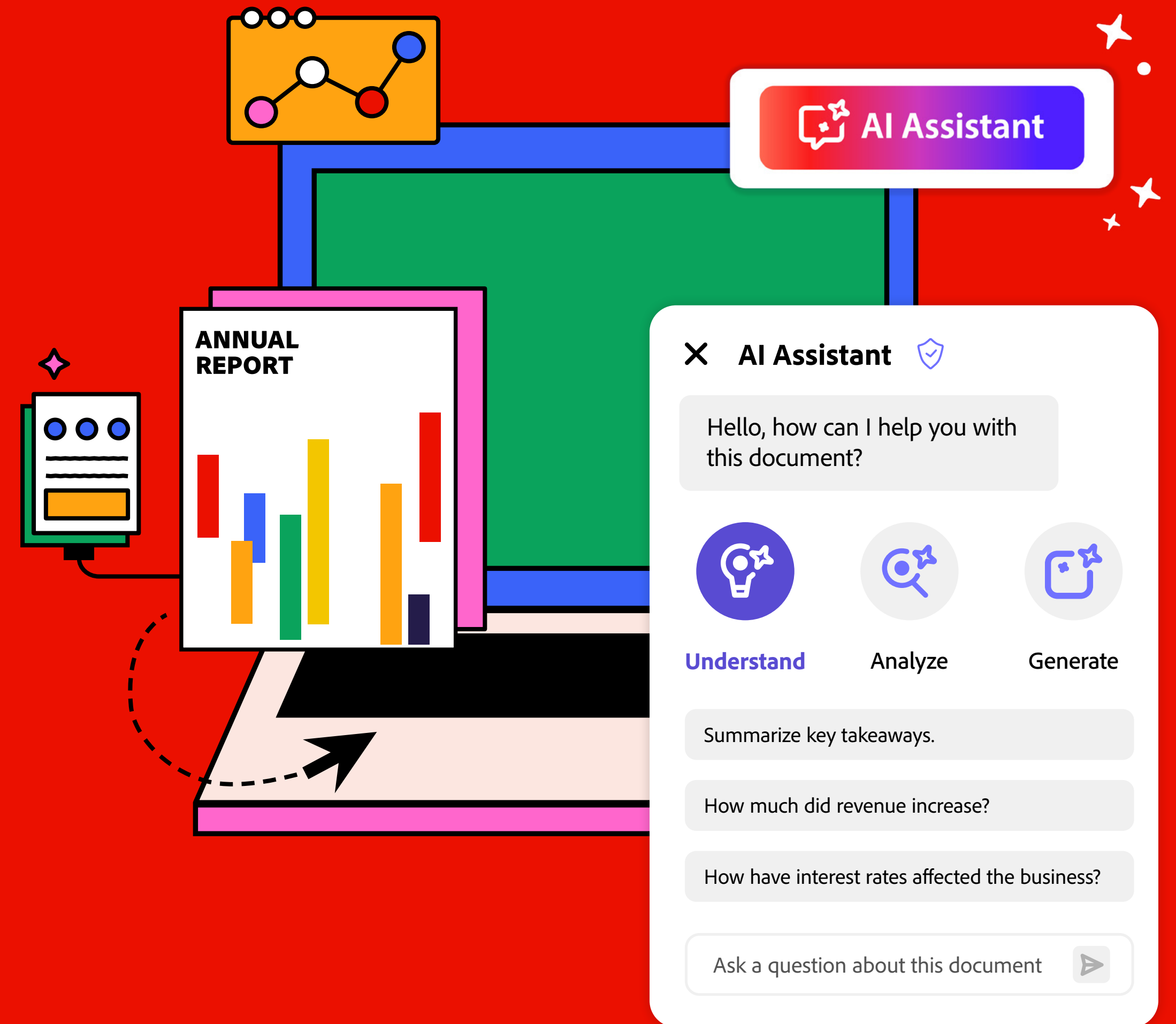# 3 ways to unlock greater sales potential with Acrobat AI Assistant.

Adobe Acrobat

In sales, success comes down to closing deals — more of them and in less time. As competition intensifies across industries, it's important to keep up with emerging technologies that allow your team to accelerate the speed of work and save time on manual processes. Because the key to closing deals is to have a deep understanding of your product and, most importantly, your customer.

Sales teams are always on the lookout for ways to gain an edge and improve performance. As AI becomes more seamlessly integrated into our daily workflows, it's now an obvious choice to use AI as a tool to complement and enhance employee capabilities, streamline routine tasks, and free up space for your team's most meaningful and impactful work.
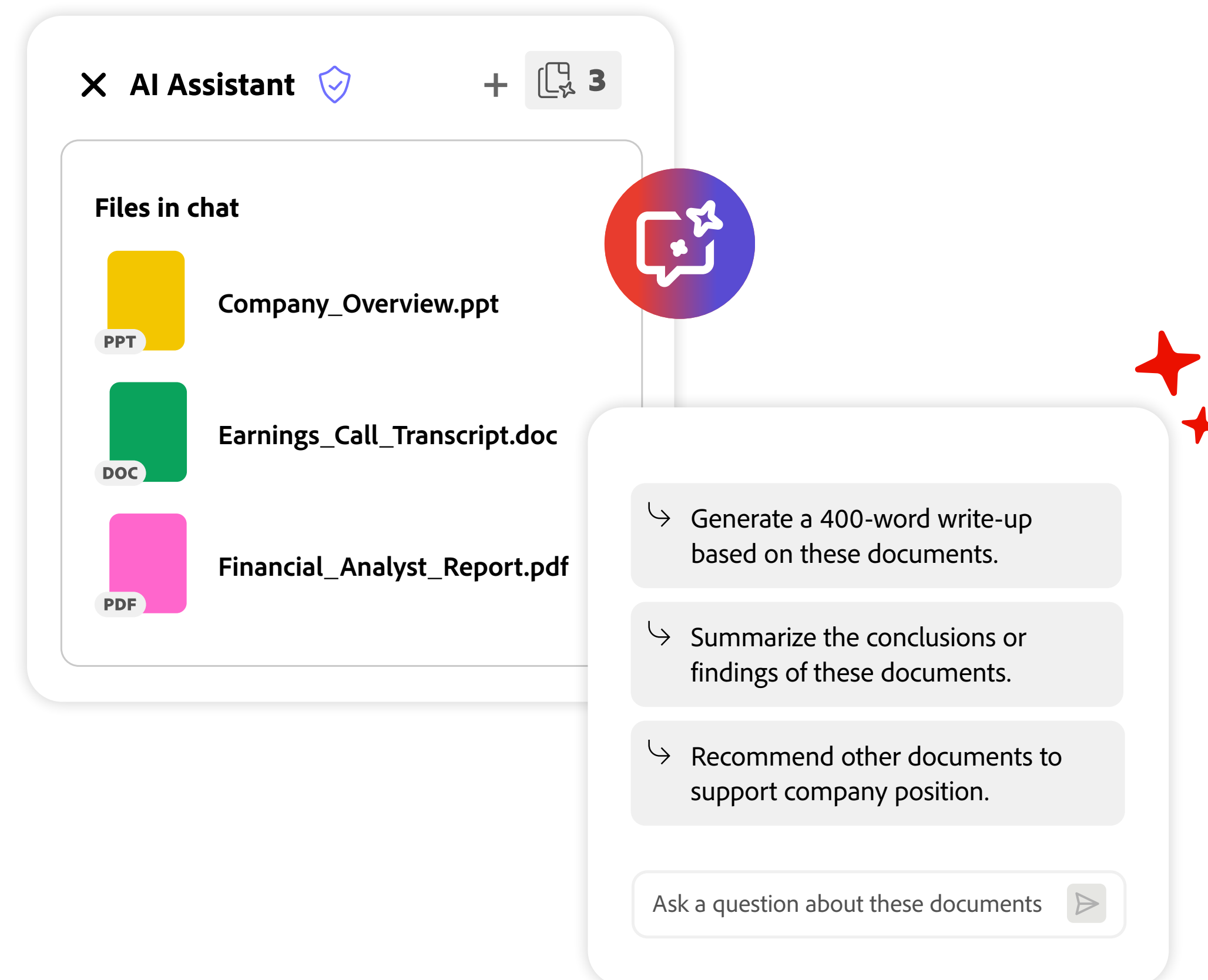
Adobe Acrobat is already the trusted tool for creating, editing, and securely sharing critical documents. With the addition of Acrobat AI Assistant, you can take your team's productivity and efficiency to the next level. AI Assistant helps teams tackle time-consuming tasks faster, enabling your department to focus on high-value work.

In this eBook, we'll explore three powerful ways AI Assistant can help your sales team work smarter:

✕ AI Assistant   + ▣ 3

Files in chat

PPT Company_Overview.ppt

DOC Earnings_Call_Transcript.doc

PDF Financial_Analyst_Report.pdf

↳ Generate a 400-word write-up based on these documents.

↳ Summarize the conclusions or findings of these documents.

↳ Recommend other documents to support company position.

Ask a question about these documents ▷

Streamline customer research and sales pitches.

Understand customers better and work through deals more quickly.

Challenge

Gaining customer insights from news, reports, and research is a labor-intensive endeavor that demands valuable sales team time and resources. Aside from the time-consuming nature of getting to know your customers, analyzing documents for this relevant information and creating presentations can be cumbersome and challenging.
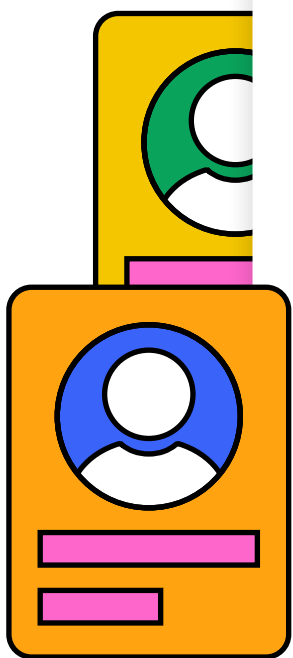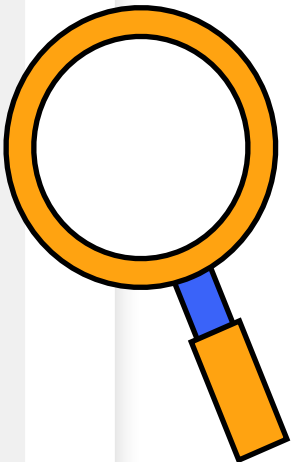
AI Assistant

What are the top challenges this company faces?

Based on the information provided in the document, the top challenges that the company faces are:

1. Soft hiring environment: The document mentions that there has been a soft hiring environment, with online hiring demand declining throughout 2023 and into a seasonally soft Q4. **1** This indicates that the company is facing challenges in attracting employers and generating revenue from hiring activities.

2. Economic uncertainty: The document mentions that SMB and enterprise employers have been moderating hiring plans and reducing recruitment budgets in response to economic uncertainty. **2**

Solutions

AI Assistant can help sales teams:

- Conduct research on customers, competitors, and industry trends.

- Develop customized content for sales pitches.

- Summarize documents and content to effectively prepare for client meetings.

Business impact

With quicker document workflows, sales teams can:

- Speed up sales cycles.

- Dedicate more time for prospecting and account planning.

- Deliver improved experiences for customers through personalization.

Save

4

hours

per person,
per week.[†]

Improve efficiency and customer experience.

Get the insights you need to respond to customers faster.

Challenge

Sales teams strive to respond to customers quickly while maintaining an exceptional experience. Balancing speed with proper engagement can be challenging, especially when requests for proposals (RFPs) and requests for information (RFIs) come with complex, unique demands that often require cross-functional collaboration, slowing down the process.
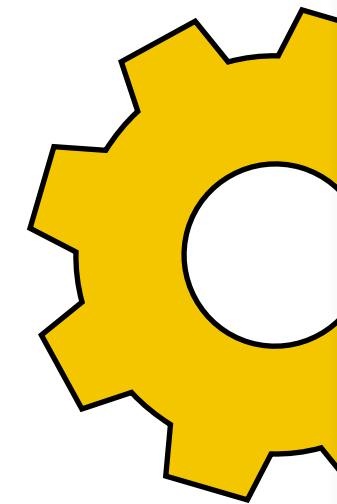
✕ **AI Assistant** 🛡

Summarize and show me the requirements in this document.

The requirements in the document are as follows:

1. Streamline lead management, sales processes, and customer interactions to drive efficiency and effectiveness. **1**

2. Gain actionable insights into customer behavior, preferences, and sales performance to inform decision-making and targeted marketing efforts. **2**

3. Improve customer satisfaction, retention, and loyalty through personalized engagement, proactive support, and relationship management. **3**

4. Needs assessment and requirements gathering to understand

Solutions

AI Assistant can help sales teams:

- Generate key takeaways and summaries on documents for use in customer emails, RFPs, RFIs, and more.

- Quickly extract key information from data and documents, complete with sourced attributions.

- Simplify complex information by breaking down detailed product descriptions or policies into customer-friendly explanations.

Business impact

With improved customer efficiency, sales teams can:

- Reduce time-to-close and accelerate the pace at which deals progress through the pipeline.

- Invest more time in building stronger connections with current and prospective clients.

- Attend events, connect with new prospects, and strengthen their professional networks.

Save

8 hours

per person, per week.[†]

Get the most out of sales insights.

Analyze past sales data to inform future sales strategies.

Challenge

Gathering relevant insights from past sales engagements can be tedious, even though it's a valuable means of refining future sales strategies. Sales teams invest significant time in identifying patterns and opportunities in data to better understand the current landscape, which also informs prospective sales plans. Collaborating and sharing these insights to enhance customer interactions adds another layer of complexity.

X AI Assistant

Create a table comparing all deals. Show whether deal was won or lost, sales tactics, key challenges, and key learnings.

Deal	Outcome	Sales Tactics	Key Challenges
Leap772*	Lost	Renewal, vendor consolidation, migration assistance. **1**	Difficulty reaching key decision makers, pricing too expensive.
PPQ Energy*	Lost	Custom product demo, use case story, pricing	Back and forth with customer, customer's teams not

Solutions

AI Assistant can help sales teams:

- Increase deal velocity by efficiently extracting and utilizing key data from documents.

- Generate content for a win/loss analysis, using prompts and interactions on sales calls and interview transcripts.

- Identify and summarize trends in sales call transcripts to quickly generate insights on top-performing value props.

Business impact

With improved processes for gaining insights, sales teams can:

- Assist more customers by creating exceptional experiences.

- Keep track of their own performance, identify areas for improvement, and set new goals.

- Collaborate cross-functionally with marketing, product, and customer success teams to refine strategies and share insights.

Save

4 hours

per person, per week.[†]

Accelerate sales productivity with Acrobat.

Sales teams are constantly looking for smarter, more effective ways to connect with potential customers and close more deals. Empower your team to perform their best with tools that help them better understand customer needs, craft impactful communications, and analyze insights from past data.

Acrobat enables your sales team to collaborate effortlessly from almost anywhere, with robust document security to aid in protecting your company data. Your organization can save time with Acrobat's essential solutions, including using AI Assistant to help get summaries and insights from documents, assist with creating content for sales reports, and more.

Support your sales team by freeing up time so they can focus on high-impact strategic work that drives results.
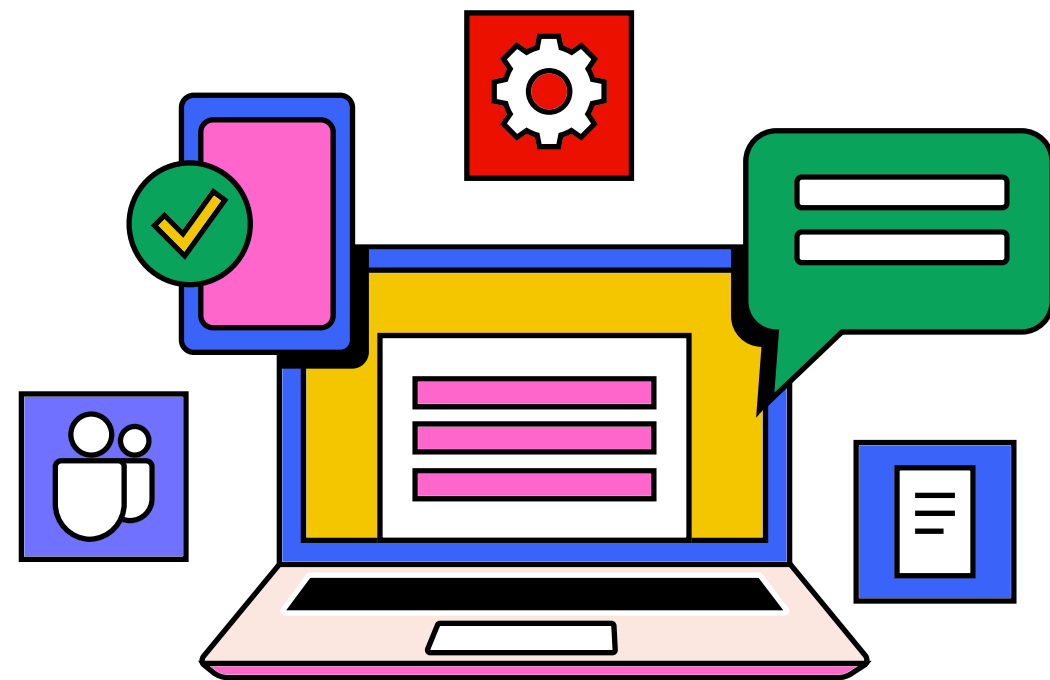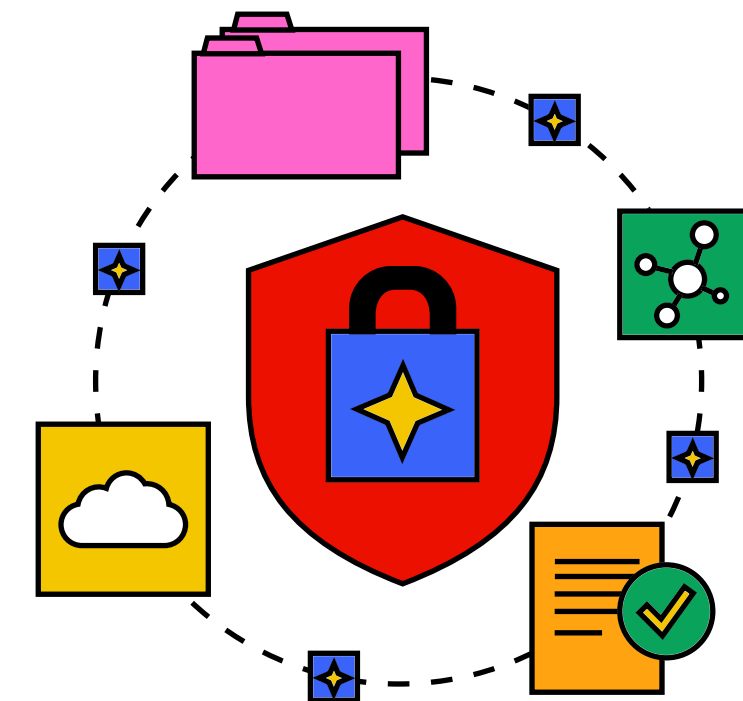
Work from almost anywhere

Meet sellers where they are across desktop, mobile, and web, in Teams, Microsoft 365, and other apps.
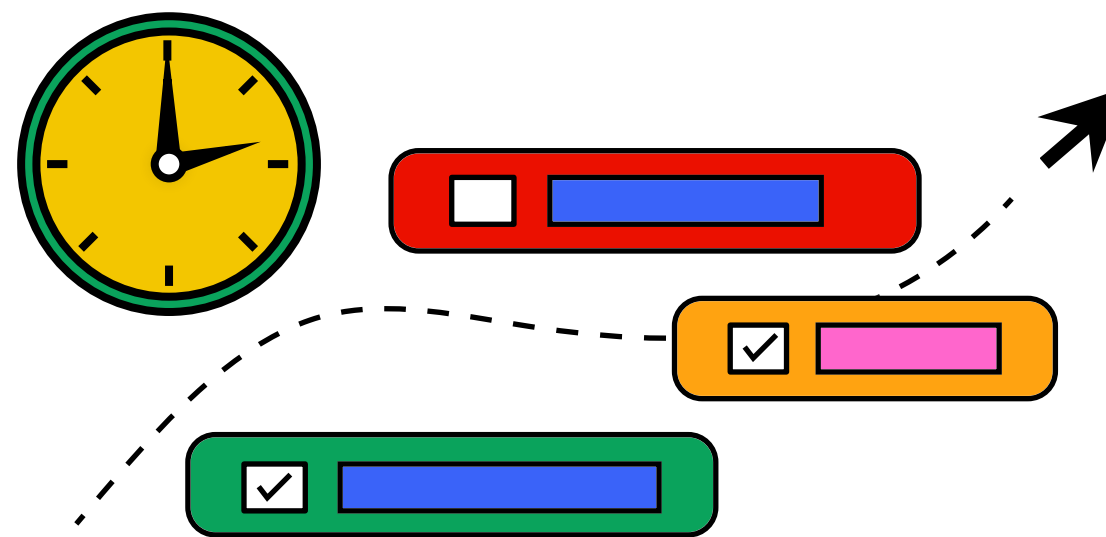
Turn documents into action with AI Assistant

Accelerate comprehension with summaries and document conversations, making writing easier with AI.
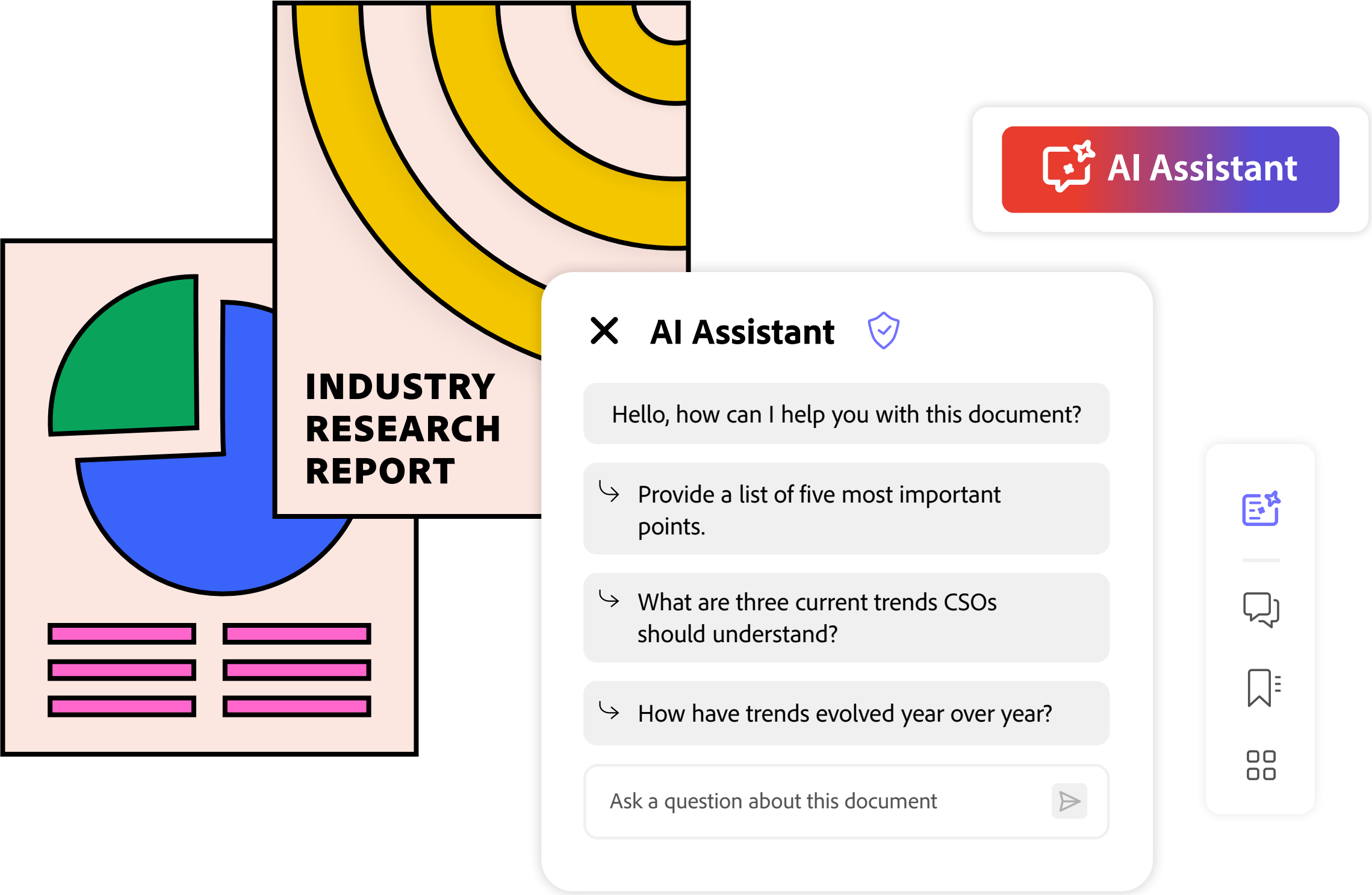
Security and compliance

Help safeguard your company against data breaches and cyber threats, including attacks disguised as PDFs; stay in control of your data with AI.

Acrobat AI Assistant can help sales professionals work faster. Empower your team to work more efficiently with streamlined workflows that accelerate analysis, research, and data extraction. Give your team the advantage and get started today.

Get in touch

AI Assistant

X AI Assistant

Hello, how can I help you with this document?

↳ Provide a list of five most important points.

↳ What are three current trends CSOs should understand?

↳ How have trends evolved year over year?

Ask a question about this document

INDUSTRY RESEARCH REPORT

Adobe Acrobat

[†] Time savings estimates are based on Adobe internal primary research. AI Assistant cannot replace the advice of a qualified professional but can be used as a tool to help the qualified professional accelerate their work.

[*] The names referred to in this article are fictional and are not intended to refer to any actual organization, products, or services.