

# Unique Sales Professionals Digitises the Recruitment Process with DocuSign

Revenue recognised faster due to an increase in the speed of the sales cycle

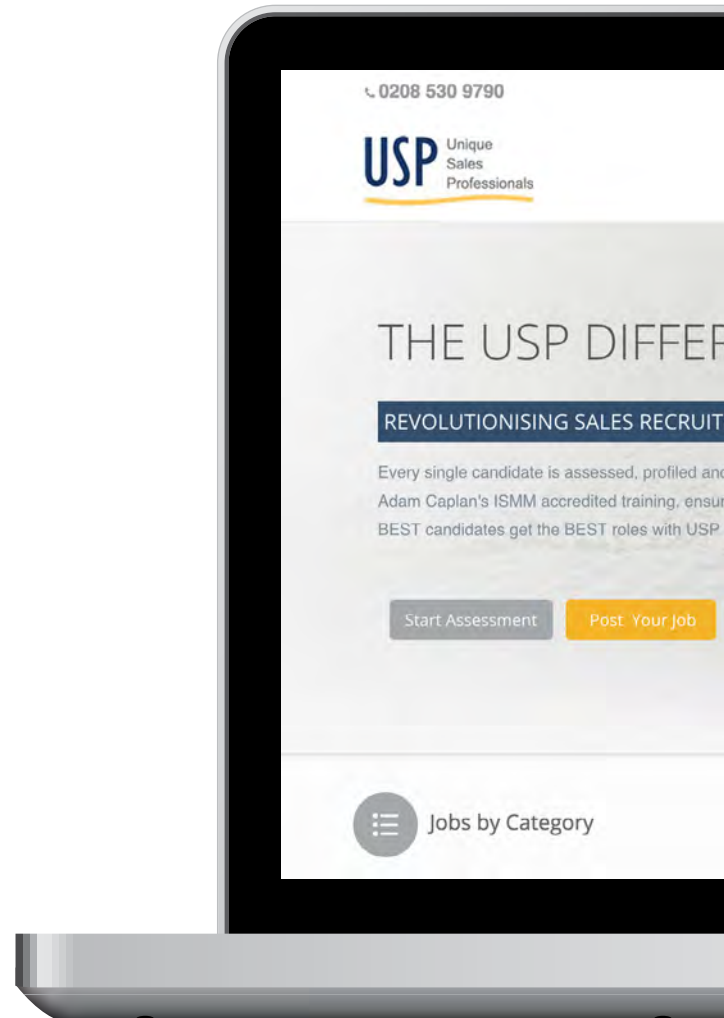
## Company's Top Objectives

USP is a specialist sales recruitment & training provider comparable to no other. Every single candidate that USP send to clients has undergone their ISMM Certified sales training and assessments, ensuring that every applicant has been thoroughly vetted, assessed and trained; delivering sales staff who hit the ground running.

The organisation's three-stage assessment, interview and pre-training program ensures that its clients are introduced to only first class candidates. Through DocuSign's Digital Transaction Management and electronic signing solutions, USP's sales consultants facilitate trusted relationships with clients and move business procedures faster than ever.

## Challenge

USP encompass the entire field of sales staff – from complex technical sales director positions to customer service staff working in an inbound call centre. The team at USP seek quality individuals who have the right skills and attitude to progress their careers in sales and results driven businesses. It therefore requires a slick on-boarding process that enhances this approach and



## Top Benefits Achieved

- ✓ Revolutionary customer on-boarding process to complement the company's model for innovation
- ✓ Revenue recognised faster due to an increase in the speed of the sales cycle
- ✓ A seamless buying experience provided to reinforce USP's stellar reputation
- ✓ Sales team freed to develop the client relationship rather than spending time completing admin tasks

USP also require a digital solution that adds value to the revolutionary recruitment process that has been implemented by Caplan. USP training, which is transforming the way agencies recruit sales staff, is pioneering in its approach and proven in its results; becoming USP's unique selling point.

### The Resolution

To enable this transformation, USP selected DocuSign's Enterprise Edition to increase the speed of contract execution, and also match USP's ability to grow the business, as Caplan states, "Its important for our business to be digital as it helps speed up the business procedures in a competitive environment."

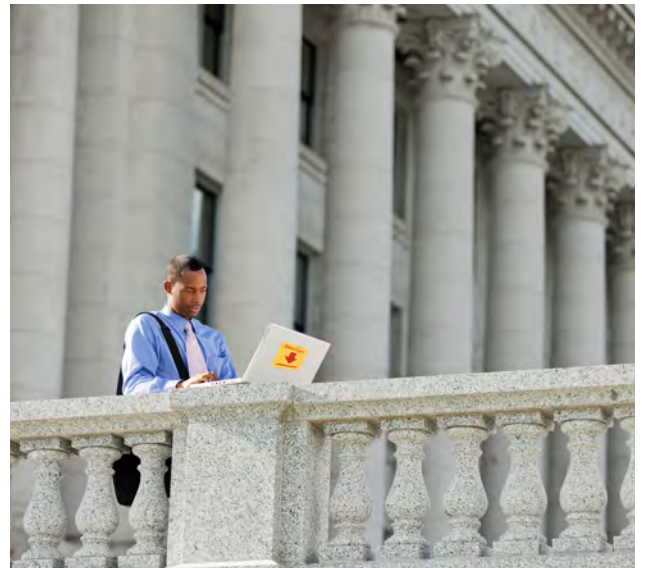
### The Key Benefits

USP now has a revolutionary customer on-boarding process to complement the company's model for innovation. Its sales team is able to accelerate the sales cycle, striking while the iron is hot by sending documents to clients instantly.

"The business problem that we're solving is removing doubt and fear from the sales consultants when they're dealing with clients," says Caplan, "With DocuSign, we send out our terms and conditions electronically, while the consultant is on the phone to the client. He looks at it, he reviews it, and he sends it back straight away. It speeds up the process incredibly quickly."

This, in turn, allows USP to recognise revenue faster while providing a seamless buying experience to reinforce USP's stellar reputation, as Caplan explains, "We like to use DocuSign in our business as it adds a layer of professionalism to what we do. When we send our terms and conditions over to clients via DocuSign, they are generally quite impressed with it."

Furthermore, DocuSign's mobile app allows users to prepare documents, sign and get business done anytime, anywhere, from any Internet enabled device. Caplan can access previously prepared templates, automatically tag and set up workflows, and send push notifications to those who need to sign. "One of my staff asked me to send a contract over to a client of theirs. He wasn't in the office and neither was I, but I was able to do it from my smart phone. So that in itself was worth its weight in gold."



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**Adam Caplan,**  
**Director**



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The sales team are able to spend less time on administrative tasks associated with closing, processing and fulfilling orders, which therefore boosts their productivity. "In the future we can see that DocuSign is going to help keep our business digital because it's going to give us the peace of mind so we don't have to waste time dealing with clients who aren't really interested in using us," says Caplan, "Because its digital, it gives us the opportunity to know very quickly that they're on board with us and we can spend the time developing the client relationship, as opposed to spending time chasing documents back because we're not sure if they're going to give us the business. That saves us a lot of time, and ultimately makes us more money."

**DocuSign** | The Global Standard for Digital Transaction Management®



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