

# 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 (\$67/month)

“It’s a small \$67/month component that keeps your intake and documents clean before data moves into your systems.”

## Teams / Departments (\$497/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.