

How eSignatures help SMBs sell faster, hire from anywhere, and increase employee productivity

Today, digital SMBs are outperforming non-digital businesses by a significant margin:

- More digitalized SMBs are 3x more likely to experience revenue growth
- Over 70% of SMBs report revenue growth and attribute some of this growth to digital tools
- 85% of all SMBs note that digital tools have helped them improve their business' profitability
- SMBs with full-time remote workers have seen productivity increase by 22% and employee turnover cut in half

But what is it about digital that's getting these results?

Automation is helping employees work faster and more accurately by removing repetitive tasks. Remote work means employers can cast a wider net for talent. And the rise of cloud computing and SaaS tools has made digital

technology more accessible and affordable than ever.

And eSignature is one fast and easy-to-set-up digital tool that is helping SMBs:

- Close more sales, and faster
- Hire top talent from anywhere in the world
- Empower distributed teams to work efficiently with connected productivity tools
- Keep information secure from a distance

Impress customers with speed and reliability

In an age of instant gratification, customers expect to buy online in as few clicks as possible.

The moment a print-sign-scan process or third-party signing application rears its ugly head, you risk losing a sale.

eSignature tools are the fastest way to get contracts signed and deals done with minimal clicks. With the Dropbox Sign API, for

example, you can embed signing functionality directly into your website or app, so customers can transact with you anytime, anywhere, and from any device.

Dropbox Sign is also 100% customizable, right down to the logo, colors, and fonts, so you can keep your brand consistent across every customer interaction.

Supercharge your internal processes

eSignatures don't just improve your customer experience—they can help streamline your internal work processes, too.

The signing process is full of time-consuming friction like circulating documents for internal approval, making sure everything is signed in the right order, ensuring everyone has all the necessary information, and following up on unsigned documents.

eSignatures remove many of these hiccups from your internal

processes. Dropbox Sign, for instance, lets you define the exact signing order of each document—only once each signer has added their signature will the next person receive the document.

Even better, with Dropbox Sign, you can attach supporting documents so that every signer has every piece of information and the context they need to sign immediately.

What's more, Dropbox Sign tracks every document and automatically sends reminders if a document is stuck for too long.

To further economize your internal processes, eSignature tools can turn commonly used documents into reusable templates—supplier contracts, customer invoices, employee training forms, offer letters for hiring, and the like. That way, every time you need to send a new contract, all you have to do is change the names and hit send.

eSignature tools like Dropbox Sign integrate with popular apps like Gmail, Google Docs, Salesforce, and Slack so you don't have to leave your favorite tools to send documents for signature. For instance, customer data captured in your CRM can be used to automatically pre-fill details on a contract, saving employees the effort of moving information back and forth between two systems.

Protect your customer data and keep your business safe from cyber attacks

With more prominence in the online space, SMBs also open themselves up to more risks of online breaches:

- Nearly half (43%) of cyber attacks in 2019 were on SMBs
- Of the two-thirds of SMBs worldwide that suffered a cyber attack in 2018, 63% ended up in data loss

- 60% of SMBs that have fallen to data breaches folded six months later

That's why it's critical businesses make sure documents—especially those with private customer data or sensitive profit and loss information—are sent, signed, and stored securely.

Dropbox Sign customers, for instance, can rest assured knowing it uses TLS (Transport Layer Security) encryption when transmitting documents, and AES 256-bit encryption when storing them.

For extra peace of mind, there are also built-in audit trails, so you can see who signed a document and when.



Adapt and thrive in a distributed world

Deloitte found that digitally advanced small businesses:

4x higher annual revenue growth

3x more likely to create jobs

As a small business, you're at an advantage: you possess the can-do spirit, agility, and creativity to pivot and adapt faster than larger, more rigid competitors. Make eSignatures part of your strategy for speed.

Get up and running in minutes with the Dropbox Sign free trial.