PandaDoc®

REVOPS SOFTWARE BUYING

GUIDE

How document
management enhances
your RevOps tech stack

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Introduction

If your teams are still working in silos in 2024, there's a better way.

Revenue operations (RevOps) breaks down barriers and aligns cross-functional teams, such as sales and marketing, to streamline revenue-driving processes. By optimizing these functions, RevOps boosts efficiency, accelerates growth, and helps generate more revenue.

"The Revenue Operations team unites sales, marketing, and customer service to foster predictable revenue growth through operational excellence and a unified data strategy" Kristin Keefer, Senior Sales Operations Manager at PandaDoc, says. "It's that kind of nucleus to building the strategic framework for any revenue-facing motions or activities in a centralized way."

Here's the bottom line;
RevOps teams drive real results.

Top B2B tech companies are reporting the following benefits from centralizing efforts through RevOps:

10%
increase in lead acceptance

10-20%
say they expect vendors to personalize sales materials

64%
reductions in GTM expenses

Among companies using RevOps and intelligence solutions,

59% see improved win rates

53% report increased net-dollar retention.

But RevOps isn't just about aligning your sales and marketing teams—it's about using the right tools to optimize revenue-driving processes.

Organizations that aligned their people, processes, and tech across sales and marketing teams saw

36% more revenue growth

up to 28% more profitability

By adding the most valuable software to your tech stack, you can enhance team performance, improve productivity, and drive faster, more measurable growth.

In this RevOps software buying guide, we'll explore document management and proposal solutions to help you maximize your team's performance to drive more revenue.

RevOps software

The average RevOps team relies on several tools—often too many to count—to manage its workflows, data, and communication.

Based on a survey from 2022, <u>almost 70% of sales reps</u> said they were overwhelmed by the amount of tools they were using.

An average RevOps tech stack may include the following:

- A customer relationship management <u>(CRM) tool</u>
- Revenue intelligence platform
- Configure, Price, Quote <u>(CPQ) software</u>
- <u>Sales enablement</u> tools

That's why we only recommend adding tools that integrate with the RevOps software you already use and offer features to help your team automate repetitive tasks and promote collaboration and efficiency.

So, let's take a closer look at RevOp's responsibilities and challenges to understand why document management and proposal software are vital additions to your RevOps tech stack.

RevOps responsibilities and functions

By integrating sales, marketing, customer success, and finance, RevOps enables cross-functional teams to work collaboratively across the entire revenue cycle.

"RevOps has brought about unifying and optimizing different facets of revenue," Kristin says. "So sales, productivity, customer success, demand generation strategies like lead generation. It's that unification of the different facets of go-to-market, but under a centralized org so that everyone's communicating, we're all on the same page, and we're building unified roadmaps together. It's like a forcing function to have better cross-functional collaboration across your go-to-market teams."

RevOps professionals are crucial in ensuring that every department involved in the revenue cycle is fully equipped for success.

Sales enablement

LESS THAN 30%

of the average sales rep's time is spent actually selling. The majority of their time is taken up by prospecting, researching, and handling administrative tasks.

RevOps can help reps focus more time on closing deals by ensuring sales teams have the resources they need when they need them, including sales playbooks, onboarding programs, ongoing sales team training, and more.

Pipeline management

RevOps optimizes the sales funnel by tracking key metrics and analyzing lead sources. By centralizing sales data, RevOps ensures sales and marketing are aligned to move qualified leads through the sales process.

CPQ processes

RevOps oversees CPQ processes and lead handoffs between teams to ensure no opportunities are lost.

CRM administration

RevOps maintains data quality and ensures the CRM integrates with the tools team members are using.

RevOps team responsibilities & tasks

Sales Enablement	Pipeline Management	CRM Administration
RESPONSIBILITIES	**RESPONSIBILITIES**	**RESPONSIBILITIES**
Ensure teams have the necessary training, resources and tools	Manage sales funnel to optimize conversion rates	Optimize CRM systems
TASKS	**TASKS**	**TASKS**
Develop sales playbooks and training materials Provide CRM support and training Organize onboarding programs for new sales team members	Analyze pipeline data for trends and blockers Track where leads are coming from CPQ quote for complex products and services Work with sales leaders to forecast revenue Ensure consistent lead handoff between teams	Customize CRM fields and workflows for sales processes. Perform data quality checks and updates Integrate CRM with other tools

Rethink your day-to-day: Addressing RevOps challenges

RevOps teams face several challenges, especially related to document management, workflow automation, analytics, and CPQ.

Document management

Without an efficient document management system, team members can't access the assets they need when they need them.

This disorganization leads to wasted time, miscommunication, errors, and slower response times.

You want documentation to be up to date, relevant for each reader and to clearly outline a strategy across your tech stack, Kristin says. "This alleviates and sometimes avoids the single point of failure you see with hyper-growth within the B2B or technology landscape."

Automation

Workflow automation minimizes manual processes for approvals, data entry, and more, increasing efficiency and decreasing human error.

Access to data

RevOps teams need accurate data to make strategic decisions and accurate customer data to move leads through the sales process.

75%

of companies say duplicate or inadequate outreach driven by poor data quality loses their company customers

Without a centralized system, data is often scattered across multiple places.

CPQ

Without an effective CPQ tool, sales reps have a difficult time generating fast, accurate quotes for complex products.

With so many tasks, RevOps teams need tools to simplify their workflows. Document management and proposal software can help to streamline processes and enhance efficiency across teams.

Document generation

Document generation software lets you design docs that represent your brand's voice, tone, and style. This is important to create a personalized relationship with buyers.

Sellers spend an average of 9.4% of their time in a week generating quotes/proposals and gaining approvals. A document generation platform with premade templates you can reuse can help your team regain some of that time.

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BASED ON DATA
FROM 2020, ONLY

27%

of vendors report using a software tool to aid in creating their sales docs. That means using a robust document management platform could give you an edge over competitors.

In a recent poll of RevOps professionals, 52% identified CRM administration as their most time-consuming taks, with pipeline management and drafting quotes/proposals following close behind.

Imagine if your team could automate these repetitive tasks and redirect their efforts toward strategic, revenue-generating projects. With the right software, you can give your team back valuable hours to focus on what truly drives growth.

Which RevOps tasks do you spend the most time on?

52%

CRM
ADMINISTRATION

20%

PIPELINE
MANAGEMENT

20%

DRAFTING
QUOTES AND
PROPOSALS

9%

DOCUMENT
GENERATION /
MANAGEMENT

Streamline teams and improve processes with document management

A high-quality document management platform helps teams keep their docs in one centralized, secure location. With compliance, security, <u>Single Sign-On</u>, and access controls, team members can ensure the documents they are sending are compliant, and RevOps leaders have control over the documents other departments are using.

Think about how your team manages documents today. If you're using something like Google Drive or OneDrive, a document management platform like PandaDoc can be helpful in creating a centralized platform for cross-functional teams.

"If you're sending and receiving documents outside of PandaDoc and you're using Google Drive, for example, that's going to introduce a lot of visibility challenges," Kristin says. "If you don't have some kind of folder structure or naming taxonomy, you can lose stuff if you create it or another person creates it. Aiming for a centralized source of truth and universal visibility is important."

Workflow automation

Performing manual tasks is tedious and leaves room for human error.

Automating repetitive tasks, such as lead scoring, quote drafting, contract reviews, and more, helps improve efficiency and accuracy. Automation also frees up valuable time for team members to focus on high-priority, revenue-driving activities like engaging with customers and prospects–crucial since, based on PandaDoc data from customers and sales pros,

77%
of buyers said that a vendor's response speed was important when selecting a software or technology.

Complex pricing and quote configuration

Sales reps need to generate accurate quotes quickly to close deals, but this becomes increasingly difficult with complex product configurations.

Consider products or services with multiple customizable options, such as choosing a computer's processor, RAM, storage, and graphics card or configuring a software subscription based on the number of users, features, and add-ons.

Manually generating quotes for so many variables can be overwhelming and potentially leave room for error. CPQ (Configure, Price, Quote) solutions simplify this process, enabling sales reps to generate accurate quotes quickly.

Document management and proposal software key features

Adding tools to an already full tech stack requires proper planning and consideration.

You want to choose tools that add the most value and work well with the systems your team is already using.

KRISTIN KEEFER

Senior Sales Operations
Manager at PandaDoc

"When evaluating a tool, you want to make sure it's not shiny-object syndrome and that there's no redundant functionality that already exists in some capacity with the tools that you already use," Kristin says. So number one is to avoid redundancy and functionality. Number two is to make sure that you have a unified strategy for the tool that you're purchasing, ensure you're actually defining the strategy and use case of the tool before you buy it."

So, what key features should you look for in high-quality document management and proposal software?

We'll explore the most important features and criteria and include a helpful checklist you can use to find the best option for your business.

Document creation and editing

RevOps teams create and manage various essential materials, including playbooks, reports, product data, quotes, contracts, invoices, training guides, and more.

Creating these documents from scratch is time-consuming and can leave room for errors, leading to costly mistakes like inconsistent messaging or incorrect pricing. RevOps teams often struggle to maintain consistency across multiple documents, especially with multiple versions and formats.
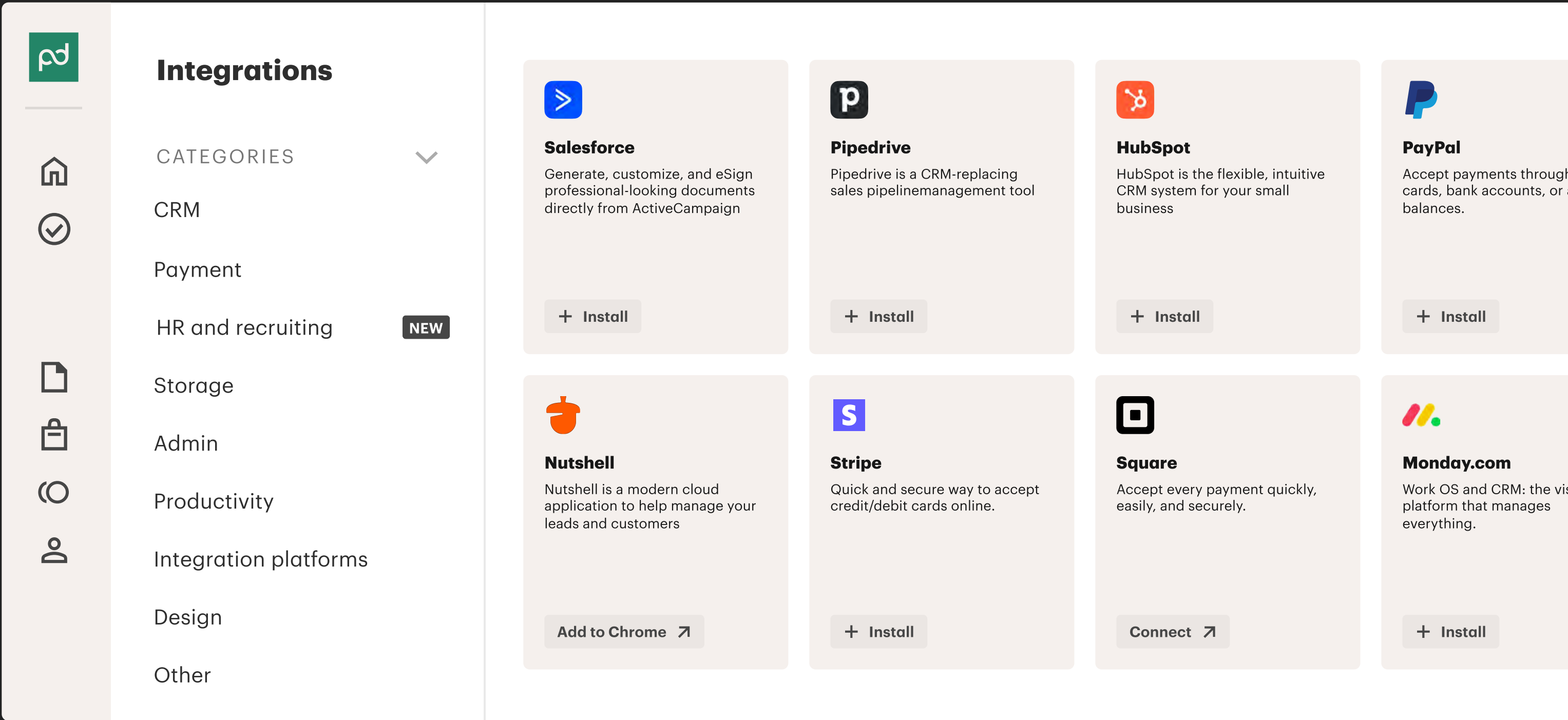
Document generation software speeds up this process and eliminates careless errors. With customizable templates, pre-designed themes, and pre-defined fields, teams ensure that every document adheres to the correct format, branding, and legal requirements.

Integrations

A new tool in your tech stack is even more valuable when it works with the platforms your team is using. That's why it's essential to choose document management software that integrates with your CRM, marketing automation platforms, sales tools, and payment processing tools.

For any software you're evaluating, find out about integrations that will benefit your team's day-to-day processes.

Integrations

CATEGORIES

CRM

Payment

HR and recruiting   NEW

Storage

Admin

Productivity

Integration platforms

Design

Other

Salesforce
Generate, customize, and eSign professional-looking documents directly from ActiveCampaign

+ Install

Pipedrive
Pipedrive is a CRM-replacing sales pipelinemanagement tool

+ Install

HubSpot
HubSpot is the flexible, intuitive CRM system for your small business

+ Install

PayPal
Accept payments through cards, bank accounts, or balances.

+ Install

Nutshell
Nutshell is a modern cloud application to help manage your leads and customers

Add to Chrome ↗

Stripe
Quick and secure way to accept credit/debit cards online.

+ Install

Square
Accept every payment quickly, easily, and securely.

Connect ↗

Monday.com
Work OS and CRM: the vis platform that manages everything.

+ Install

PandaDoc offers <u>integrations</u> with commonly used tools, including Sales and CRM tools like Salesforce, HubSpot, and Pipedrive, payment gateways like Square, Stripe, and QuickBooks Payments, and collaboration tools like Google WorkSpace, Slack, and Zapier.

API

Integrations are essential to ensuring your tools work well together, but an API takes this further by allowing software systems to communicate and share data.

Look for document management software that can pull data from your CRM to create contracts, price quotes, and proposals. This eliminates the need for manual data entry or copying and pasting customer information and pricing details, helping your team save time and ensure accuracy across documents.

You can also use API integrations to automate workflows. For example, you can configure an API to automatically notify legal or finance teams when an invoice or contract is created, streamlining the approval process.
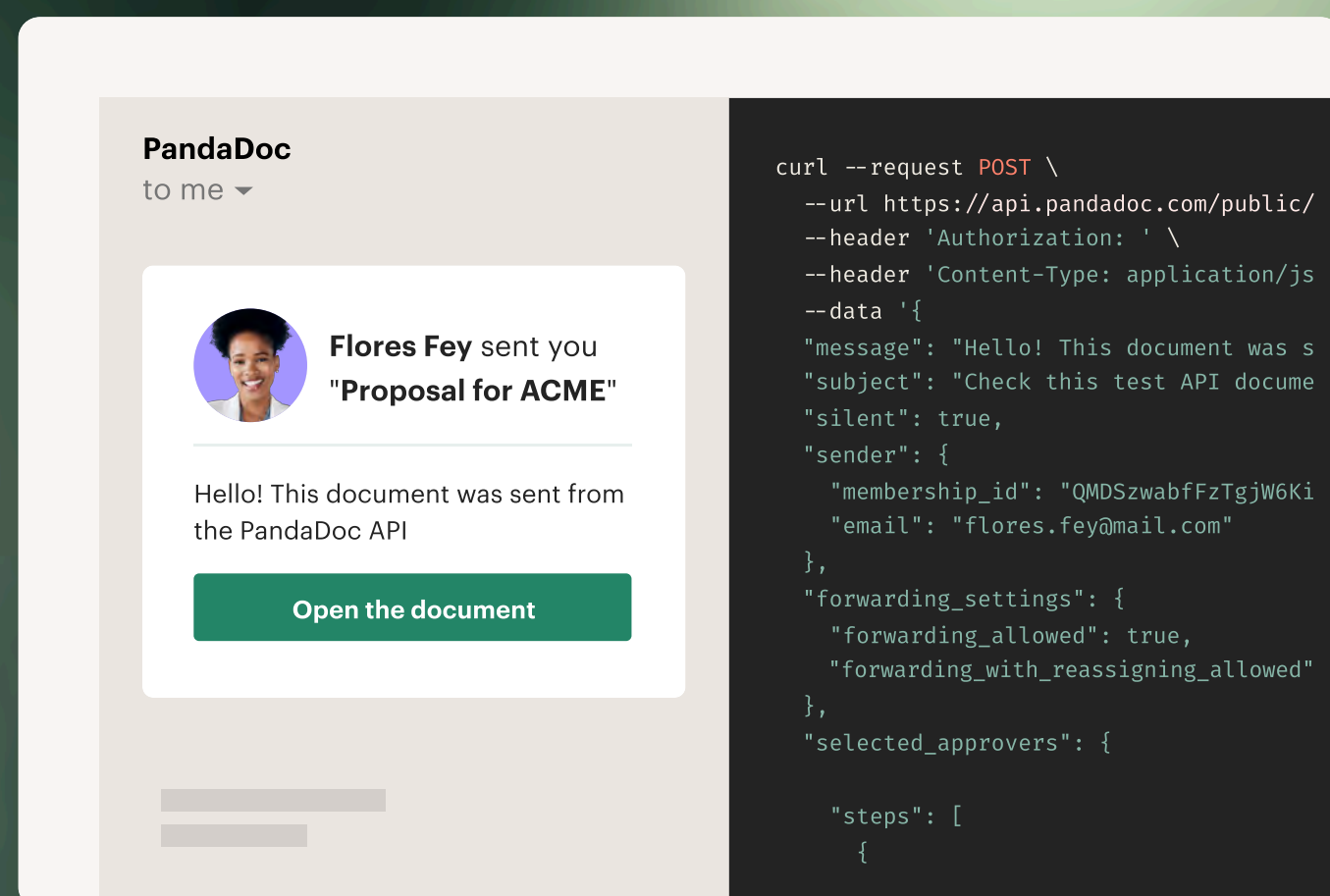
Automation and workflow management

Streamlining manual processes is a high priority for teams to eliminate errors and improve efficiency. The key is finding the right technology to help teams work smarter and faster, especially as your organization scales.

Automation helps RevOps teams quickly and accurately create, edit, manage, and approve documents, quotes, and proposals.

For example, when creating a price quote, a sales rep can use automation software to pull pricing and customer details from their CRM and fill it into a pre-made template.

Workflow management creates a set of steps for your software to make the review and approval process easier and faster.

For example, when a proposal is ready, your workflow can send it to the right teams, such as legal and finance, for approval. Once they sign off, you can set your workflow to send the proposal to the customer.

Look for document management and eSignature software with automation and workflow management capabilities.

Plutora used PandaDoc to streamline its document management process.

As a result, they experienced an

85%

error reduction impact

10%

close rate improvement

Learn More

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In summary, PandaDoc has revolutionized how we manage documents at Plutora. It's made our operations far more efficient, allowed us to close deals faster, and supported leadership through enhanced visibility and data-driven decision-making. For any sales professional looking to simplify workflows and boost productivity, I highly recommend PandaDoc"

NATHAN DAVID

Global Vice President, Sales
Strategic Accounts at Plutora

Analytics and reporting

Waiting for a signature and incessantly checking your inbox to monitor approvals or questions can be stressful. Take the guesswork out using document management software that offers tracking and analytics.

Get notifications when someone views or completes your document and track recipient actions. With tracking and analytics, you're no longer left in the dark about a document's status.

Security and compliance

RevOps teams handle contracts, price quotes, and customer data that contain confidential information. Without proper security measures, this information could be exposed, leading to data breaches, damaged customer trust, financial loss, and potential legal action.

Highly-regulated industries, like finance and healthcare, have data security and document handling regulations. Software with built-in compliance ensures teams meet these standards and avoid penalties or trust issues with clients and stakeholders.

Documents like contracts and proposals often need to meet legal requirements. Document management and eSignature software with compliance features ensure that documents follow industry regulations (such as eIDAS or ESIGN Act), protecting businesses from legal issues.

Your team must be able to create and send documents confidently, knowing that sensitive data will be protected and that they meet legal requirements. Ensure your document management software is backed by SOC 2 certification. Depending on your industry, you should also look for tools that are E-SIGN, UETA, and HIPAA compliant.

User experience and accessibility

Introducing new tools can involve a learning curve, so it's important to choose a user-friendly option that your team will find easy to adopt, regardless of their technical knowledge.

When choosing document management software, look for options that include:

AN EASY-TO-USE, INTUITIVE INTERFACE

Look for tools that are easy to navigate and include buttons and menus that enable users to find what they need quickly.

DRAG-AND-DROP FUNCTIONALITY

Creating documents is easy when users can drag and drop text, images, and other elements.

PREMADE TEMPLATES

Customizable templates speed up document creation and ensure accuracy.

MOBILE-FRIENDLY

Team members can access the tool from anywhere on any device.

Collaboration

RevOps brings together multiple cross-functional teams, so collaboration is essential. However, when multiple people need to edit, review, or approve a document, this can cause issues and delays.

To avoid bottlenecks, ensure your document management software makes it easy for team members to collaborate, whether working in-office or remotely.

A document management platform for RevOps should include collaboration features like:

VERSION CONTROL AND TRACKING

Multiple users need to be able to edit and comment. When these changes can be made in real-time, it cuts the back-and-forth in emails or Slack messages.

REAL-TIME COLLABORATION

This will enable team members to track changes and revert to previous versions.

AUDIT TRAILS

This allows activity tracking to monitor edits, views, downloads, etc.

TASK MANAGEMENT

Assign tasks and set deadlines for team members.

Since using PandaDoc to make edits and approvals faster and more efficiently, Typeform SL has experienced a

37%

error reduction impact

63%

productivity improvement

Learn More

Key criteria when choosing a solution

Adding a new tool to your tech stack isn't a one-and-done decision; it's about much more than just the features.

You also must consider the onboarding process, how easily your team can adopt the tool, the quality of customer support, pricing options, and whether it integrates well into your workflow.

Onboarding and training

As you evaluate tools and vendors, ask about onboarding and product training. Even the most robust, feature-rich tool won't help your team if users aren't equipped with the knowledge and training to use it properly.

Effective software onboarding also promotes product adoption and ensures your team can understand product features and how they integrate into their workflow.

Without proper training, your team can't use a tool to its full extent and may miss out on features that could improve productivity or performance.

Data migration

Once you've selected your software, you must transfer your existing documents and customer data to the new platform.

As you evaluate different software options, ask about data migration tools or the process of moving documents from your current system to a new one.

DATA MIGRATION TOOLS

Some eSignature and data management platforms offer built-in data migration tools to transfer documents, folders, and user data into the new system.

IMPORT AND EXPORT OPTIONS

Some platforms allow you to import and export a large number of products at a time, which is helpful for migrating your product catalog from one platform to another.

API AND INTEGRATION-BASED MIGRATION

APIs allow you to automate the migration process by pulling documents, templates, workflows, and user data from one system to another.

Evaluate how each tool migrates data. Sometimes, it may be a combination of methods, but ensure a plan is in place to avoid manual uploads or risk losing important data.

Customization and configuration

RevOps tools are not one-size-fits-all, so it's critical to understand how software can be tailored to your organization's unique needs.

Look for document management software that offers customization options like:

CUSTOM BRANDING

BRAND THEMES

PRICING TABLES

PRODUCT CATALOGS

PREBUILT, REUSABLE TEMPLATES

CUSTOMIZABLE CONTENT BLOCKS

Customization and white labeling are important features to look for, as buyers want a more personalized experience with vendors.

Based on data from PandaDoc customers and sales professionals:

86% say they expect vendors to personalize sales materials

76% of sellers agree that prospects appreciate when deals and documents are personalized

64% of sellers feel that personalization of sales docs is important to closing deals

Support and customer service

The process isn't finished once you've selected your software. The best providers offer ongoing customer support to assist users as they adopt the platform.

Ongoing support ensures teams can use the features, troubleshoot technical issues, and learn about new features or product enhancements.

Whether it's through live training, a dedicated account manager, a customer academy, or a knowledge base, ensure you have the support you need to help your team get the most out of the platform.

Pricing models

From small businesses to enterprise corporations, each organization has unique needs when seeking a software provider. Since you need budget and buy-in to acquire new tools, it's essential to understand how the pricing structure works.

A small business likely won't need all the features and enhancements as an enterprise, so why pay the same price? Look for flexible pricing models—such as subscription-based, tiered, or usage-based pricing —allowing you to scale up or down based on your needs.

A well-structured pricing model ensures that the platform can meet your organization's needs.

Access controls and permissions

RevOps teams must be able to control and modify who can and can't access specific documents and materials.

Look for a document management system that offers features like access controls, permissions, and role-based access to ensure that only authorized users have access to specific documents.

Many document management platforms allow users to manage their permissions and assign rights and user roles to determine who can view or edit documents.

For example, some people may need view-only access, while others might need editing rights.

Document management software: key features and criteria checklist

Feature	Yes / No
DOCUMENT CREATION AND EDITING	
INTEGRATIONS	
API	
AUTOMATION AND WORKFLOW MANAGEMENT	
ANALYTICS AND REPORTING	
SECURITY AND COMPLIANCE	
USER EXPERIENCE AND ACCESSIBILITY	
COLLABORATION	

Feature	Yes / No
ONBOARDING AND TRAINIG	
DATA MIGRATION	
CUSTOMIZATION AND CONFIGURATION	
SUPPORT AND CUSTOMER SERVICE	
PRICING MODELS	
ACCESS CONTROLS AND PERMISSIONS	

Document management software: a crucial component in your RevOps tech stack

RevOps teams are invaluable to driving organizational growth and efficiency. By aligning sales, marketing, and customer success teams, RevOps breaks down silos, optimizes workflows, and ensures teams focus on revenue-driving activities.

Choosing the right document management software helps teams organize important documents, automate repetitive tasks, work collaboratively, and enable sales teams to create fast, accurate proposals and quotes.

With so many options to consider, evaluate features like integrations, reporting and analytics, CPQ, workflow automation, and key criteria like access controls, pricing, and customer support.

We might be biased, but we recommend PandaDoc for all your document management and proposal needs. PandaDoc makes it easy to create professional-looking documents, generate fast, accurate quotes to boost buyer confidence and automate workflows to build more efficient processes.

Sign up for a free 14-day trial or schedule a personalized demo to experience how PandaDoc can elevate your RevOps team and your entire organization.

SIGN UP TODAY! →

PandaDoc®

RevOps Software
Buying Guide