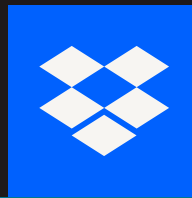


Closing from anywhere.



How to speed up the sales process by breaking four barriers of remote selling.

Dropbox

If anyone's up
for a challenge,
it's sales.



Remote and hybrid work have changed the game, but that simply means there's a new way to win.

- When others are struggling to connect with prospects, clients, and coworkers, you can quickly collaborate on everything from proposals to pricing.
- When it's hard for teams to make sure the i's are dotted and t's are crossed, you can keep everyone on the same page.
- When everyone else is struggling to get prospects to sign on the dotted line, you can offer an instant and effortless way to close the deal.

This short guide examines a few classic sales challenges made more challenging by the new world of hybrid work, then outlines how to overcome them to keep your pipeline flowing and your sales teams engaged—no matter how or where those teams work.

Hybrid is happening.

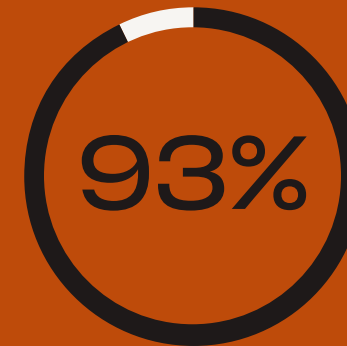
We're not all going back to the office like we used to, and while that presents new opportunities in virtual selling, sales leaders say it also puts up a few roadblocks.



Sixty-eight percent of sales decision makers report that employees will be expected to work in a hybrid environment.*

“Today and in the future, digital skills are tables stakes. There is and will continue to be more and more virtual and digital engagement as part of the sales process, so it’s important to get it right.”

—Ray Makela, CEO, Sales Readiness Group



Ninety-three percent of salespeople say there are barriers to productive work from home,* including:

- Communication breakdowns **(43%)***
- Diminished creativity due to lack of in-person brainstorming **(38%)***
- Workflow interruptions **(38%)***
- Lack of collaboration tools **(32%)***

*Dropbox commissioned Vanson Bourne to conduct 2,000 interviews with decision makers across the HR, IT, marketing, operations, and sales functions, in organizations of 10-1,000 employees. There was representation across the U.S. & Canada, Europe, and APAC regions, and the survey was conducted in all public and private sectors (excluding financial services, healthcare, and telecoms).

Barrier #1



Getting your hands on the most relevant information.

Sales has never been an easy job, but with hybrid and remote work now the norm, it may seem like there's even more emails and instant messages to track and administrative updates to do. Unfortunately, most of that work is busywork—and all of it gets in the way of getting information out to your team.

But it doesn't have to be this way: You can take those headaches off the table. Dropbox gives you and your team a single, accessible source for sales content, keeping everyone updated with the most recent information about pitches and packages.

After all, 31% of salespeople say accessing files and content in one easy place is vital to their success. So instead of wasting time searching for details, your sales team can be building relationships, crafting their pitch, creating contracts and closing deals.

Here are a few tools to help:

Together with the recent acquisitions of HelloSign and DocSend, Dropbox can help you cover the entire workflow from one end of the deal to the other. You'll be able to organize everything from your latest price sheets and one-pagers to technical details, presentations, and more—regardless of file type. That means your team can see, share, and track updates to contracts, proposals, and other critical documents, and you can easily and electronically manage signing and closing.

With Dropbox, HelloSign, and DocSend, it's easier to:

- Keep your salespeople focused on selling by giving everyone the insight they need to open doors and close deals.
- Get new reps up and running quickly, so you don't lose momentum when you add staff.
- Give anyone anywhere access to sales assets, no matter what devices and operating systems they use.
- Rest easy knowing all your information syncs automatically, so every rep is armed with the latest info to keep them closing.

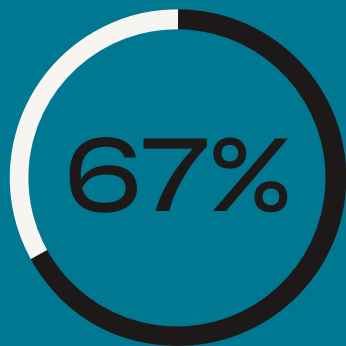
Keep your sales team up to date and all your vital sales information at your fingertips with Dropbox. It'll keep your team selling, not searching.

“To succeed in 2022 and beyond, sales executives need to recognize the opportunity to transform their organizations, or risk finding themselves at a competitive disadvantage.”

—Forrester Planning Assumptions 2022: Accelerating into Selling's New Era



Barrier #2



Sixty-seven percent of salespeople believe that significant improvements are required in their organization if they hope to streamline and make remote working easier, more efficient, and more productive.*

“Getting everybody on your own team on the same page is more important now than ever. There are more people involved on both sides of the sale and that always adds risk. So when you’re bringing your legal, finance, or other people in, it’s important to make sure you’re all literally on the same page with the plan, the proposal, the pricing, etc.”

—Ray Makela, CEO, Sales Readiness Group

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Dealing with clunky internal collaboration.

Salespeople don’t work in silos. The very nature of their job requires collaboration with people across the company and across the country, discussing what proposals are going to look like or what contracts are going to say. Each and every one of those collaborative contacts is an opportunity to speed up the sales process—or slow it down.

Keeping track of which to-dos still need to be done is critical to sustaining sales momentum. And when 95% of sales reps say their workflow could be improved to allow for better remote-work collaboration, it’s easy to see the opportunity.

With Dropbox, you can end frustrating delays by giving everyone in your company (and each of your prospects) the ability to open documents, add comments, and make changes—whether they’re at their desks, on their phones, offline, or on the road.

You can also watch the progress of pricing, proposals, contracts, and more by tracking the latest file activity. You’ll even get notifications when new comments are added, so you can keep everything moving.

Then, when the contract is signed, you’ll have all the information about your customer organized and ready for a clean handoff from sales to account management. Everyone will have the critical details they need about your new customers, and every customer will enjoy a seamless experience.

Take advantage of how the world now works, with Dropbox. It’s the simplest way for everyone to work together—in real time—no matter where they’re working.

Barrier #3



Waiting for word after the pitch.

The challenges don't end when you hand over the proposal. But just because you can't sit face to face with a prospect or get a good read of the room over a Zoom screen, it doesn't mean you can't deliver a great experience.

Or, more importantly, get the intel you need to guide your follow-up.

Again, Dropbox and DocSend ensure that your materials get presented with polish and professionalism—and you get a metaphorical glimpse over your prospects' shoulders to see what matters most to them. It's like being a fly on the wall, allowing you to:

- Stay in control of your deal with document analytics that show you if, when, and for how long your prospect has viewed the proposal. With certain secure settings, you'll even know if the proposal is forwarded on to a new stakeholder you were unaware of, so you can identify the right decision makers and craft the right follow-up strategy.
- Look polished and buttoned up with what you share and how you share it. You can use the DocSend deal room to brand and format the experience for a personalized touch based on who you're reaching or what stage of the sale cycle you're in—going the extra mile to let the prospect know you care.

Think of it this way: How many times have you emailed a proposal to a prospect, then wondered for weeks if they got it, if they opened it, or if you missed the mark? Then you do a blind (and awkward) follow-up call (or an endless series of email pings) to see where things stand.

With Dropbox and DocSend, you can see what they're looking at and where they're spending the most time. And that makes it far easier to take action.

Buying groups, as opposed to individual buyers, have become the norm—more than 80% of purchases involve three or more people across two or more departments

—Forrester Planning Assumptions 2022:
Accelerating into Selling's New Era

“I realized DocSend was mission-critical after sending out a seven-figure sales proposal. DocSend coached us to put our three pricing options on their own pages, then use time-spent-per-page analytics to our advantage. Before the customer even came back to us, we knew they'd go with option B. This insight helped us negotiate much more effectively.”

—Matt Hammond, VP of Sales & Marketing, Campus



Barrier #4

Sales leaders must review every interaction that buyers have with sellers and look for opportunities to automate the components that will drive a better seller or buyer experience.

—Forrester Planning Assumptions 2022:
Accelerating into Selling's New Era

“With HelloSign, we’re able to close sales about 17% faster compared to manual signatures.”

—Miguel Huizar, producer at Carnegie General Insurance Agency

Capturing illusive sign-offs and approvals.

Relying on print, scan, and sign processes to seal the deal is a perfect way to kill momentum. What’s even more maddening is the lack of visibility into what’s happening: Have they looked at the NDA? Are they ever going to sign the contract? Did the rest of the world slip into a black hole without me knowing?

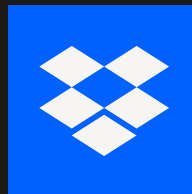
It can be a fearful time for sales teams, but with HelloSign, you can turn frustrations into faster sign-offs. A simple electronic signature replaces the print/scan/sign ordeal that can slow or stop the process altogether, helping you be far more efficient during this critical step. With HelloSign, you can:

- Deliver a simple, mobile-ready eSignature experience for customers.
- Set up turnkey templates for the documents you use in every deal.
- Track comments and questions to break the bottlenecks that slow deals down.
- Use built-in reminders and notifications to improve completion rates.
- Respond to unexpected changes in an instant—you can easily add signers, resend amended agreements, and delegate signing to someone else if things change.

It’s always been about signing on the dotted line. With Dropbox and HelloSign, it’s about to get even easier.

Closer to closing, no matter where you are.

When you know the progress of proposals, negotiations, and sign-offs; when you can instantly find the right contract and content in one convenient place; and when you can see what prospects are looking at, you're in a much better position to make the deal, no matter where you are.



For more information, visit
[Dropbox](#), [HelloSign](#), or [DocSend](#).