DocupletionForms

How to Explain This to Clients in One Sentence
Integrator Copy/Paste Cheat Sheet

General (Default)

"We use a lightweight intake and document engine that handles conditional logic and PDF generation before automation runs."

SMBs / Solo Clients ($15/month)

"It's a small $15/month component that keeps your intake and documents clean before data moves into your systems."

Teams / Departments ($87/month)

"This gives your team a shared intake and document workflow so multiple staff can work without breaking the process."

Zapier-Specific

"Zapier moves the data; this decides what data should exist before automation happens."

Legal / Compliance

"This ensures we collect the right information and generate the correct documents before anything is filed or routed."

Nonprofit / Education

"It standardizes intake and document handling so staff and volunteers follow the same workflow every time."

IT / Operations

"It's middleware that removes edge-case logic from automation so workflows are easier to maintain."

Objection: "Can't Zapier do this?"

"Zapier connects data well — this handles decisions and documents Zapier isn't designed to manage."

Objection: "Why another tool?"

"It replaces custom scripts and manual fixes, keeping the stack simpler over time."

Integrator Authority Close

"This is standard infrastructure we include to keep workflows stable as you grow."

How to Use This

• Say one sentence, then stop talking.
• Treat it like infrastructure, not a feature.
• If asked for more detail, explain after agreement.