Adobe Acrobat

Level Up Your Day

Using Acrobat Studio in the Sales Cycle

Made by Adobe Express

Let’s recap our conversation

Sales teams today juggle multiple document formats, scattered assets, and version control issues that slow the sales cycle. With Adobe Acrobat Studio, teams can quickly analyze and refine the materials that matter most — from prospect research to polished proposals. By centralizing reviews, creation, and sharing in one workflow, Acrobat Studio helps reps deliver client-ready collateral faster and with more confidence.

Acrobat can help you to:

Analyze key documents faster. Extract insights from 10-Ks, meeting transcripts, and product briefs to prepare for client conversations.

Create branded collateral in minutes. Use Acrobat Studio to transform notes and drafts into professional kickoff decks and proposals.

Keep everything organized. Store and access sales materials securely in PDF Spaces for easy collaboration and reuse.

Products showcased in this event

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Step-by-step demo tutorials

How to create a new PDF space

1. Click the option to create a new PDF space.
2. Drag and drop files into the space. Supported formats include PowerPoint, Excel, Word, text files, and web links.
3. Add additional relevant documents to the space as needed.
4. Review the centralized space where all files are stored together.

How to use the AI assistant

1. Access the AI assistant via the top bar or the chat bar. Alternatively, open a single PDF document and click the AI assistant icon in the top-right corner.
2. For PDF spaces, use the AI assistant to analyze and interact with multiple documents simultaneously.
3. Input prompts to ask questions or generate insights based on the included documents.

Step-by-step demo tutorials

How to create a partnership kickoff document

1. Input a prompt into the AI assistant, such as identifying workflow challenges or generating tailored recommendations.
2. Review the AI-generated response and verify its source by clicking associated attributes.
3. Save the response for future reference.
4. Use the insights to tailor your partnership kickoff document.

How to add creative polish using Adobe Express

1. Navigate to the Acrobat Studio home page.
2. Access Express from the menu.
3. Select a pre-created on-brand template from your brand library and start a new file.
4. Copy the content from your partnership kickoff document in the PDF space.
5. Paste the content into the new template.
6. Review the final document for accuracy and branding consistency.
7. Download the completed document as a PDF.

Frequently asked questions

What challenges do sales representatives face in their daily workflows?

Sales representatives often spend significant time researching prospects, gathering information, reviewing call transcripts, and creating presentations or proposals. These tasks are time-consuming and often scattered across multiple applications, making it difficult to extract meaningful insights.

How does Acrobat Studio help sales reps save time?

Acrobat Studio centralizes all relevant documents in one space, allowing sales reps to analyze information across multiple sources simultaneously. It also uses AI to generate tailored content, reducing the time spent on manual tasks like creating presentations and proposals.

What types of documents can be added to a PDF space in Acrobat Studio?

Sales reps can add various document formats to a PDF space, including PowerPoint, Excel, Word, text files, and web links. This allows them to gather all relevant resources in one centralized location.

Frequently asked questions

Can the AI assistant manipulate content within the PDF space?

Yes, the AI assistant can manipulate content by summarizing, rephrasing, or changing the tone of text. It can also format content into tables or other structures based on user prompts.

How can sales reps ensure their documents are on brand and visually polished?

Sales reps can use Adobe Express within Acrobat Studio to access pre-created branded templates. They can easily transfer content from their PDF space into these templates, ensuring consistent and professional branding.

How many documents can be added to a PDF space in Acrobat Studio?

Users can add up to 200 documents of varying formats into a single PDF space, allowing for comprehensive analysis and organization.

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Presentation slides

Mahrya Dakubu

Senior Manager,
Product Marketing
Adobe

Amina Moalin

Document Cloud
Solutions Consultant
Adobe

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Other resources for inspiration

- Tutorials: Learn Adobe Acrobat
- Blog: How Acrobat speeds sales workflows
- Product page: Acrobat Studio for business

Want to learn more about Adobe Acrobat for Business?

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