

5 big business benefits of eSignatures in sales



 **Dropbox Sign**

Contents

Introduction

1. Predictable contract signing for reliable revenue
2. Close anywhere, anytime
3. Workflows that scale sales
4. Fewer errors, less time spent correcting them
5. Reduced legal risk and supercharged security

Common sales use cases for eSignatures

More resources

About Dropbox Sign



Introduction

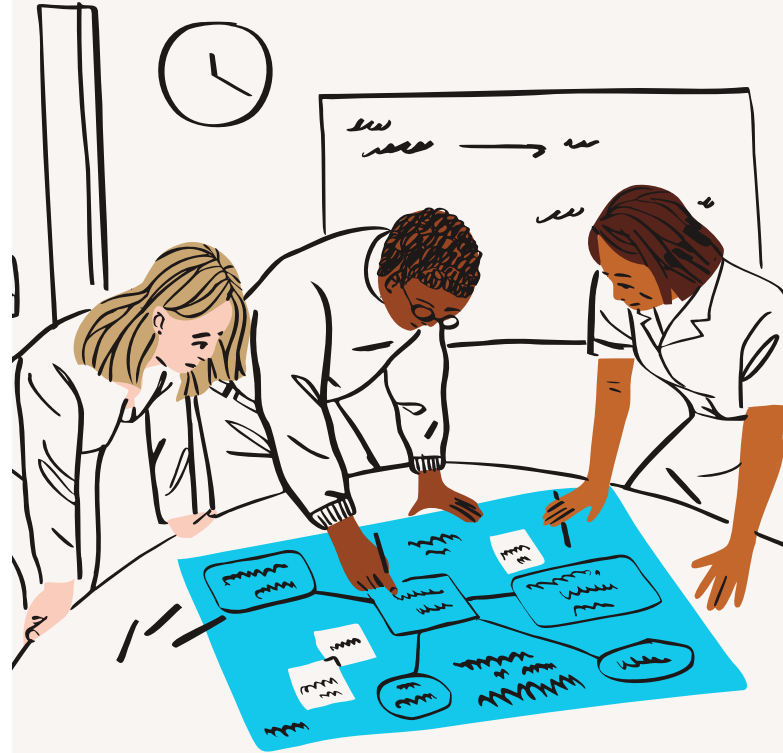
In which stage of the sales process would you guess your sales reps spend the most time?

Maybe...prospecting? Nope. Perhaps overcoming objections after the sales pitch? Good try, but not that either.

Administration.

That's right—on average, a salesperson spends almost **one-third of their time** on routine, administrative duties like managing paperwork and inputting data.

Implementing eSignature software in your sales operations workflow can empower sales folks to spend less time pushing paper and more time working an efficient and effective sales process. And there are plenty of big business benefits that go along with that.



1

Predictable contract signing for reliable revenue

By using eSignature software to automate a repeatable sales workflow-like preparing and signing a contract, businesses can more readily rely on sales-generated revenue to support current stability and fuel future growth. In addition to being more reliable, revenue becomes more robust when sales eSignatures are implemented. Organizations that have integrated eSignatures have been shown to grow yearly revenue at 2.3x the rate of increase for non eSignature users. And if you need more convincing, teams using eSignature have an opportunity win rate that is 29% higher on average than non-eSignature teams.

Companies that use eSignatures in Sales:

2.3x

Grow yearly revenue 2.3x faster
than non-eSignature teams

29%

Have a close rate 29% higher than
non-eSignature teams

4.4%

Enjoy a 4.4% annual increase
in total close rate

Close anywhere, anytime

Approximately 40 percent of all employees in the U.S. engage in work-related tasks outside of the office.

Mobile technology means your business is always open. Sales operations that can't keep up with digital transactions will be left in the dust as competitors close deals during their bus ride to work or while binging their favorite TV series over the weekend.

In order to "always be closing," sales ops will want to implement a mobile-first eSignature solution so reps are prepared to close deals no matter the location, the time, or the device.



Sales Teams Using eSignature Close:



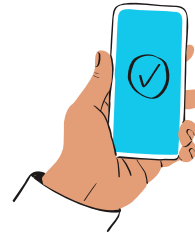
Anytime

- Across time zones
- Before hours
- After Hours
- At exactly the right moment



Anywhere

- At the airport
- On the field
- In the office
- In the car



On any device

- Smartphone
- Desktop
- Tablet
- Touchscreens

[Dropbox Sign](#), for example, is a solution that allows users to digitally create, send, sign, and even store important sales documents on desktop as well as mobile. You can even collect signatures in person on a mobile device should the situation call for it. And yes, soon-to-be-clients can also easily access and sign documents via their mobile devices as soon as they receive them.

And if you're looking for a way to wrap up your entire sales process up with one pretty, mobile-friendly bow—there's always the Dropbox Sign partner product: [Dropbox Forms](#).

Dropbox Forms helps sales teams turn contracts into easy-to-complete, mobile-first workflows. Contracts are designed to be completed on mobile without missing out on any of the extras like advanced data validation and the ability to generate agreements by populating data from external systems.

With Dropbox Forms, all that important info you just collected isn't tied to a PDF, so it's free to flow into your backend systems without any time-consuming data entry. Which is great, because at this rate they're going to be way too busy closing revenue to deal with repetitive, manual tasks.

The image shows a mobile application interface for building forms. At the top, there are tabs for 'Build', 'Map', and 'Code', with 'Map' selected. Below the tabs is a header 'W9' and a toolbar with a pencil icon, an eye icon, and a three-dot menu icon.

The main content area displays a form titled 'Request for Taxpayer Identification Number and Certification'. The form is partially filled with blue placeholder text. The form includes sections for 'Personal Information', 'What is your tax classification?', 'Address', and 'Social Security Number'. There are also checkboxes for 'Individual' and 'Business' under tax classification, and a 'Social Security Number' field with a numeric keypad.

On the left side, there is a sidebar with a back arrow and 'Document 1 of 3'. Below this, it says 'W-9 Form' and 'Personal Information'. Under 'Full Name *', there is a text input field containing 'Maria Elizabeth Quintana'. Under 'What is your tax classification?', there are two buttons: 'Individual' (selected) and 'Business'. Under 'Address *', there are three text input fields: '1801 Filbert St', 'Apartment 305', and 'San Francisco'. There are also dropdown menus for 'CA' and '94109'. Under 'Social Security Number *', there is a numeric keypad with the numbers '3 7 5 - 9 2 - 8 6 1 0'.

On the right side, there is a panel for configuring the 'Full name' field. It has a back arrow and 'Full name'. Below this, there are several options: 'Field type' with a dropdown menu showing 'Select...', 'Value' with a text input field containing '@fullName', 'Map Label' with a dropdown menu showing 'Full name', and 'Font size' with a dropdown menu showing '11'.

Workflows that scale sales

The fact is, there will always be plenty of documentation when it comes to kicking off a successful working relationship—NDAs, service agreements, proposals, quotes, contracts, and more.

But in the 21st century, there's no excuse for any amount of paperwork stalling your sales or your ability to scale. Not when you can take it all online with an eSignature sales solution.

[A report by Forrester](#) found that a physical sales agreement typically has to be handled by four different people—and that's just internally. According to their research, it usually takes two different administrators 30 minutes each and two executives 15 minutes each just to get sales paperwork out the door (a sum total of two hours if you're keeping count). However, after eSignature implementation, that handling time drops to just 9 minutes total—giving sales teams a nearly unimaginable amount of time to scale up their efforts!

How can eSignature software make such a drastic difference? For the most part, thanks to time-saving templates and integrations.

Completing sales paperwork:



Without eSignatures

Total Time: 2 hours



With eSignatures

Total Time: 9 minutes

With Dropbox Sign, sales teams can create reusable templates so even the most complex contracts and documents can be turned around in minutes. And easy-to-implement [integrations](#) with popular platforms like [HubSpot](#), and [Salesforce](#), make it simple to automatically pull in all the right customer information so you can format, send, and sign important sales documents in seconds.

More control over the signing process

If we didn't drive it home already, let us remind you—contracts are essential to sales. Why not make creating, sending, and signing them effortless?

On average, it can take up to 5 days to collect signatures physically. With eSignatures, businesses can cut the time down to 37 minutes. Salespeople need to be able to see and control the contract process if they're ever going to speed up turnaround. And with eSignatures, that's exactly what they're able to do.

With great eSignature software, users can carefully define and assign each field, dictate the order of events, gain visibility in the progress of the contract, and even create reminders for signers who have yet to complete their part in the workflow. And with the help of smart automations and validations to round out the workflow, signers don't have to slog through repetitive questions and salespeople are never stuck correcting or chasing down missing information.



Reduced legal risk and supercharged security

In the age of digital everything, it's important that each sales operations organization strikes a balance between empowering delightful sales experiences and providing strong legal and security measures to keep their company and its clients protected. When shopping for an eSignature software platform, sales ops must check for detailed audit trails that ensure every action on each electronic document is thoroughly tracked and time-stamped so it can never be modified or tampered with without their knowledge.



Audit-tracked events in Dropbox Sign

- Document uploaded
- Document viewed
- Document removed
- Document sent
- Document signed
- Decline to sign
- Signer email address updated
- Signer access code authenticated
- Signature request canceled




Audit Trail

TITLE	Investor Rights Agreement
FILE NAME	Investor_Rights.pdf
DOCUMENT ID	db14b648930f839p03948d4758593
STATUS	● COMPLETED

This document was signed on www.bamboohr.com.

Document History

 UPLOADED	10/15/14 22:17:22 UTC	Uploaded by frank@underwood.com IP: 204.28.116.94
 SENT	10/15/14 22:17:56 UTC	Sent for signature to Zoe Barnes (zoe@barnes.com) IP: 204.28.116.94

Dropbox Sign authentication

Password-protected signature requests

Users can enable a 4-12 digit pin code that signers need to enter in order to view or sign a document.

OAuth

The Dropbox Sign API supports OAuth as a means of authenticating API on behalf of a user.

Unique key-based authentication for the API

All passwords are hashed and salted with adaptive hashing algorithm.

Sessions are timed out.

All authentication data is encrypted



At Dropbox Sign, we're committed to helping businesses large and small(er) find their own just-right balance between frictionless sales and extra-strength legal and security features.

Quotes, discount approvals, renewal management, partner agreements, invoices...there are so many workflows that go into generating successful sales and nurturing healthy, ongoing business relationships.

Empower your sales professionals, implement a sales eSignature solution, and enable benefits ranging from robust revenue to reduced risk and beyond.

Common sales use cases for eSignatures

There are plenty of opportunities to leverage legally binding eSignatures into your Sales cycle.

- Proposals
- Sales contracts
- Order forms
- Quotes
- Change orders
- Renewals



More resources

[How to painlessly roll-out eSignatures to your sales team](#)

[Everything you need to know about getting started with eSignatures in sales](#)



About Dropbox Sign

Dropbox Sign makes it easy to get agreements signed online with legally binding signatures and robust security features, so that small businesses can spend less time on admin tasks and more time on growing their business. For more information, visit Dropboxsign.com.