HOTdocs™

SMB
SALES GUIDE

"Everything You Need to Successfully Sell HotDocs Advance to SMB"

SMB SALES GUIDE
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WHAT IS
THIS DOCUMENT?

This is a simple guide that will provide you with all the information you need to successfully sell HotDocs Advance to an SMB prospect.

Please read through the guide and then keep it on your desk for reference.

WHAT IS AN **SMB SALE?**

An SMB is a Small to Medium Business (or enterprise) This covers everything from a sole proprietor up to a 100-person organization.

An SMB opportunity should be a quick, uncomplicated activity that allows you to provide an excellent, value-for-money solution to a Prospect. It should not take up a lot of your time and you should see a high conversion rate. It's a win/win scenario.

- **Number of HotDocs Licenses:** Up to 100

- **Region:** North and South America, Australia

- **Typical Sales Cycle:** 3 months maximum

- **Deployment:** SaaS Only. Strictly no on-premise

- **Integrations & Customizations:** Strictly not permitted

- **Professional Services:** Not required

- **PreSales involvement:** Not required. Demo's should be delivered by the Sales executive.

- **Client request for Trials, Proof of Concept, Pilots:** Not permitted. We can offer them a 30-day evaluation of the solution. Nothing more should be required.

- **Client Go Live:** Within 48 Hours of order being completed

- **Industries:** Any industry with defined compliance and high-volume repeatable document or contract production (Legal, Banking, Etc.)

What are the Rules of Engagement?

Who can sell an SMB opportunity?

- Anyone who has completed and passed the basic HotDocs Sales training!

When is an SMB opportunity not an SMB opportunity?

- If you answer "Yes" to any of the following:
    - Do they require more than 100 licenses?
    - As an organization do they have more than 1,000 employees?
    - Do they require on premise deployment or an APC deployment?
    - Do they require any form of customization ?
    - Do they require any form of integration ?

You answered "yes" to one of those questions. Now what?

- If you did answer yes to one or more of these questions, then there's a very strong chance this will be a more complex sale. This means a longer sales cycle and a lower conversion rate. Typically, this will be an "Enterprise Sale"

- Unless you are a member of the Enterprise Sales team, you will not be able to submit an order for an Enterprise Sale.

- If you have an opportunity like this, it must be passed to a member of our dedicated Enterprise Sales Team:
    - Speak to your Team Manager who will arrange for a handover to a member of that team
    - Your initial work will not go unrewarded. We will always look to share the commission on a successfully closed opportunity.

A customization is required if the customer categorically needs changes to the User Interface, security elements (e.g. "we need a new user role that can only edit specified Work Group memberships"), or standard HotDocs process (e.g. "we want the system to send a notification email once an Interview is complete"). Customizations require a custom application to be developed to take the place of the standard HotDocs user interface.

An Integration is required whenever the customer wants to pull data from another system into the HotDocs Interview; or automatically generate documents using data from other systems without user input; or wants to carry out post document assembly actions automatically, e.g. place the assembled documents in a DMS system or send them to an eSignature system, etc. Integrations currently require a custom application to be developed to carry out these actions.

What is **HotDocs Advance?**

HotDocs Advance is a document automation and generation tool. **It is NOT:**

- o   A Document MANAGEMENT tool
- o   A Document WORKFLOW tool
- o   A Contract NEGOTIATION or LIFECYCLE MANAGEMENT tool

- **If the Prospect mentions any of the above, you need to reassess their needs, as it's highly likely HotDocs Advance will not be suitable for them without customization and or integration.**

- Remember, HotDocs Advance is the leading Document Automation and Generation tool. Prospects looking for a best of breed solution can start with us and later look to utilize and integrate with other solutions that provide some of these other capabilities.

Why Prospects need a document automation tool

- Do they have a volume of repeatable documents?

- Do they need to mitigate risks that arise due to mistakes in document production?

- Do they work within compliance-driven industries/ verticals?

If the above answer is "Yes" then a document automation tool could be of great benefit to them.

If the Prospect doesn't already have a document automation tool, how are they managing?

Regardless of vertical or specialization, the creation of recurring documents tends to follow a similar approach. These are the constant pain points and risks that you can reference to your prospects. All of these will resonate with them and all of them can be addressed with HotDocs!

Approaches & pitfalls to creating documents without a Document Automation tool:

- Find, rename and modify an old document to create a new one. High margin for costly errors, including the risk of using an already compromised document.

- Find and replace. Sometimes relying on human memory when manually changing a document.

- Errors of omission (leave important facts out of the document).

- Errors of inclusion (forget to remove some items).

- Typo errors. Shakes the readers confidence.

- Multiple people in drafting process leads to increasing costs via time and payroll.

- Using color schemes as a find and replace process. Time consuming by agreeing on what variables need changing.

- Employees using different versions of a standard document. Creates waste and makes it difficult for others to understand when covering due to no sharing mechanisms.

- Formatting styles lost.

- GDPR Compliance risk due to the inclusion of identified and identifiable data from a contaminated document in both the meta data and content.

Why HotDocs Advance is a GREAT solution for SMB

- HotDocs has a proven track record gathered over twenty years working with the largest legal and financial organizations in the world. There is no other document automation solution with this pedigree or experience.

- HotDocs is a scalable solution that can easily adapt and grow with business requirements.

- HotDocs is easy to use. If the Prospect can use Microsoft Word, they can use HotDocs Advance.

- Unlike other vendor solutions, any HotDocs Advance user can be a "Power User" The Client is free to decide who can create and use templates. There is no need for a more expensive "template creator" license.

- Upon order submission, a Client will typically be up and running within 48 hours. This means our Client can start to realize their ROI as quickly as possible.

- Competitive subscription pricing packages available including a Starter Pack for 1-5 users (See pricing).

- HotDocs can typically reduce document production time & costs by approximately 80%.

What Benefits can an SMB expect from HotDocs Advance

Typical benefits that our clients realize are listed below

- HotDocs will reduce the non-billable hours by presenting the most appropriate document first time without the need to perform non-billable research to find it.

- HotDocs will reduce the time to complete related documents by making previous answers available to be autocompleted, thus further reducing the time to complete a first draft.

- HotDocs will empower users to be more productive, by giving them the best tools to do their job in the most time-efficient manner, allowing them to focus on their job as opposed to document drafting, formatting and grammatical challenges. Your staff didn't spend years at further education centers to spend all their time drafting documents!

- HotDocs will ensure compliance with regulation and legislation by enforcing a single standard across the business, reducing the risk of reputational damage and potential fines from regulators.

- HotDocs will reduce the review time by increasing the confidence in the first draft.

- HotDocs will reduce the rework effort by increasing the accuracy of the first draft.

- With complexity and calculations built into the template, we remove the need for the user to perform complex risky calculations.

- When tendering for new business, our clients can reference HotDocs as an example of an Automation Tool to demonstrate how they have taken steps to streamline, standardize and de-risk their document generation processes for the benefit of their clients.

WHO ARE YOU
SELLING TO?

Set yourself up for success before picking up the phone with these helpful steps.

- Who are they? Google the company, find their company site and see what they do.

- Check the LinkedIn Profile for the company, have a look at their recent posts and follow the company so you can see what they post in the future.

- Who do you know in common, a reference might help open a conversation. For example, "We both know XX, I helped them with their Document Automation Project last year"

- What types of documents might they use daily? Any risk associated with errors on those types of documents?

- Where did this lead/opportunity come from?
  - o Web form – They might just be looking for a little bit more detail or pricing on HotDocs.
  - o Marketing campaign – Did they download a whitepaper? Which one?
  - o Event – Did we meet at a conference?
  - o Capterra or Software Advice – They are shopping for a solution. Make sure it is document automation and not document management or contract management.

- Why should they consider subscribing to HotDocs Advance?

- When are they planning to purchase?
  - o Now? Great! Sign them up!
  - o Later? Great! Add them to your calendar for a follow up.

- How did you close that sale? Make sure to share with your team and marketing!

Job Roles You Should Look Out For:

- Business Innovation

- Transformation Teams

- AI Specialists

- Knowledge Managers/ Librarians

- Legal Technology / Legal Innovation

- Legal Project Manager

- IT Managers

- Practice Managers

- Operations Managers

- C-Level Executives responsible for business transformation/change management/line of business systems

- Mid-Level Managers responsible for divisions/systems/documentation processes/risk/change

- Business Analysts for systems and tech

- Staff that deal with document production on a daily basis

PERSONAS

"Personas" help you understand a little more about the person you will be engaging.

The more you know about his or her world and interests, the better you can demonstrate you understand their pain and how you can make their lives better. As such, the higher your chance of successfully closing the opportunity.

Small Law

- **Roles:** Attorney, paralegal, administrator
- **Goals:** Save time, increase revenue, spend less time on routine tasks, profitably handle transactional work
- **Challenges:** Time required to create templates in the first instance.
- **Age:** 30-55
- **Income:** 60-200k
- **Education:** Degree level
- **Location:** Various
- **Principal HotDocs Benefit:** Maximizing time
- **Most Common HotDocs Use:** Frequently used legal documents

Attorneys at small firms are tight on cash and do not adopt technology quickly. They are intelligent, and often proficient with technology, but are not cutting edge. They tend to be quite traditional and like to take pride in their intelligence and experience. They are independent minded. They want to be successful attorneys but are often so busy that it is difficult to find time needed to learn new technologies like HotDocs - but when they do, they are tremendous advocates of the technology.

General Corporations

- **Roles:** Senior to mid-level managers / team leaders in legal, HR and other teams.
- **Goals:** Increasing efficiency and productivity while reducing cost.
- **Challenges:** Existing systems, IT sign off, securing budget.
- **Age:** 25-55
- **Income:** 40-100k plus
- **Principal Benefit:** Efficiency, then control
- **Most Common HotDocs Use:** Any volume document production

Within corporations, the buyer persona is generally a person who has recognized an efficiency problem in the production of frequently used documents and realizes there must be a better way. This persona will research a solution online or ask internal technology experts and will then become a champion for adopting and expanding usage of a document automation solution. They may have to fight the cause with various stakeholders and will require tangible results on time/money saved, plus document quality and accuracy. They may wish to use document automation to control non-expert usage of legal documents, or to generate efficiency and productivity and free up time.

Insurance Companies

- **Roles:** Inhouse legal, policy issuance -management and administrators
- **Goals:** Reducing risk, quick claims processing
- **Challenges:** Existing systems, resource to create templates
- **Age:** 25-55
- **Income:** 40-100k
- **Location:** Urban, unless commuting
- **Principal HotDocs Benefit:** Risk reduction
- **Most Common HotDocs Use:** Claims litigation, policy issuance

The insurance persona can either be a senior manager looking to reduce risk when issuing policies or managing claims, or a mid-level employee aiming to increase efficiency when processing documents, either as an individual or a team leader. They will have a case to prove in terms of showing how much HotDocs can help, but once using the product will become great advocates for its benefits.

How HotDocs Advance for SMB is priced:

- A simple, single SKU

- **All you need to know is the total number of HotDocs Advance users**

  - We do not differentiate between Authors and Users. The Prospect can decide how they use their solution as they see fit. Maximum flexibility that our competitors don't offer

  - No professional services or set up fee's

  - No server costs or "hidden extras"

- **Our entry level Starter Pack subscription provides up to 5 user licenses**

  - Please note that we do not sell less than 5 users. The starter pack is fantastic value for money and will allow a small company to use up to 5 user licenses without any additional cost.

- **Pricing is very attractive and less expensive than our main competitors**

What happens after an order is placed?

- Once you complete the sales opportunity as normal, an instruction is sent to our Provisioning Team. **Remember to provide:**

  - **What URL the Client wants to use.** This cannot be changed later so it's important to get this right. Format is usually, https://CUSTOMERNAME.hotdocsadvance.com

  - **The primary user name and contact email address.** This person can then log in and set up the additional users. This is the person who receives the welcome letter.

- **The Provisioning Team set up the Clients HotDocs Advance tenancy in our Azure cloud** (this is where the Client will access their HotDocs Advance application and be able to download the HotDocs Advance Author application)

- **The Provisioning Team then sends out a welcome letter to the Client, providing them with:**

  - Their unique URL

  - Their unique username and password (reset upon first log in)

  - Instructions on how to download the Author application

  - Their unique license key

  - Links to our library of "getting started" and additional training videos

  - Contact details for Technical Support

- **This process is normally completed within 48 hours of an order being successfully processed**

REFERENCES AND
SILVER BULLETS

The following should help you further develop confidence with your Prospect and success-fuly close the opportunity.

⚠ **Please remember this is sensitive information which should be used on an anecdotal basis, i.e. in conversation and not sent to Prospects and Clients in writing.**
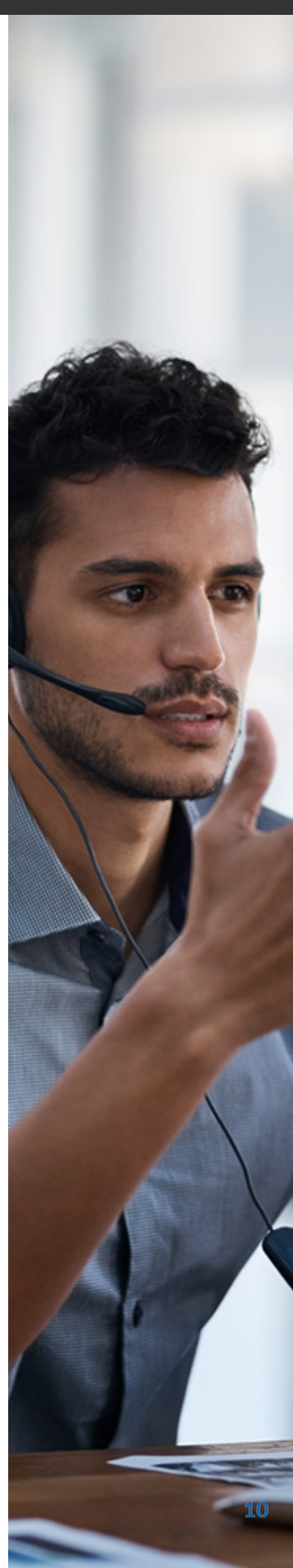
Competitors

For the SMB market, the main competitor will be Contract Express. Here are some details to be aware of:

GENERAL	HotDocs	Contract Express
Free Trial	x	x
Customer Support	x	x
30+ Years of Expertise	x	
TEMPLATE AUTHORING		
Intuitive Template Authoring Wizard	x	x
Collaborative Template Development	x	
Styles, Formatting within Output Documents	x	x
Ability to Automate Complex Documents	x	x
Sophisticated Calculations	x	x
Multi-Language Capability	x	x
Template Testing	x	x
PDF Output Documents	x	x
Automate PDF Forms (coming soon)	x	
Repeat Fields	x	x
Template Version Control	x	x
Microsoft Word Integration (authoring tool)	x	x
Easy to Create Templates with Author in Microsoft Word	x	x
TEMPLATE MANAGEMENT		
Robust APIs	x	x
Deploy Cloud	x	x
Deploy On-Premise	x	x
Centralized Template Management	x	x
User Management (Permissions, Authentication, Active Directory)	x	x
Embed Forms into Web Pages (internal and external facing)	x	x
Configuration Options	x	x
Workflow Integrations	x	x
Lock Templates to Prevent Editing	x	x
Document Storage (Online, Offline)	x	x
Publishing Capability	x	
Forward Publishing	x	
END-USER EXPERIENCE		
Browser Based User Interface	x	x
Assemble Multiple Documents Through a Single Interview	x	x
Document Preview (Test Assembly)	x	x
Document Preview (Test Assembly)	x	x

- **Contract Express pricing typically starts at $195 per user per month with no discounts for less than 25 users**
- **Our HotDocs Advance Starter Pack equates to just $25 per user per month**

Other Competitors

There are a significant number of small companies now offering document automation solutions. Almost all are limited in maturity and scope and in no way can compete with HotDocs Advance.

If we're being compared with a competitor with many employees and a high annual revenue – the prospect is probably not an SMB and needs to be passed to the Enterprise team. If it is truly an SMB, are they prepared to pay more for a document automation solution?

If HotDocs is up against a small competitor with few employees – is that the right long-term investment for them?

	Year Established	Number of Employees	Annual Revenue
Exari	1999	123	$13.1M
The Form Tool	2012	3	<$1M
Litera Microsystems (Sackett)	2001	223	$39.1M
Leaflet	2014	11-50	
Templafy	2013	151	$3.5M
ActiveDocs	1992	24	$7.6M
Docupilot	2018		
Ecrion	2002	33	$5M
PandaDocs	2011	163	$10M

If we are being compared against the following competitors, then the prospect is potentially looking for something more than an Out-of-the-box turnkey solution and you should probably pass the opportunity to the Enterprise Sales Team, by speaking to your Team Lead.

	What is their offering?
Winward Studios	BI, Data Integration, multi format outputs
Nintex	Process automation, RPA, Integration, BI

Name Drop

The following organisations all use HotDocs:

Legal	Financial Services	Real Estate / Retail	Other
Ropes & Gray LLP	Wells Fargo Bank	Ford Motor Co.	Crown Castle
New York City Law Department	Bank of America	Heineken	General Motors Co.
Faegre Baker Daniels LLP	PNC Bank	Colliers International	Chevron
Fenwick & West LLP	GE Corporate	Sony	Amgen
	EnerBank USA		