

Top 3 Ways Sales Teams Turn Document Work into Impact

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Today's speakers



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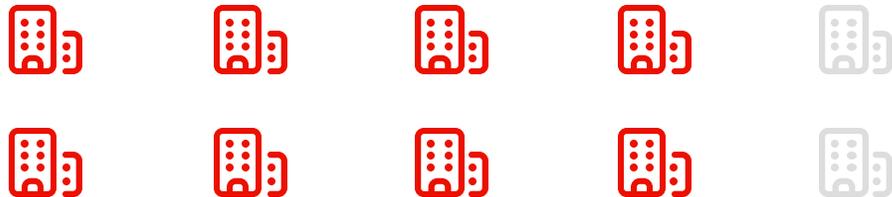
Agenda

- 1 AI and document workflows
- 2 Sales teams and top use cases
- 3 Adobe customer zero: Sales

If AI doesn't get **embedded into core business workflows**, the value doesn't scale

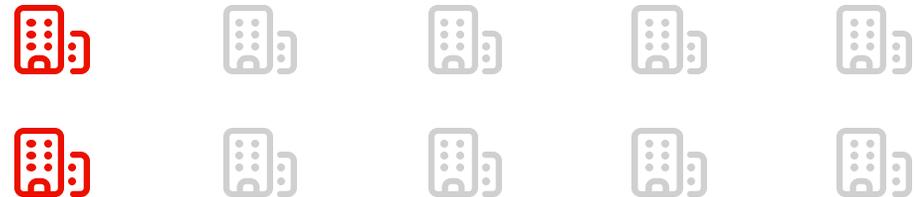
Everyone is using AI

8 / 10 have deployed AI in some form¹



Business value is elusive

Only **2** / 10 report significant bottom-line impact²



Turning insights into actions is hard.

Vast amounts of unstructured information

40%

productivity loss among business professionals due to content sprawl and cognitive overload¹

Communication often misses the mark

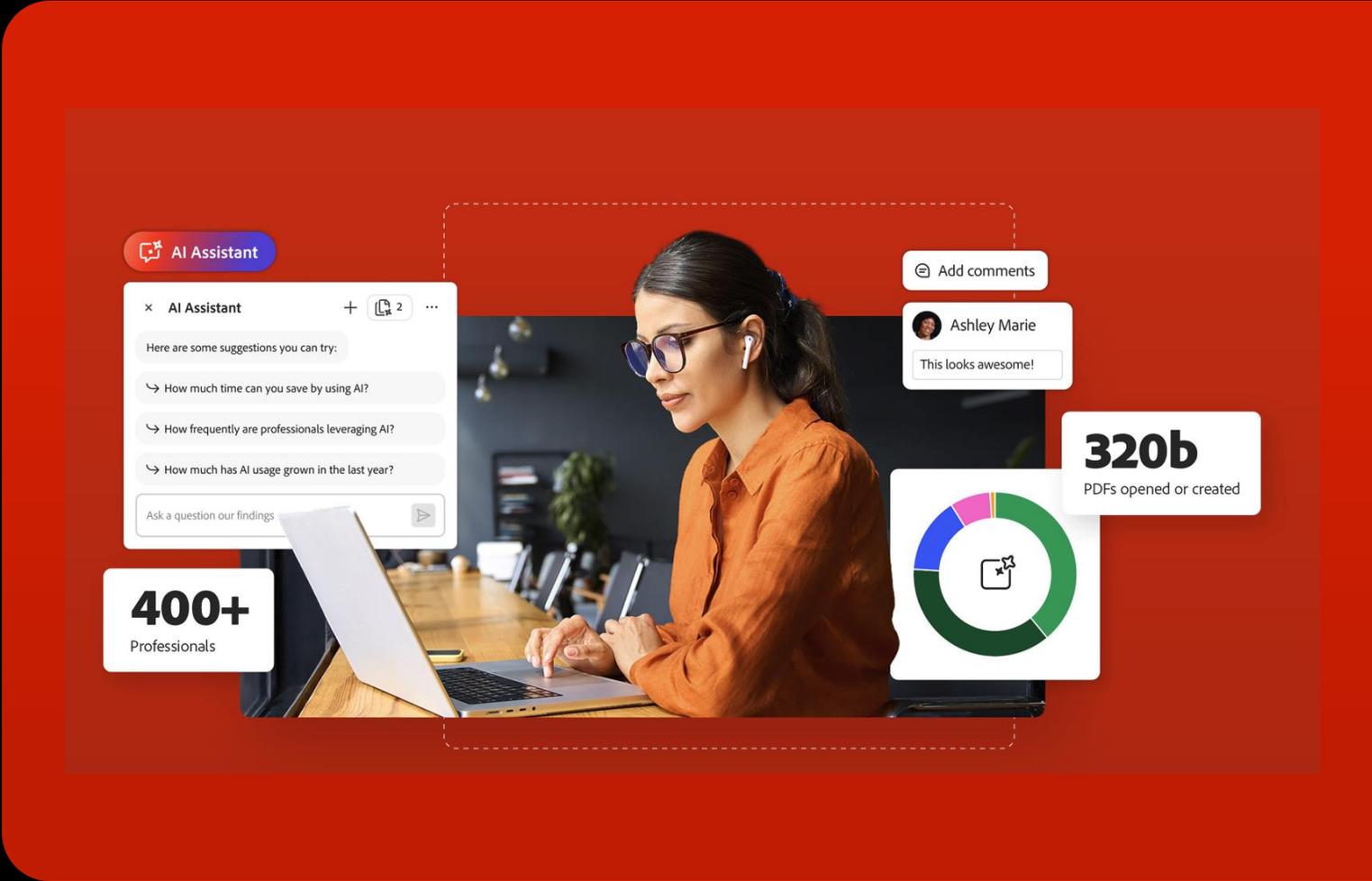
58%

of non-creative employees spend up to 29 hours/week creating visual content independently²

Constant context switching slows work and outcomes

State of AI in documents:

Use surges 371% as AI transforms how we work¹



Top challenges of sales teams

Comprehension

Sales teams struggle to organize client materials, surface key insights, and identify differentiators, slowing pitch preparation and deal velocity.

Collaboration

Fragmented collaboration on pitches and proposals causes misalignment, rework, and delays.

Creation

Sales teams lack fast, easy ways to produce polished, on-brand proposals and presentations.



Introducing **Adobe** Acrobat Studio

Industry-standard productivity & creativity tools — all-in-one, AI-powered platform
for PDF editing, comprehension, collaboration, and creation



Acrobat Pro



AI Assistant



PDF Spaces



Adobe Express

Adobe's trusted security, safe AI, and integrated workflows



Legal



Finance



HR



Sales



Marketing

Adobe brings **insights and actions** together in one integrated solution.



Control critical information with PDFs

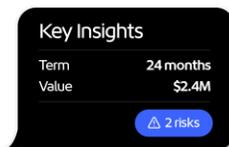
Edit, redact, convert, protect, export, and more — now with conversational AI

Comprehend



Trusted AI insights and summaries—backed by source-linked citations, plus AI-generated podcasts

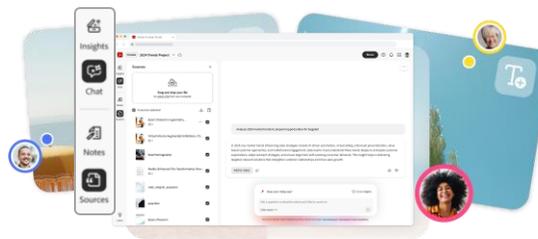
- PDF
- DOC
- HTML
- VTT



Collaborate



Unites documents, context, and feedback in one AI-powered workspace



Create



High-impact content across formats that's on-brand, self-served, and scalable — powered by AI, templates, and assets



Solutions for sales teams

Comprehension

AI-powered tools summarize client materials, highlight priorities, and surface differentiators for faster, more effective pitches.

Collaboration

PDF Spaces centralize pitch development, enabling aligned collaboration and seamless sharing with stakeholders and clients.

Creation

Adobe Express templates and Generate Presentation tools help sales teams quickly create professional, on-brand proposals that accelerate deal cycles.



**Creating a presentation and email:
46+ minutes → under 12 minutes¹
ROI = up to 415% for an enterprise²**

You are in control of your data.

- 1 Customer data is not used to train large language models.
- 2 Acrobat AI Assistant and PDF Spaces only look at the documents you tell it to.
- 3 Customer has controls and discretion to enable and disable storing chat history & documents in the cloud.*
- 4 Responses with verifiable citations to specific points in the source documents.
- 5 Enterprise controls to manage who has AI access in the company.**
- 6 Easy to deploy across the enterprise.**

Top 3 use cases for Sales

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Use case #1

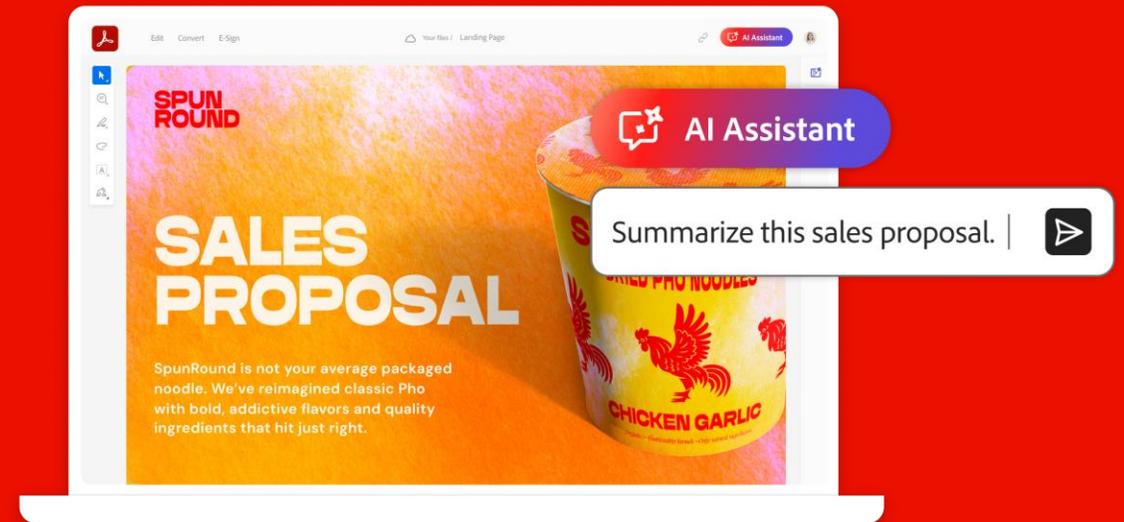
**Accelerating discovery
and insights**

Accelerating discovery and insights: Key needs

1 A single view of the customer

2 Instant, actionable insights

3 Trustworthy, source-backed answers



**[DEMO placeholder
Accelerating discovery and
insights]**

Use case #2

Collaboration

Collaboration: Key needs

- 1 Clear alignment on pitch goals
- 2 Efficient messaging iteration
- 3 Seamless, confident client sharing



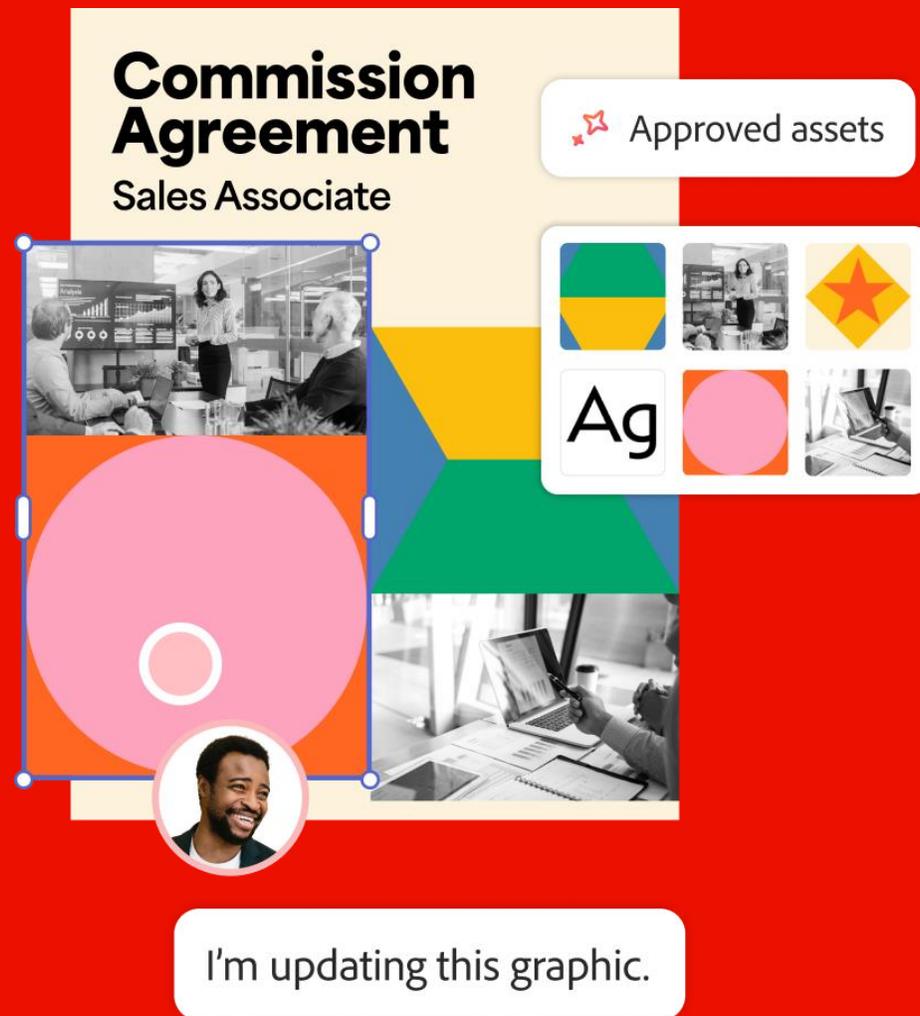
**[DEMO placeholder
Collab]**

Use case #3

On-brand creation

On-brand creation: Key needs

- 1 Rapid proposal creation
- 2 Easy customization at scale
- 3 Polished, on-brand output



**[DEMO placeholder
On-brand creation]**

Transforming consultative sales with AI-powered PDF spaces

Customer Zero

Adobe



Adobe Customer Zero



Diego Silva
Expert Solutions Consultant
Adobe

Consultative sales in action

- 1 Solutions consultant role**
Driving consultative sales for enterprise customers in Latin America
- 2 Multi-stakeholder engagement**
Navigating long, complex sales cycles with diverse decision makers
- 3 Building trust and guidance**
Positioning as a trusted advisor, not just a transactional seller



Challenges of the old way



X

Manual collation drains time

Sales teams manually gather decks, PDFs, and collateral for each account.



X

Non-interactive files slow progress

Static content triggers repeated clarification emails and delays decision-making.



X

Email attachments cause friction

Materials shared as attachments or basic links often lead to confusion and lost context.



X

Long cycles, many stakeholders

Multiple stakeholders with different needs extend the sales cycle and complicate follow-ups.

A smarter, centralized solution



One tailored PDF Space per customer*

Centralizes all sales collateral and resources for each account.



Express visuals for engagement

Includes banners and infographics for a dynamic experience.



AI assistant with verified citations

Delivers accurate, citation-backed answers to customer questions.



Easy sharing & engagement tracking

One link for all stakeholders; monitor interactions to refine content.



Local language support: PT & ES

Ensures relevance and accessibility for Portuguese and Spanish speakers.

Real wins for sales teams

Significant time savings

Self-service access and centralized Space save 10–20% of time.

Boosted customer capacity

AI-driven workflows enable a ~25% increase in accounts managed per quarter.

Reduced follow-ups

Fewer clarification emails thanks to verified, interactive content.

Trusted advisor status

Citation-backed answers and tailored engagement build customer trust.



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