

## DocuSign accelerates sales cycles with LinkedIn for Salesforce



The industry standard for eSignature®

DocuSign is the industry standard for electronic signature, offering the fastest, easiest and most secure way to send, sign, track, and store documents in the cloud. DocuSign enables documents to be sent for legally binding signature to anyone, anywhere, anytime, on any device – so that companies can replace slow, paper-based transactions with fast online processing. More than 9 million individuals have DocuSigned more than 80 million documents in more than 50 countries, saving time and money for all types of organizations, from individual professionals to small businesses to the Fortune 100.

### Looking to deepen relationships, streamline sales processes

DocuSign was actively seeking ways for its sales executives to strengthen relationships with key enterprise accounts and forge deeper connections with key decision makers to improve account development and closure rates. DocuSign also wanted to enhance its prospecting and lead qualification processes to best prioritize inbound contacts from customers and prospects.

“Electronic signature has gone mainstream with individual professionals and businesses of all sizes looking for proven ways to close deals faster, earn revenue sooner, reduce costs, and increase visibility, control and compliance,” said Bob DeSantis, Vice President of Sales at DocuSign. “With DocuSign experiencing hyper-growth as the industry standard with more than 9 million DocuSigners and 30,000 new users every business day, it’s imperative we’re able to effectively manage the increased demand for DocuSign’s eSignature solution.”

### DocuSign – [www.docusign.com](http://www.docusign.com)

- The industry standard for electronic signature
- More than 9 million users have DocuSigned more than 77 million documents in 51 countries
- Privately held, founded in 2004
- Sales team: 40+ corporate sales and enterprise sales executives
- Target customers: Senior executives in industries such as real estate, financial services, insurance, technology, and staffing

**"More than 80 percent of our reps found important LinkedIn information that they would not have known otherwise because of LinkedIn's seamless integration with Salesforce."**

Bob DeSantis, Vice President of Sales, DocuSign

### DocuSign turns to LinkedIn for Salesforce

DocuSign selected LinkedIn for Salesforce to accelerate their lead qualification, profiling, and account development processes, bringing the wealth of information available from the world's largest professional network into Salesforce while positioning DocuSign's own sales team to manage the increased interest and accelerated growth in electronic signature.

LinkedIn for Salesforce enhances the sales team's knowledge by providing real-time access to the professional profiles, companies, and activities of LinkedIn members – automatically matching each rep's contacts and leads within Salesforce. The integration provides an unprecedented level of convenience, allowing representatives to reach peak performance.

### Saving time, boosting employee productivity

To maximize team productivity, DocuSign looks for solutions that integrate seamlessly with Salesforce. DeSantis continues, "Like DocuSign for our customers, the best sales tools fit into our existing workflows and tools. LinkedIn for Salesforce did just that, giving our teams access to the most reliable and credible source of sales intelligence, inside Salesforce, where they're working day-to-day."

Tom Burbank, Director of Enterprise Sales at DocuSign, says "It eliminates the need to toggle back and forth between LinkedIn and Salesforce, allowing us to tap the potential of LinkedIn through the single pane of glass that is Salesforce." As a result, more than 80 percent of DocuSign employees report an increase in usage of LinkedIn information in the sales process.

DocuSign account executive Michael Gilbrough says, "LinkedIn for Salesforce has helped me immensely in filtering and prioritizing incoming leads. The ability to quickly filter leads has made me more efficient."

### Forging stronger client connections with LinkedIn for Salesforce

In a competitive sales environment, establishing and deepening connections with target accounts is essential to developing and closing business. The seamless integration between LinkedIn and Salesforce enables DocuSign's sales teams to more quickly uncover sales insights that help build rapport and connections with key decision makers.

DocuSign account executive Rob Cunningham says, "Twice in the last week I was working with a new customer, and in both cases had a matching connection through LinkedIn. Having the ability to see that immediately from within Salesforce was a huge advantage."

DeSantis concludes, "More than 80 percent of our reps found important LinkedIn information that they would not have known otherwise because of LinkedIn's seamless integration with Salesforce. LinkedIn for Salesforce makes it easier to discover the sales insights that we need to effectively engage customers and close deals."

LinkedIn for Salesforce brings the power and credibility of LinkedIn data right where you need it most – your sales pipeline. Save time and gain a competitive edge with LinkedIn for Salesforce. Visit [www.linkedin.com/salesforce](http://www.linkedin.com/salesforce) to get started.

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# DocuSign Boosts Productivity with LinkedIn for Salesforce

## Challenge:

DocuSign's sales team spent too much time trying to filter and prioritize leads.

## Solution:

With LinkedIn Sales Navigator for Salesforce, prospecting is easier and DocuSign's sales team is more productive.

## Results:

- Ability to quickly filter leads has made the sales team more efficient and shortened the average sales cycle time.
- Integration with Salesforce makes it easier to discover sales insights needed to engage customers and close deals.
- LinkedIn provides access to the most reliable and credible source of sales intelligence: user-updated profiles.



As the global standard for eSignature, DocuSign transforms how people work, live and connect by providing the freedom to finish business faster on the world's most trusted electronic signature network.

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*“More than 90 percent of our sales staff is using LinkedIn to drive deeper customer relationships, expand our sales pipeline, and close deals every day.”*

- Loren Alhadeff, VP Corporate Sales, DocuSign