**Email #1**
**Topic: Checklist**
**Subject Line: Don’t let the contract get in the way of the deal**
**Preview:**

**Image:**

**Copy:** Sales wants contracts signed as quickly as possible. Legal wants to protect the business.

But both teams are worried about risk—the risk of losing momentum in deals.

Legal checkpoints are in place for a good reason, but they don’t have to slow your process. Follow these five steps to build trust, speed up deals, and get legal on your side:

1. Help your legal team understand the product 🧠
2. Set up regular one-on-ones with in-house counsel 🤝
3. Identify which clauses your legal team is always going to flag 🚩
4. Make sure your CRM integrates with their CLM 💭
5. Create a cross-departmental intake process 📥
6. Bonus: Be nice to your legal team 💕

Download the full checklist below for free.

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**Email #2**
**Topic: Outreach Case Study**
**Subject Line:**
**Preview:**

**Image:**

**Copy:** *“Our contracts were nowhere and everywhere all at once.”*

This is what Sam Lee, Director of Legal at Outreach, told us about their contract management process before Lexion. No, he’s not referring to the award-winning movie but our award-winning AI certainly helps Outreach stay organized.

Sam’s not alone. It’s a problem we’ve heard many times from customers and prospects. Contracts typically live in separate systems or, let’s be honest, hidden in the email inbox of a signer who we pray is authorized to sign.

Now that Outreach uses Lexion to store and navigate their tens of thousands of contracts, they're able to spend less time lost in the legal multiverse. Plus, their team is:

- Saving 5-10 hours/week fielding requests and tracking down contracts
- Cutting the time to create a report in half (thanks to AI-driven search)
- Implementing a single source of truth across departments

Kudos to Sam for having the forethought, initiative, persuasion, and PM skills to get buy-in and invest in scale (aka Lexion).

You can read his whole story here.

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**Email #1**
**Topic: Sales Metrics E-Book**
**Subject Line:**
**Preview:**

**Image:**

**Copy:**

One of the questions we hear all the time about the relationship between sales and legal is about urgency.

Duncan, an account executive, asked, “How can sales communicate the urgency of a contract to legal effectively? I feel like you can end up in a boy-who-cried-wolf scenario where you actually have something that is super urgent, and it's hard to communicate that.”

When sales and legal teams work together, prioritization can be tricky.

Krysta Johnson, our Sr Manager of Legal Ops, recommends aligning on priorities early. This might be done through a simple Slack message, regular 1:1s, or a detailed end-of-deal checklist. Whatever keeps your teams aligned on business goals.

Read more of Krysta's strategies for closing deals faster in this ebook:

(And follow her on LinkedIn if you want to get inside the mind of your legal ops team—she’s hilarious.)

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**Email #4**
**Topic: Contract Negotiations Webinar**
**Subject Line:** Sales Vs. Legal — Who calls the shots?
**Preview:** Learn how to speed up your deals

**Image:**

**Copy:**

If you ever feel like the deal negotiation process is happening in the dark, you’re not alone.

Bottlenecks between Sales and Legal are common, but avoidable — that is, once each team is primed with the knowledge of prioritization.

You can speed up your deals by:

- Identifying which pains in contract negotiations impact revenue generation
- Investing in tools and tech to simplify the process
- Improving collaboration and communication between legal and sales

Check out our webinar on easier contract negotiations here.

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**Email #5**
**Topic:** Close Deals Faster Webinar
**Subject Line:** Make Hard Decisions
ALT: 1. Call the big shots, one deal at a time
2. Stay out of the legal black hole
3. Sales Vs. Legal - Let's Squash the Rivalry
**Preview:** Get Legal On Your Side

**Image:**

**Copy:**

Who should be calling the shots on which deals take priority with legal teams?

Sales leaders.

If you feel like deals are getting stuck in a legal black hole, it might be because you're not communicating well. Sales leaders should step up and utilize their skills to help direct the process.

Being a leader means making hard decisions and setting priorities — Say it with us: if everything's a priority, nothing's a priority. 👏

Jessica Nguyen, our Chief Legal Officer, hosted a chat with seasoned sales pro, Dale Zwizinski, to talk about this tension between their teams. There's hazing, laughter, and great advice.

Watch their conversation here.

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**Email #6**
**Topic: Maximizing Ops Webinar**
**Subject Line: WTF is RevOps?**
**ALTs:** 1. 'RevOps' your way to the top
2. Can there be good ROI without good RevOps?
3. Smooth waters ahead
**Preview: How to Maximize Operations**

**Image:**

**Copy:**

Close your eyes.

Imagine a day where a deal gone rogue *doesn't* send you into panic mode.

The process is optimized, undelayed, and smooth.

This can be your team's reality—with the right operations team in place!

Lexion's own Head of Legal Ops (Krysta Johnson) works very closely with our RevOps team, because *that's* the key to driving real growth. If operations, sales, and legal can work harmoniously, you'll achieve real results for your organization.

Watch Krysta's's recent conversation with Mollie Bodensteiner (Global RevOps Leader at Deel) where they talked about:

1. Setting common targets between departments
2. Determining best practices for operational efficiency
3. Leaning on leadership to set priorities correctly

[Button] Watch the recording

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**Email #7**
**Topic: Salesforce Integration**
**Subject Line: Salesforce x Lexion**
**Preview: The Dynamic Duo of Deals**

**Image:**

**Copy:**

Quick deals don't happen on their own. Teamwork makes the ~~dream~~ deal work.

(We'd buy that T-shirt.)

If there's one thing we know, it's that the more seamlessly your tools work together, the more valuable they become.

Take Salesforce for example: the CRM most sales teams trust to get deals across the finish line. At Lexion, our Salesforce integration:

- Makes it easy to submit requests and generate contracts from inside Salesforce
- Provides visibility into contract status and other next steps
- Minimizes duplicate data entry by syncing key deal details between your CRM and CLM
- Automatically uploads the latest agreement from Lexion to Salesforce
- Unlocks your Lexion data for reporting inside Salesforce

One easy-to-implement integration—and the power to do more deals, faster.

Find our integration on the Salesforce AppExchange, or see the integration in action—and learn more about everything the integration makes possible—in this video.

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**Email #8**
**Topic: Instant Contracts**
**Subject Line:** Not just fast, but instant
**Preview:** Instant contracts with less waiting on legal

**Image:**

**Copy:**

Contracts ready-made at the snap of a finger? It's not just a fairytale.

Having to tag in legal for each and every contract can add up to lots of wasted time—especially for everyday templated agreements like NDAs. Lexion's Instant Contracts are here to get you that time back.

Lexion can instantly generate and send simple contracts for signature from legal-approved templates with a click.

For your team, it means more quickly putting agreements in the hands of prospects without waiting in line for legal.

For legal, it means time to focus on the contracts that *actually need* their attention. It's a legal and sales team win-win (but who's keeping score?)!

Cut time without cutting corners and get right to the good stuff: closing that well-deserved deal.

Check out our Instant Contract walkthrough video here.

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**Email #9**
**Topic: Slack & Teams Integration**
**Subject Line: *Ping, ping, ping***
**Preview: Want contract answers? There's a bot for that**

**Image:** 


**Copy:**

Slack from sales: Do we have an NDA with so-and-so?

*Radio silence*

Some stakeholders (especially in legal) can be harder to get a hold of than others, but that shouldn't mean you have to sit in the dark when it comes to a contract question.

What's a dealmaker like you to do? Ask a bot.

Lexion's powerful Slack & Teams bots connect directly to Lexion's Repository, so you can get answers to your contract-related questions without having to wait for a human response from Richard in legal.

No more toe tapping or waiting games, and no need to ping Richard. Just ask the bot about that contract with what's-their-face, and it'll track down the information you need in seconds. (We're sure that Richard will appreciate it, too.)

See what Lexion's [Slack] and [Microsoft Teams] bots can do for your business.

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****NOT APPROVED BY CUSTOMER****
**Email #10**
**Topic: Lacework Case Study**
**Subject Line: "Just circling back per my last message!"**

**Preview: Fix Sales & Legal comms from the inside out**

**Image:**

**Copy:**

One a scale from one to dread, how much do you love pinging Legal reminders about forgotten tasks? (We're guessing dread.)

Inevitably, your Legal team is always busy, and certain tasks will fall through the cracks. The creators of Lexion noticed this all too often, and wanted to bridge the gap between sales and legal once and for all.

Lacework, a cloud-security company, had their legal team implement Lexion as their all-in-one legal tool so that their internal communications were more organized, searchable, and so that more stakeholders had a birds eye view into each other's busy days. Automatic notifications about upcoming vital dates aided in fixing the pain points from the inside of the team, out.

Lauren McHugh (Associate Contracts Manager) told us, "I think the biggest result that comes from using Lexion is just simplicity. It really helps take any complication out of navigating between various tools to complete a request. We're not duplicating work anymore and we're not missing tasks."

Legal could get automatic notifications about renewals? Sounds like less "circling back" Slack pings for you.

Sales leaders: check out our case study showing what Lexion did for Lacework (and what it can do for your business) here.