

# 5 Reasons Sales Teams Love HelloSign eSignature for Salesforce



# Better Together: The Need to Integrate eSignature and CRM Workflows

In the competitive world of sales, there's always a need for speed. After all, faster sales cycles mean faster growth and shorter time to revenue.

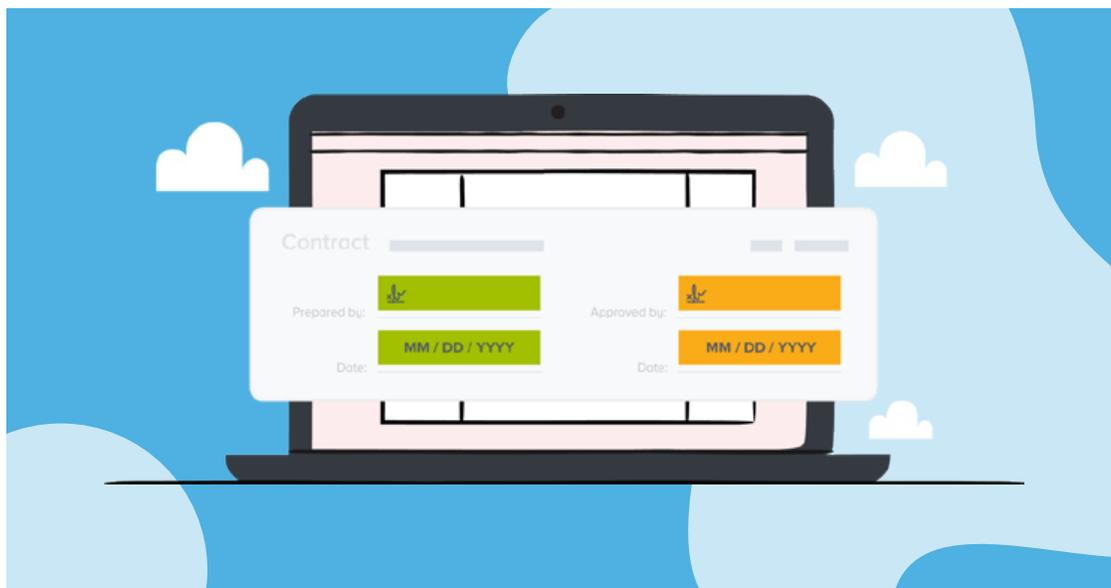
But are your sales teams as productive and efficient as they could be? Without the right digital tool stack, probably not.

Research suggests that sales teams spend only 39% of their time actively selling, with the rest tied up in admin work and other tasks. Thankfully, it doesn't have to be this way.

Digital transformation offers countless opportunities for sales reps to make better use of their time. With the right sales automation tools, sales teams can streamline and accelerate the sales process.

A powerful CRM like Salesforce, for example, allows sales teams to better nurture prospect relationships as well as manage customer accounts and renewals, all in one place.

However, sales teams still struggle to navigate the crossover between digital and physical sales contracts and signatures. The time-consuming process of printing and sending documents out for signature remains a weak link in the sales chain—often adding five to six days to the sales cycle.



## HelloSign brings seamless digital contract workflows into the Salesforce platform. Our eSignature solutions allow sales teams to:

### **Close deals faster and generate more opportunities for revenue.**

Send contracts and request eSignatures in minutes. The speed and convenience of digital contract workflows can shave days off your sales cycle and enable your team to realize revenue faster.

### **Eliminate human error and reduce costs.**

Ineffective control and management of contracts costs businesses more than \$153 billion per year. By integrating eSignature technology into Salesforce, your team can significantly minimize these costs.

### **Automate admin, save time, and improve productivity.**

Strip away manual tasks and time-intensive admin work so your team can focus on revenue-generating activities. Sales automation frees up valuable time that your team can spend engaging with prospects.

### **Ensure legally binding eSignatures.**

Integrating eSignature technology into your sales process minimizes risk, improves security, and provides a detailed transaction history for each document. Timestamps help you keep track of every interaction, amendment, and signature.

### **Accelerate business growth without leaving Salesforce.**

Your teams can seamlessly manage documents, share contracts, and request eSignatures without leaving Salesforce. Pre-populate templates and send requests in a single click.

In the following guide, we explore these benefits more in-depth and highlight precisely how HelloSign's eSignature technology works within Salesforce to deliver extraordinary benefits for you and your sales teams.

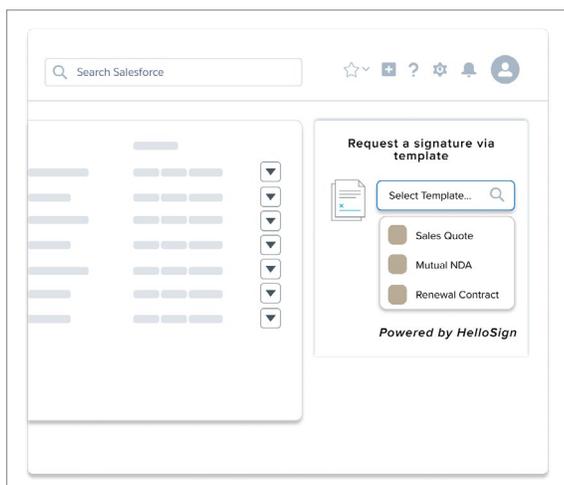
## Reason 1

### Close deals faster and generate more opportunities for revenue.

In a fast-paced sales environment with tight deadlines and rising sales targets, there's tons of pressure to close more quickly. The pace of your operation impacts your revenue potential: the faster you close, the more you can earn.

Your sales team can't afford to wait days or weeks for contracts to be printed, posted, signed, returned, and verified—especially when you're trying to close out the quarter on target.

Integrating an eSignature solution into your Salesforce instance allows your sales teams to accelerate the sales cycle by making it possible to close out deals in minutes, rather than days. With just a few clicks, your sales teams can send contracts directly from Salesforce to be signed by the waiting customer.



### Accelerate Contract Completion Rates with eSignatures

HelloSign's pre-built contract templates accelerate the signing process and ensure the contracts go to the right customers for signature as quickly as possible.

Easily set up automated contract workflows without any coding and initiate with the click of a button. Simply select the contract type, pre-configure fields, assign to relevant parties, and define signing order.

As soon as an opportunity is ready to close, your sales team can send out contracts directly from Salesforce. The recipient can access the contract from an email and fill in the relevant fields. Amendments are automatically tracked and sent to the sales team to minimize time spent managing contracts—without losing momentum.

## Do your sales teams have a need for speed?

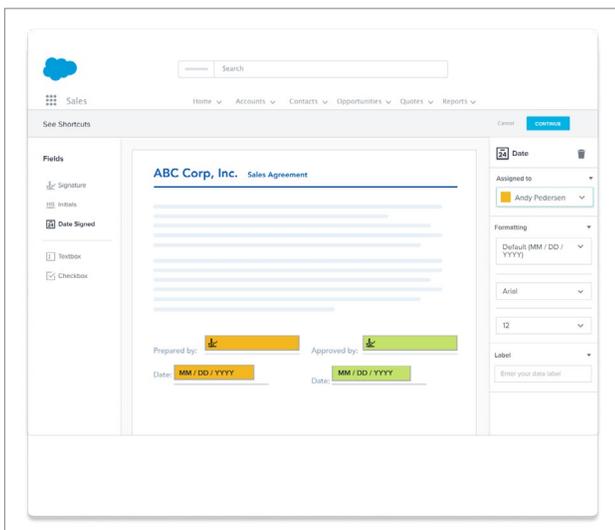
Switching to eSignatures can  
[accelerate contract turnaround by up to 80%.](#)

## Reason 2

### Eliminate Human Error and Minimize Risk

When your sales teams are juggling multiple deals at once, there's always the potential for errors to creep in—but at what cost? Considering that poor contract management costs business over \$150 billion per year, it's more than worthwhile to minimize the risk of error in your sales contract processes.

Integrating eSignature technology into your Salesforce instance helps eliminate mistakes and friction by automating document workflows. With features like automatic template selection, default signatories, and pre-filled fields that pull from your Salesforce records, your sales teams can trust that contracts are accurately executed, properly managed, and error-free.



### Prevent Mistakes in Your Contract Process with HelloSign

Automated sales workflows not only allow teams to work more efficiently, but also improves performance by ensuring they always get it right.

HelloSign communicates directly with Salesforce to update records based on recipient feedback. This makes it easy to adjust and update contracts, ensuring mistakes don't grind the sales process to a halt.

HelloSign allows your sales teams to operate at speed without sacrificing accuracy. Earn revenue faster, maintain accurate records and contracts, and close every deal on time.

**“It used to take about four weeks to get revenue-generating documents signed and completed. Now using HelloSign for Salesforce CPQ, we get signed documents back 33% faster.”**

-Everett Lynn, CEO, Amenify

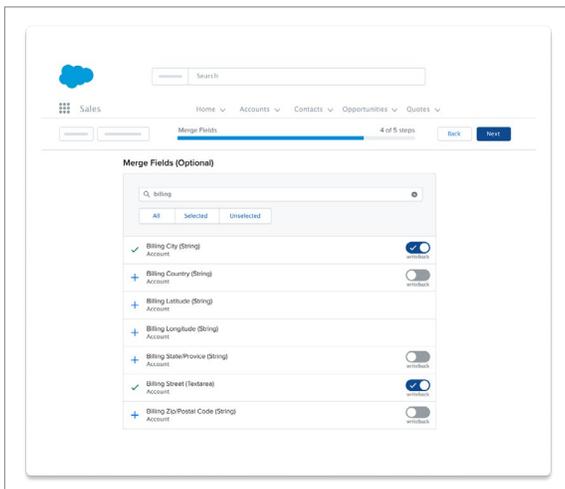
## Reason 3

### Reduce Admin, Increase Productivity

With so much on their plate already—product costs, service agreements, contract negotiations, renewals, and more—your sales team doesn't have time to waste on unnecessary complications. They also shouldn't have to switch between multiple platforms and applications to manage a single sales workflow.

You hired your sales teams to do one thing really well: sell! If your sales reps are juggling too many processes and time-intensive tasks, they're unable to focus on actually selling—which can ultimately lead to errors that slow down the sales cycle and cost you deals.

Integrating eSignature technology into Salesforce opens up a world of possibilities for automating and streamlining sales workflows. By automating contract management and other manual tasks (like updating Salesforce records), your team can stay 100% focused on closing deals and bringing in revenue.



### Save Time with HelloSign's Automated Workflows

HelloSign for Salesforce allows you to completely automate the traditional contract signing workflow. Define your sales cadence and workflows—including contract distribution and default signatories—and enjoy the benefits of end-to-end digital contract management. Implementation is simple and intuitive, so your sales team will need minimal training.

Pre-configure automated workflows with Salesforce tools, like Process Builder, flows, and Apex. When your sales rep selects a workflow from a dropdown list, contract distribution is triggered automatically—no admin headaches or tasks to distract from productivity.

With HelloSign, you can also set up automated workflows to fire based on custom objects within Salesforce. So, the next time an annual agreement is up for renewal, your automated workflows will send out the contract for signature without your sales teams lifting a finger.

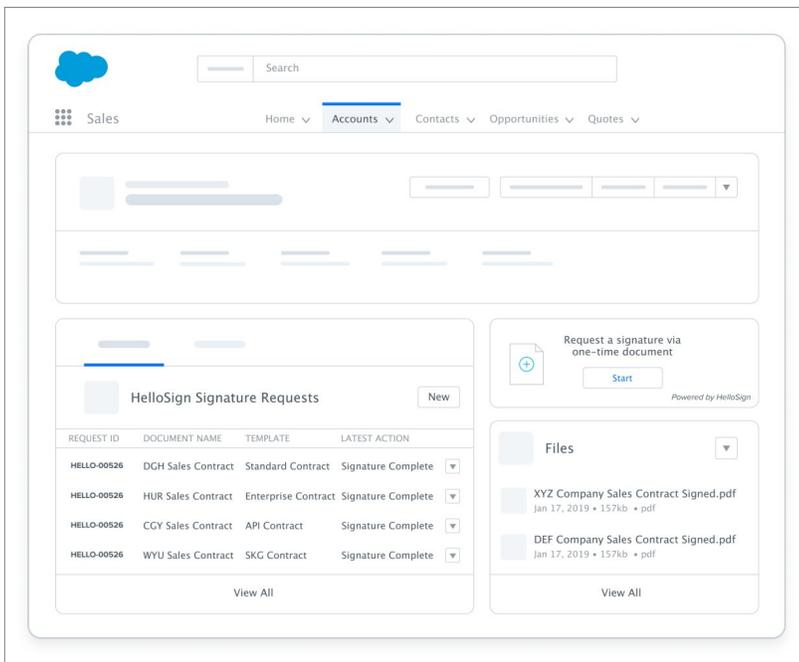
**HelloSign integrates seamlessly with Salesforce, making it easy to automate contact workflows using tools like Process Builder, flows, and Apex.**

## Reason 4

### Easily Secure Legally Binding eSignatures

The costs of printing and sending sales contracts for signature can quickly add up—especially as your sales volume scales. Furthermore, physical contracts are difficult to track and manage. Without a reliable audit trail, poorly managed contracts can interrupt the sales process and bloat your overhead.

Integrating eSignature and Salesforce CRM technology digitizes the signature process and provides access to clear, comprehensive transaction history. Easily review every interaction with the client—including time and date stamps—alongside any updates, amendments, and signatures.



### HelloSign Provides Comprehensive Audit Trails for Peace of Mind

HelloSign moves the contract process into the digital realm and makes it easy to manage approvals and signatures from within Salesforce. Adopting eSignatures simplifies the management and delivery of sales contracts with end-to-end digital workflows.

Embedding HelloSign's eSignature tool into your Salesforce instance places a copy of the contract within the customer record, along with a complete history of how the contract has been handled. This mitigates risk while providing your sales and legal teams with a secure, reliable way to manage customer onboarding.

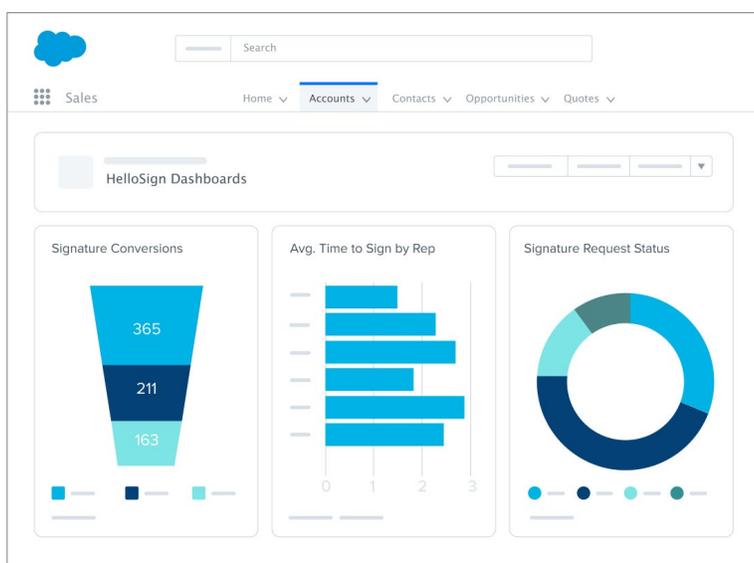
**HelloSign's eSignature solution creates a digital record of your entire sales contract workflow—including when it was drafted, sent to the client, updated, and signed by each party.**

## Reason 5

### Streamline Sales Workflows to Grow Faster

Growth is an organization-wide goal; yet, sales reps are the ones who bear the heavy burden of generating new business. So, it's vital to implement the right environment—technologically and culturally—to empower your sales teams to perform their best.

Integrated eSignature technology helps accelerate business growth by freeing up sales teams to focus on the act of selling—without ever leaving Salesforce.



### Build Better Sales Processes with Salesforce + HelloSign

Working together, Salesforce and HelloSign provide the detailed overview you need to identify areas for improvement in your sales process and turn more opportunities into closed-won customers.

HelloSign is highly customizable, without the need for a Systems Integrator or any coding. It's easy to add automated workflows, implement sales-ready contract templates, and accelerate sales operations from end to end. Plus, since there's no cap on the number of contracts you can send, HelloSign is ready to grow with you!

Automating the contract workflow and integrating eSignature technology into your Salesforce ecosystem helps sales teams focus on doing more of what they do best: selling. Setting your sales team free from administrative tasks—which are often time-intensive and prone to human error—is a great way to invest in the future success of your business.

**HelloSign lives inside Salesforce and takes advantage of native reporting to provide a detailed overview of your contracts. Instantly see which contracts have been sent out for signature, average time to sign, signature conversions, and other document management metrics that matter most to your organization.**

## What's Next? Elevate Your Sales Team with Automated Workflows and eSignatures

Speed and efficiency are crucial to running an effective sales operation. A customizable eSignature tool like HelloSign, integrated into Salesforce, gives your sales teams a perfect platform to rapidly accelerate a previously slow element of the sales process.

Adopting eSignatures is proven to accelerate sales cycles, improve document turnaround times, and help businesses realize revenue faster through enhanced contract management. Now is the time to digitize your contract workflows so your sales team can work smarter and faster.

## Experience the Benefits of HelloSign + Salesforce for Your Sales Teams

**Sales organizations of all types and sizes use HelloSign and Salesforce to automate workflows, ensure accuracy, and reduce costs.**

- If you manage a high-volume sales organization, integrate HelloSign into Salesforce for freedom from administrative tasks, greater productivity, and a healthier bottom line.
- If your teams work in longer sales cycles with high-value contracts, HelloSign can speed up turnaround times and eliminate risk with streamlined contract workflows.

Working together, HelloSign + Salesforce will help your sales teams maximize their productivity and potential. Ready to find out more about how these tools can help you achieve your goals? We invite you to use the buttons below to explore features, learn more, and schedule a demo.



**With HelloSign, your team can adopt end-to-end digital workflows that streamline the entire sales process.**

**Explore**  
the HelloSign +  
Salesforce integration

**Talk**  
to a sales specialist at HelloSign

**Book**  
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