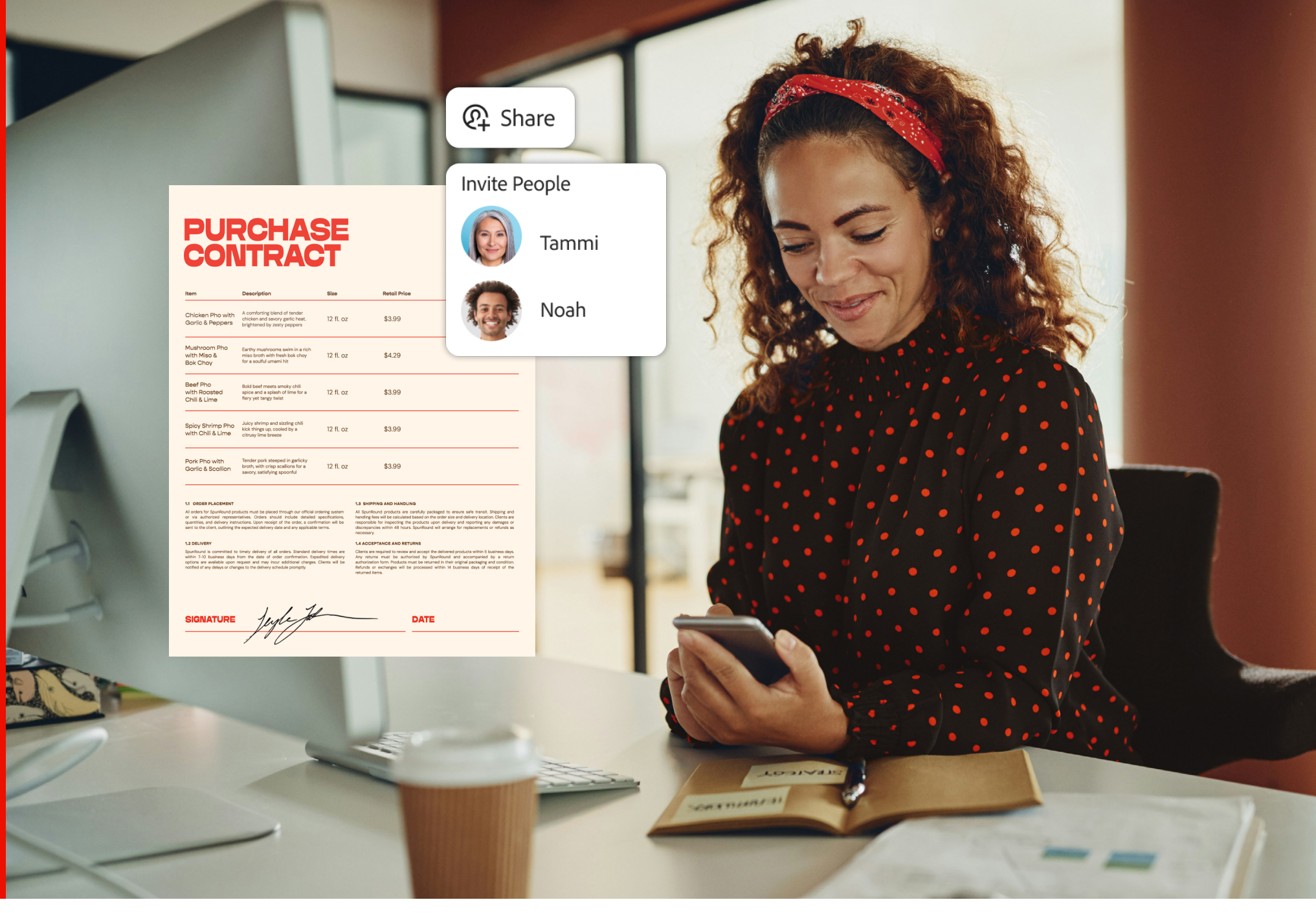


# Accelerate sales with AI-powered workflows.



## Sales teams need to move fast.

Sales teams don't walk — they run. But they also have to proceed with care and accuracy. From prospecting and pitching to creating proposals and contracts, they need to move quickly to pounce on opportunities and hit targets while finding the time to build and nurture lasting client relationships.

All of that requires gathering and processing data from documents, websites, emails, product information, competitive studies, and so much more. Then there's repackaging that information into engaging pitches and presentations and completing the cycle with detailed terms and contracts.

**AI can increase sales productivity by up to 40%**  
and reduce sales cycles by up to 25%.

Source: Sopro

## Acrobat Studio helps them move faster.

Adobe Acrobat Studio helps sales teams move faster with a unified platform that allows them to keep all their documents and information in one place, from prospecting through closing. AI-powered tools quickly summarize data and surface insights. And with Adobe Express built in, Acrobat Studio helps teams create polished pitches and presentations using branded templates so they can spend less time making collateral and more time making deals.

## The many steps of selling.

Prospecting, pitching, drafting proposals, creating and vetting terms and contracts — sellers need to analyze data, collaborate with other teams, and meet deadlines. And the workflow requires not just a lot of documents at the beginning and end of the process but creating other forms of collateral like decks and video demos, one-sheets, and letters in between.

Acrobat Studio meets sales pros where they work by:

- Summarizing documents to uncover key insights around customers, competitors, and product features with AI Assistant.
- Centralizing up to 100 relevant documents in a secure, shared workspace where sales, marketing, product, customer success, and legal teams can collaborate through every step.
- Using AI Assistant to help draft letters and communications.
- Creating polished, on-brand proposals, demos, or pitches using approved templates in Adobe Express (built into Acrobat Studio).
- Securely sharing documents as PDFs for sign-offs.

## Streamline sales enablement.

By examining some of the common tasks inherent in the sales cycle, we can discover the ways that Acrobat Studio can help by assigning the steps to four main pillars: comprehension, collaboration, creation, and control.

For example, sales-enablement teams shoulder the burden of keeping customer-facing content current and consistent, which can slow sellers down if they can't easily access the collateral they need.

- Comprehend:** AI Assistant can analyze existing content to determine what's still valid and what needs to be updated or retired.
- Collaborate:** PDF Spaces centralizes past collateral, along with product and sales information, in one shareable workspace where contributors from sales or other teams can review, comment, and align on next steps.
- Create:** Adobe Express (within Acrobat Studio) lets even non-designers create polished, on-brand presentations, product sheets, guides, infographics, and more with brand-approved templates and assets.
- Control:** Acrobat Pro allows teams to lock approved content as PDFs to ensure accuracy and publish it in a secure space where recipients can get AI assistance.

## Generate powerful pitches and presentations in record time.

Pitches and presentations are essential to effectively wooing a customer and closing a deal, but until recently sales teams have either relied on design support to create polished work or spent way too much time doing it themselves (with inconsistent outcomes).

Now, with the Acrobat Studio end-to-end platform, sales can self-serve while also getting great results.

- Analyze customer research with traceable references and citations.
- Centralize proposals, product info, and meeting notes in a shared PDF Space to review and collaborate with product or customer success teams.
- Create an engaging, polished, and on-brand pitch deck with the Generate Presentation feature by simply choosing a source doc, a design, and prompting with conversational language.
- Securely share your final presentation as a PDF for auditability and compliance.

## Accelerate collaboration and customer responses to move deals faster.

It takes a cross-functional team to get through the closing process, especially with the often lengthy and complex contracts involved. Acrobat Studio helps unify the information and people you need to get contracts finalized and deals done.

- Quickly summarize and uncover key information from complex, near-duplicate contracts and policies with traceable references and citations.
- Smoothly bring sales, deal operations, and business teams together with documents and feedback in a shared PDF Space to review, comment, and align on decisions and next steps.
- Securely share final contracts as PDFs for sign-offs.

## Achieve maximum sales velocity.

Moving with speed and accuracy is key to the success of sales, from the first call through the final signatures.

Discover how Acrobat Studio can help every step of the way.

[Learn more](#)