close deals face to face, having security you can trust is a huge bonus, giving confidence to sales reps and customers alike.

With DocuSign eSignature, it's simple: straightforward agreements help to keep your customers happy.

### **Integrate, automate, and accelerate**

Although it can transform your sales process, DocuSign eSignature doesn't need to work in isolation. Thanks to its versatility, it can integrate into your existing systems or act as a foundational building block for the future.

If you use popular CRM systems such as Salesforce or NetSuite, eSignature is easy to integrate. So, you can automate processes and see value from day one.

To further improve workflows, sales teams can also leverage:

- DocuSign Gen for Salesforce (empowers reps to effortlessly merge customer, product, and pricing data to generate agreements)
- DocuSign Negotiate for Salesforce (enables reps to collaborate with internal and external reviewers for negotiation and approvals on generated agreements)
- DocuSign CLM for Salesforce (automates contract lifecycle processes for sales teams without leaving Salesforce)

However, if you're at the beginning of your digital journey, eSignature's versatility means you can be confident that it will work with the system you choose in the future.

### **Intuitive and easy-to-use**

To maximise value, eSignature is intuitive to use and understand. So, there's no need for time-consuming training sessions that prevent teams from selling. Instead, it's quick to install and to start using with little to no fuss.

That's particularly important as every delay to digitisation can cost your business. In fact, two-thirds of departments in large companies process at least 500 agreements a month, according to Forrester Consulting's The State of Systems of Agreement 2019 research report. The time taken to process these adds up to a full work week.

eSignature simplifies agreement completion for internal teams and external parties, eliminating processes that consume time. Time that you should spend selling, not on admin.

## eSignature and the new normal workforce

DocuSign eSignature can play a vital role in future-proofing your sales teams.

Electronic signatures are more relevant than ever as more employees embrace remote working practices. In a world where face-to-face closure isn't possible, sales teams need every advantage to enable success.

Yet, remote working should not be a barrier to capturing consent and completing agreements. DocuSign eSignature enables sales teams to overcome these new challenges. It's easy to use. It's mobile-friendly. And it enables you to capture consent anytime, anywhere.

The drive to digital spurred on by coronavirus is irreversible. Sales teams need to embrace every technological advance or risk getting left behind.

## DocuSign eSignature integrations in sales

DocuSign eSignature is part of the DocuSign Agreement Cloud.

In short, the Agreement Cloud helps organisations automate and connect the entire agreement process. This includes templating contracts, collecting electronic signatures and storing completed agreements inside your CRM. All of which makes it easier to manage your leads, so your sales team can do business faster with less risk, lower costs and a better experience all round.

DocuSign eSignature is the first step in this journey and simplifies consent capture. However, the agreement lifecycle before and after the signature often consists of manual processes. From creating contracts to filing completed agreements, too much of the sales team's time is spent on things that slow the pace of business, increasing risk, and frustrating customers and employees.

But thanks to DocuSign CLM, manual contract processes are a thing of the past. DocuSign CLM automates the creation, storage and renewal of contracts, streamlining your workflow and making your procurement function more efficient.

Add to this DocuSign Intelligent Insight powered by Seal Software and your sales team can quickly find and analyse clauses in their agreements. Intelligent Insights can index and search agreements everywhere—across multiple DocuSign eSignature accounts, internal systems, and external storage. It also uses analytics to create side-by-side contract comparisons that helps sales teams identify risks and opportunities in existing agreements.

With more than 350+ available integrations, the Agreement Cloud makes it easier for your team to make agreements. So, while DocuSign eSignature is just the first step, the wider DocuSign Agreement Cloud can transform your entire sales process ecosystem from start to finish.

## Customer story: Go Cardless

### From eSignature to global growth

It was the ability to integrate eSignature with existing systems that first attracted Go Cardless, a fintech company that facilitates recurring payments for businesses, to DocuSign. Back in 2015, with Salesforce already in place, the young start-up wanted a solution that would fit straight in.

But as the business grew, Go Cardless embraced the wider DocuSign Agreement Cloud. In turn, transforming its sales process by automating contract creation.

“It means contracts don’t need to be created, reviewed, redlined and approved from scratch every time,” says Siamac Rezaiezadeh, Head of Global Enterprise Sales.

“We have gone from start-up to scale up—not just in one market, in multiple. We needed to find a way to accelerate revenue to make that jump and automating contracts in DocuSign helps us do just that,” says Rezaiezadeh.

## The bottom line

The world is changing, and sales teams need to keep pace.

This means evolving and embracing new technology that can provide a critical competitive advantage.

DocuSign eSignature empowers the sales teams to accelerate and automate deal-making processes, ensure the security of business-critical documents, and eliminate time-consuming admin.

This frees up your team to do what they do best.

Sign up to your **free 30-day DocuSign eSignature trial** today.

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**Siamac Rezaiezadeh**  
Head of Global Enterprise Sales  
Go Cardless

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#### About DocuSign

DocuSign helps organisations 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 500,000 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.

DocuSign, Inc.  
Broadgate Quarter 9 Appold  
Street, 2nd Floor  
London EC2A 2AP UK

[docuSign.co.uk](https://www.docuSign.co.uk)

For more information  
[sales@docuSign.com](mailto:sales@docuSign.com)  
+44 203 714 4800