

Increase Sales Productivity and Close Deals Faster

Business-to-business (B2B) sales are getting more and more complex. According to [Gartner](#), the average B2B purchase takes about 17 weeks and involves ten people on the buying side. Organizations use platforms like CRM to centralize data and streamline the complex sales process, but there are plenty of pain points along the way—completing an agreement is prime among them.

A recent [Forrester survey](#) showed that 60% of companies had to rework contracts based on errors from manually transferring data like customer and product information. It's easy to see why. The contracting process lies at the heart of every sale, yet it hasn't changed in decades. It's time for an upgrade. DocuSign delivers a modern system of agreement that speeds up sales and significantly improves the customer experience.

Faster sales

Close deals faster 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. DocuSign makes sales easy by reducing manual processes (and errors) across the agreement process.

Reduced costs

Manual processes can lead to more time and more costs, especially with a highly complex process like a B2B sale. According to [Forrester's Total Economic Impact™ study](#), companies using DocuSign CLM could reduce contract turnaround times by 83% and realize 356% ROI over three years.

A great experience

Organizations 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

90%
of sales contracts
completed in one day
(Salesforce)

70%
time-to-signature
improvement
(Celonis)

200
hours of manual labor
saved per month
(Vestwell)

>30 mins
turnaround time for
standard contracts
(Genesys)

“Today, we have a standardized process—from start to finish—that allows AEs to see where their documents are in the process (instant tracking), reduces the back and forth, and helps them close deals faster and smoother.”

Corey Bischoff
SVP of Global Sales Operations
Genesys

DocuSign solutions for sales

Closing a B2B deal can get complex fast: customizing the right template, negotiating with the customer, getting through layers of legal approval on both sides, entering data in multiple systems, making sure services are delivered, and much more. The DocuSign platform enables sales teams big and small to reduce friction in the sales cycle and close deals faster by streamlining the generation and negotiation process, automating workflows and surfacing relevant information using AI.

eSignature

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

CLM

Manage the entire agreement lifecycle for complex contracts with automated generation, real-time negotiation, drag-and-drop workflows and powerful search.

Insight

Use AI to identify and analyze risks and opportunities across all your sales agreements.

Integrations

Easily embed DocuSign into your existing tools with 400+ pre-built integrations, like Salesforce, Microsoft Dynamics, Oracle and many more CRM tools.

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

- NDA's
- Work orders
- Service agreements
- Internal approvals

Learn how **DocuSign** can help your sales team.



About DocuSign

DocuSign helps organizations connect and automate how they navigate their systems of agreement. As part of its industry-leading product lineup, DocuSign offers eSignature, the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, over a million customers and more than a billion users in over 180 countries use the DocuSign platform to accelerate the process of doing business and simplify people's lives.

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