



Cloud  
Contracts  
365

# 6 steps to contract optimisation and faster sales


 Professional Services Agreement (PSA) **GENERATED**

 Non Disclosure Agreement (NDA) **UPLOADED**

 Letter of Agreement (LoA) **AWAITING SIGNATURE**

 Letter of Agreement (LoA) **AWAITING SIGNATURE**

 Master Service Agreement (MSA) **COMPLETED**

 Managed Service Agreement (MA) **UPCOMING RENEWAL**

 Statement of Work (SoW) **EXPIRED**



**Hi I'm Kim,**

**Founder and  
owner of  
Cloud Contracts 365.**



**Having spent over 15 years  
specialising in commercial law for  
technology businesses with my law  
firm 'Law 365'.**

**My mission is to democratise legal for businesses in the  
industry and give every business access to the support they  
need without costly lawyers or long wait times.**

**You probably downloaded this because you're fed up with legal slowing up your  
sales process and eating a hole in your profits, or not having any legal support  
and you have an underlying concern of the risk in your contract process.**

**That's why I started this business and that's why I wrote this book.**

**These 6 steps will help you craft the ultimate contracting process to turn what  
used to be a blocker, into a tool to speed up sales and do more deals in your  
business.**

**Contract management for  
tech businesses isn't part  
of what we do...**

**It's the only thing we do!**

## Follow these 6 easy steps:



# 1

### Send your NDA first

Sending your own Non-Disclosure Agreement (NDA) to a client right from the start of the sales process is smart for a few reasons.

Firstly, it shows you're serious about keeping things confidential, which makes you look more professional and trustworthy.

Secondly, it speeds things up because you're not waiting around for the client to send their NDA. And finally, it's important to know exactly what you're agreeing to, so using your own NDA lets you understand and manage any risks involved in the contract.

Taking charge of the NDA is a clear signal that you care about keeping information safe, getting things done efficiently, and knowing what you're getting into.

# 2

### Sales and marketing

Sending your proposal documents separately from your terms and conditions is crucial for clarity and legal protection.

Combining them into a single document can create confusion and unintended legal obligations. By keeping them separate, you ensure that your proposals if they contain marketing materials remain informational and promotional and act as a quote only and subject to the terms and conditions if the client wishes to proceed.

Sending them alongside your terms and conditions risks turning any marketing hyperbole or promises from your proposal document into legally binding obligations. This separation not only maintains clarity for your clients but also safeguards your business from potential legal entanglements.

It's a simple but important step to ensure that your communications accurately reflect your intentions and protect your legal interests.

Marketing

Contracts

# 3

## The correct contract type

Sending the right contract type, such as a Master Services Agreement (MSA), is key to streamlining your business processes and maximising efficiency.

An MSA offers versatility, allowing you to cross-sell various services, whether it's professional services or managed services, hardware or third party licenses, under a single agreement.

By consolidating multiple services into one contract, you reduce the administrative burden of managing numerous contracts and signatures. This not only saves time but also simplifies the negotiation process and enhances client relationships by providing a cohesive and comprehensive framework for future engagements.

Embracing an MSA approach enables you to adapt to evolving client needs while minimising complexity and maximising the potential for business growth.

Having tech industry-specific contract terms is crucial because generic contracts often miss the unique challenges of the tech sector, like protecting against delivery issues, intellectual property and data security.

Copying terms from other businesses can introduce risks, as they may not address the specific needs and regulations of tech operations and likely won't fit your business needs. Tailored contracts ensure compliance and protect your business from potential pitfalls.



# 4

## Negotiate and review for clarity and protection

Negotiating and reviewing your customer's terms and conditions (should they not accept your terms) is a critical step that demands attention from both legal and commercial perspectives. From a legal standpoint, thorough review ensures compliance with laws and regulations, mitigates risks, and protects your business interests.

It's essential to scrutinise terms and conditions to identify potential liabilities, ambiguities, or unfavourable clauses that could lead to legal disputes down the line. Simultaneously, from a commercial viewpoint, reviewing contracts ensures alignment with business objectives, pricing structures, and service delivery expectations.

It's not just about legality but also about ensuring that the contract reflects the intended commercial relationship accurately. Caution is particularly warranted when using legal phrases like "Time is of the essence," as they carry significant legal implications and should only be employed when absolutely necessary and fully understood.

Balancing legal scrutiny with commercial viability is key to crafting contracts that safeguard your interests while fostering mutually beneficial partnerships.



# 5

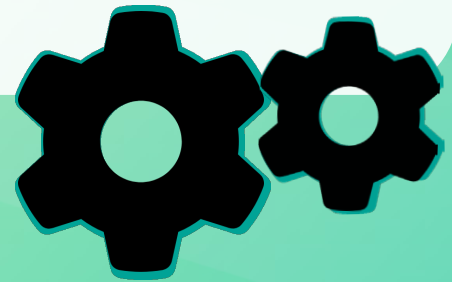
## **SOW or order form for each set of works**

Sending Statements of Work (SOWs) or order forms separately for each piece of work offers significant advantages in contract management and efficiency.

By decoupling these documents from the main contract, you streamline the review and signing process, as the main contract only needs to be reviewed and signed once, while SOWs or order forms can be adjusted and executed as needed for each specific project or piece of work.

This approach reduces administrative burden and accelerates the commencement of individual projects, as clients and stakeholders can swiftly approve and implement new work without revisiting the entire contract.

Additionally, it provides flexibility to adapt to changing project scopes or requirements without the need for extensive renegotiation of the main contract. Separating SOWs or order forms ensures clarity and ease of management, enhancing overall contract efficiency and client satisfaction.



# 6

## **Remember those renewals!**

Having renewal reminders for the company sales teams is crucial for maintaining customer relationships and maximising revenue opportunities.

These reminders prompt proactive engagement with clients before their contracts expire, ensuring seamless renewals and mitigating the risk of churn. Additionally, they provide an opportunity to initiate discussions about potential price increases or adjustments well in advance of renewal dates. By having these conversations early, sales teams can articulate the value proposition effectively, address any concerns, and negotiate terms that are mutually beneficial for both parties.

This proactive approach not only fosters transparency and trust but also minimises the likelihood of unexpected price changes catching clients off guard. Renewal reminders empower sales teams to strategically manage customer renewals, drive revenue growth, and strengthen long-term partnerships with clients.



Contract management systems are a great way to implement these steps and streamline the process in one single platform and at [Cloud Contracts 365](#) we do this specifically for technology businesses.

Alternatively upload your own templates and make use of our Companies House API and easy to use wizard.

Our '[Contract Builder](#)' gives you access to over £40k of industry specific templates, integrated with our intuitive wizard to pick the terms right for you.

The '[Contract Reviewer](#)' tool allows you to quickly and easily review incoming contracts for risks to vastly speed up negotiations.

And our '[Contract Manager](#)' stores all your contracts in one place, with unlimited renewal reminders and built in e-signature functionality at no extra cost.

## Next steps?

### Book a free demo

Book yourself a 30 minute slot with us to see how we can help you transform your contracting process to speed up sales.

### Or try it for FREE!

Visit our website to start your 30 day free trial today. Test out each module for yourself as you build, review, sign and manage your contracts all in one place.



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