Adobe
DIGITALINSIGHTS

STATE OF AI IN DOCUMENTS

How leading sales teams are turning AI adoption into measurable results.



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Sales is prioritizing AI, but productivity isn't keeping pace.

AI is now woven into everyday sales work, from personalizing customer communications to building presentations and researching accounts. Yet despite strong leadership prioritization and growing adoption, sales lags behind HR and legal in translating AI activity into productivity gains and reports the fewest hours saved with AI. For sales leaders, the opportunity is to turn AI adoption into measurable business outcomes.

To understand how sales organizations are putting AI to work, this report combines anonymized and aggregated Adobe Acrobat data with insights from a July 2026 survey of approximately 800 senior leaders across global regions and lines of business.

80%

of sales organizations report that leadership is actively prioritizing AI adoption.

39%

of sales organizations measure AI adoption using real metrics, placing sales between HR and legal.

70%

of sales organizations report productivity impact from AI, the lowest of the three functions.



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WHERE SALES STANDS

AI use in sales is strongest for customer-facing content.

78%

of sales organizations use AI to write proposals and personalize communications.

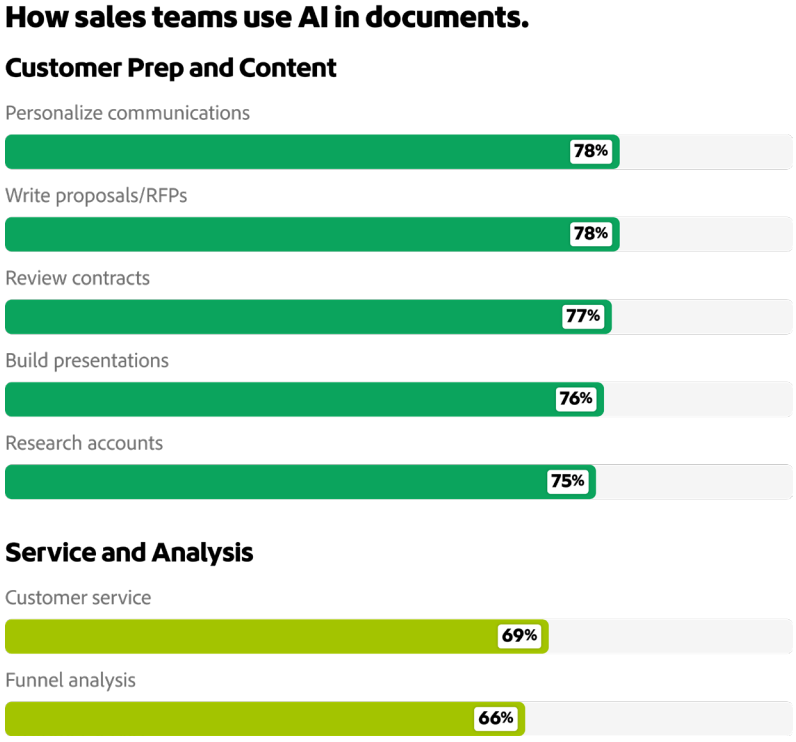
66%

use AI for funnel analysis, showing lower adoption for strategic work.

64%

trust AI-generated outputs, placing sales between HR and legal.

Sales teams lean on AI heavily to prepare and deliver content for customers, whether personalizing communications, writing proposals, building presentations, or researching accounts. But that confidence isn't fully carrying over to customer interaction work. AI adoption drops noticeably for customer service and funnel analysis, hinting at some reluctance to use AI assistance during those pivotal moments.



Takeaway

Trust may help explain the usage gap. Sales leaders trust AI-generated outputs at 64%, ahead of legal (52%) but behind HR (74%). Increasing trust through greater transparency into how AI reaches its answers could help sales teams extend their AI use into more strategic tasks.

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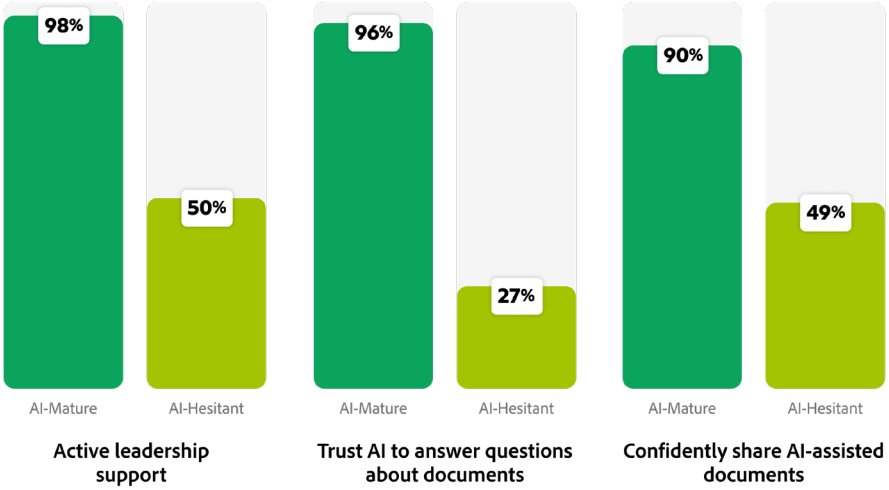
Sales is integrating AI, but maturity gaps remain.

Sales occupies a middle ground on the AI maturity spectrum, with 69% of organizations reporting integrated AI use across document workflows. While usage is established, there is still significant room to mature these practices and drive stronger business results.

What sales can learn from AI-mature organizations.

Leadership, trust, and measurement are the key factors that set AI-mature organizations apart. AI-mature organizations are far more likely to have active leadership support and track AI adoption with real metrics (79%), a discipline where sale lags at 39%. Trust is another differentiator, with AI-mature teams much more likely to rely on and share AI-generated work with confidence. Greater transparency can build that trust, with 78% of leaders saying they would trust AI more if every answer linked back to its original source.

AI-mature vs. AI-hesitant organizations.



Takeaway

Sales organizations that invest in these foundations will be best positioned to translate AI adoption into stronger outcomes across their document work.

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HOW ADOBE ACROBAT STUDIO HELPS

Scale sales impact with AI-powered collaboration.

AI adoption is already well established in sales. The next opportunity is to turn that activity into stronger productivity by building trust, measurement, and collaboration into everyday document workflows. As sales teams mature their use of AI, these foundations can help them work with information more confidently and translate adoption into stronger business results.



Read the full *State of AI in Documents* report to learn how sales compares with other lines of business and how AI-mature organizations turn adoption into impact.

Adobe Acrobat Studio for sales.

Acrobat Studio brings AI-powered insights, deal information, collaboration, and content creation into one workspace. Sales teams can prepare for customer conversations, create personalized proposals and presentations, and work with source-linked AI answers that make information easier to verify and act on.

Discover how Acrobat Studio helps sales teams engage customers with confidence.

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