smartContract

AN EBOOK FOR SALES LEADERS

Why revenue becomes unpredictable after the customer says Yes

smartContract AI: contract analysis for sales leaders

How smartContract AI turns stalled contract processes into revenue visibility your team can act on.

01 THE CHALLENGE

The customer said Yes. So why isn’t the revenue here yet?

A customer has agreed to move forward. The opportunity is marked committed, and the revenue is already in the forecast. But legal is still reviewing changes, approvals are moving between stakeholders, and the account executive is chasing updates with no clear answer on what’s causing the delay.

Meanwhile, leadership wants forecast certainty, finance is planning around expected revenue, and the close date gets closer by the day.

For most sales leaders, none of this is unusual. It’s the everyday cost of critical information buried in contracts, approvals, and negotiation cycles — information your team needs but can’t access quickly enough to maintain momentum.

IN THIS EBOOK

- The contract challenges sales teams face after agreement
- What happens when deal momentum disappears
- How smartContract AI closes the visibility gap
- What it costs to keep waiting

02 THE QUESTIONS

The questions behind every stalled deal

Most revenue delays start as a simple business question, and the answer almost always exists somewhere. The real problem is reaching it quickly enough to act. Across revenue-generating teams, those questions sound like this:

SALES LEADERSHIP
“Why is this committed deal still not signed?”

ACCOUNT EXECUTIVE
“Who is currently reviewing the contract?”

REVENUE OPERATIONS
“Can we still trust the forecasted close date?”

FINANCE
“When will this revenue actually be recognised?”

EXECUTIVE LEADERSHIP
“What is preventing this deal from closing?”

> **Key takeaway:** The information usually exists. The challenge is reaching it quickly enough to make the decision.

03 THE HIDDEN COST

The hidden cost of losing deal momentum

You may have won the opportunity, but you're still responsible for getting the revenue across the finish line. When contract progress isn't visible, it doesn't stay a sales issue. It shows up in forecasts, planning discussions, and revenue performance across the business. For sales leaders, the impact is immediate, and it's threefold:

FINANCIAL

Revenue slips into future quarters, forecast accuracy declines, and expected growth becomes harder to hit.

OPERATIONAL

Teams spend more time chasing updates, coordinating reviews, and managing delays instead of building pipeline and closing.

STRATEGIC

Leadership confidence weakens, resource planning gets harder, and decisions rely on assumptions rather than visibility.

Why does this keep happening? Not because of how many deals you're managing, but because of how little visibility exists in the final stages of the contract process — approval bottlenecks hidden inside review cycles, negotiations spread across multiple stakeholders, and critical updates buried across emails, systems, and conversations, with no single source of truth.

> **Key takeaway:** Lost momentum doesn't stay a sales problem. Poor visibility quickly becomes a problem for revenue, forecasting, and growth.

04 THE SOLUTION

How smartContract AI restores deal visibility

For a sales leader, the point of AI isn't faster contract review in the abstract — it's answers before revenue slips, before forecast confidence drops, and before customer momentum disappears. Traditional processes make teams chase updates across emails, meetings, and stakeholders. **smartContract AI** surfaces the information the moment the question comes up.

ANSWERS AT THE MOMENTS THAT MATTER TO SALES

Before a deal slips — identifies stalled contracts and approval bottlenecks before close dates are affected.

Before forecast risk rises — gives visibility into contract status, ownership, and progress before uncertainty reaches leadership.

Before momentum disappears — alerts the team when action is needed to keep a deal moving toward signature and recognition.

BUILT FOR SALES, NOT JUST LEGAL

Answers, not status hunting — ask smartContract AI a plain-language question and get a clear answer with context, instead of chasing updates across people and systems.

Monitoring that runs on its own — approvals, contract stages, delays, and risks tracked automatically across the pipeline.

Connected to your CRM and revenue stack — puts contract activity alongside forecasting and pipeline in your CRM (Salesforce, HubSpot) — not in an isolated legal repository.

FROM CHASING STATUS TO CLOSING DEALS

Instead of chasing updates across people and systems, your team gets the answer the moment the question comes up — faster signatures, stronger forecast confidence, and less revenue at risk. In Salesforce's 2026 research, teams using AI were far more likely to grow revenue than those without it.

Key takeaway: smartContract AI helps sales spend less time chasing status and more time keeping deals moving — protecting both momentum and the forecast.

05 THE COST OF WAITING

The cost of delaying

Doing nothing feels safe. It isn't. Every quarter, manual follow-ups and fragmented visibility compound the problem: revenue slips into future quarters, forecast confidence declines, customer engagement weakens, and reps spend more time searching for answers than advancing deals. And the market isn't standing still.

83% of sales teams using AI saw revenue growth this year — versus 66% of teams that don't. Meanwhile, 57% of sales professionals say their cycles are getting longer.

Gartner predicts that by 2029, around 50% of contract reviews will be handled by self-service systems. Teams that stay on manual visibility face a widening gap — not just in efficiency, but in revenue predictability. As buying processes involve more stakeholders, the activity that needs active visibility quickly exceeds what teams can track by hand.

Key takeaway: Delay isn't neutral. The cost of lost momentum compounds every quarter — and the competitive gap widens while you wait.

06 GET STARTED

Move deals forward with smartContract CLM

Contract delays don't start in sales, and they don't end there — they affect legal, finance, operations, revenue teams, and leadership. The fastest way to see what smartContract AI changes is to point it at the deals you already have in motion — and watch it track the approvals, stages, and risks you'd otherwise spend hours chasing.

SEE IT WORK IN THREE STEPS

1

Point it at your deals

Connect the agreements in flight — MSAs, order forms, renewals — alongside the pipeline you already manage, with no lengthy setup.

2

Ask in plain language

Type a question like "Which committed deals are stuck in review?" and get the answer with its source and owner.

3

Act before the deal slips

See what's blocking signature, nudge the right stakeholder, and move it before the close date passes.

WHAT CHANGES FOR YOUR TEAM

Forecasts you can trust

Real visibility into contract status, so a committed deal actually means committed.

Faster time to signature

Clear bottlenecks and chase the right person — not everyone — to hold momentum.

Less risk to revenue

Approvals, stages, and renewals tracked automatically across the whole pipeline.

Keep every committed deal moving.

Less time chasing status — more time closing and protecting the forecast.

Turn to the last page to see the teams that trust smartContract — and book your demo →

KNOW MORE ABOUT SMARTCONTRACT

Trusted by revenue and contracting teams worldwide

From global enterprises to fast-scaling organisations, sales, revenue operations, finance, and legal teams rely on smartContract to keep deals moving and forecasts honest.

51+	98%	4.8/5	88%
ORGANISATIONS SERVED	WOULD RECOMMEND	OVERALL RATING	FIVE-STAR REVIEWS

Schedule a demo today

www.smartcontractclm.com

Sources: 1,2. Salesforce, State of Sales, 2026 (7th edition) — among teams using AI, 83% saw revenue growth this year versus 66% of teams without it; 57% of sales professionals report lengthening sales cycles. 3. World Commerce & Contracting (WorldCC) — organisations lose up to ~9% of annual revenue through poor contract management. 4. Gartner — by 2029, ~50% of contract reviews handled by self-service systems (Gartner General Counsel survey, October 2025). 5. Gartner Peer Insights — reviews are the subjective opinions of individual end users and do not represent the views of Gartner or its affiliates.