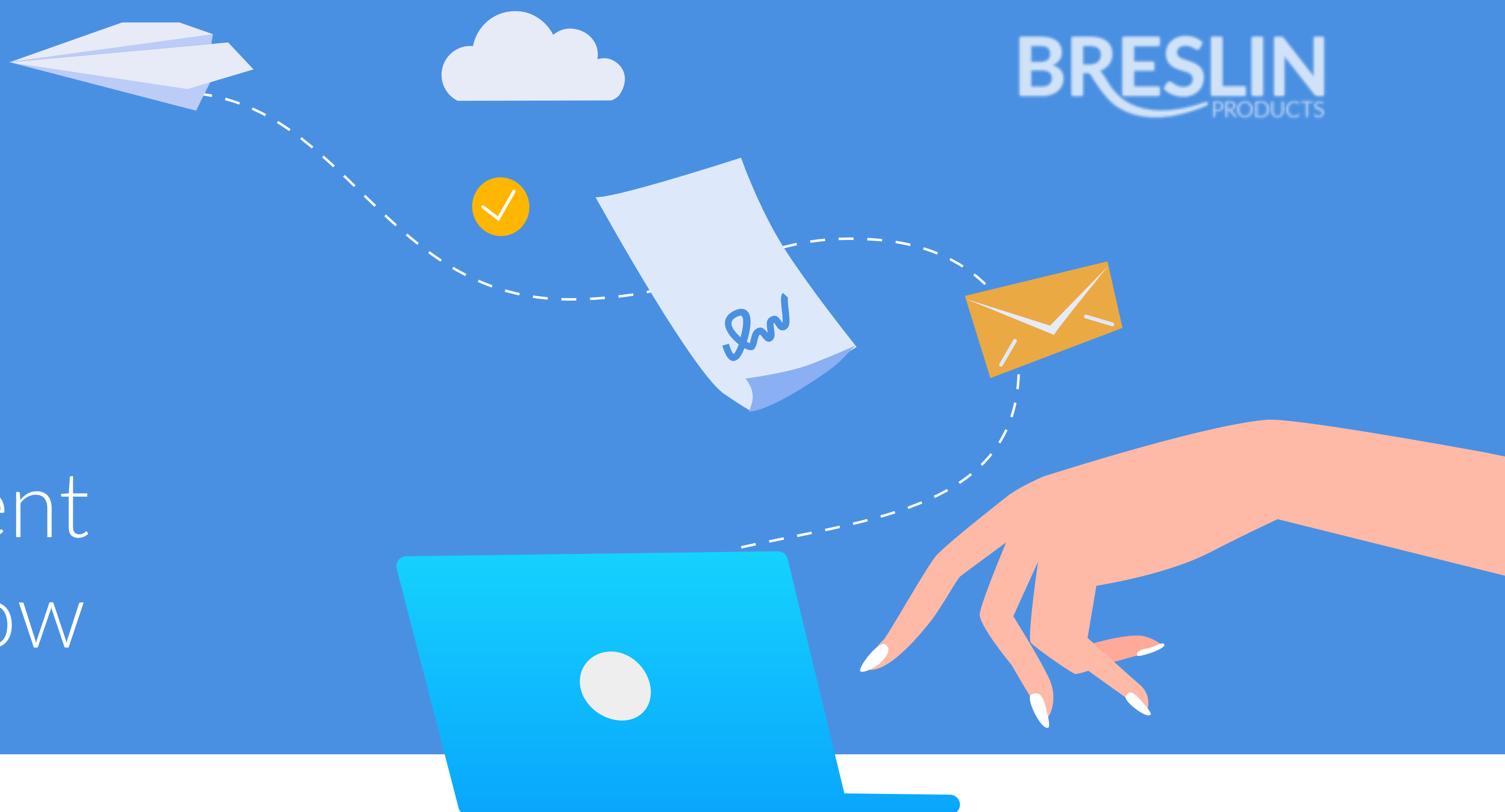




Beauty educators going online: Elegant management with digital workflow



CLIENT PROFILE

The founders of Breslin Products, LLC, a Las Vegas based company, are also the authors of the popular [Million Dollar Stylist](#) and [Lace Wig Training Center](#) project

TYPE OF BUSINESS

Online educational training and live events for beauty professionals

GEOGRAPHY OF OPERATIONS

Online and live events across the US

HOW THE PROBLEM WAS SOLVED:

Several years ago Breslin Products conducted online research that analyzed several popular alternatives in the market of e-signatures and eventually opted to go with SignNow.

“ We immediately loved what we saw! Once we picked SignNow, it always worked perfectly for us.

PROBLEM/CHALLENGE

When organizing various webinars and other online events, managing a workflow using a traditional paper-based model can be inappropriate and excessive. Your workflow should fit in with the modern trend of doing nearly everything online - learning, working, shopping, etc.

When participant attendance of your events reaches the levels measured in dozens and then hundreds - managing registration lists and signing multiple agreements on paper becomes an impossible task. Managing these processes with paper-based methods runs the constant risk of losing a document or a signature field going unsigned.

Jessica Hammock
Customer Service Manager



In which situations does Breslin Products use SignNow?

PARTICIPANT REGISTRATION

All future guests receive a signing link. Once they click the link, they're able to immediately fill out the form and send it back. On their side, Breslin Products collects all forms to finalize their list of participants. Since filling in forms can be done on any internet-connected device (even when offline), many potential participants are able to sign up while on the go. This helps ensure that potential attendees do not miss registration deadlines and indirectly increases the number of participants for each event of Breslin Products.

“ I am using templates constantly, and I absolutely love how easy participation registration is. You upload a document, you turn it into a template – and you can send it to as large a group of people as you need, it's amazingly fast.

ARCHIVING OF RECORDS FOR LATER USE

E-signing alone, without a convenient document management system and a secure private cloud to save the signed documents in, does not make much sense. SignNow offers all of the above – e-signatures, document management and a cloud storage.

Online educators were certainly among the pioneers of the Going Paperless movement. Today, more and more businesses are switching to digital document management with e-signing capabilities, no matter what lies at the core of their operations.

E-SIGNED AGREEMENTS FOR EVERY PARTICIPANT

Switching from emailing PDFs for signing to e-signatures turned out to make the entire process far more efficient from the very beginning:

“ We need everything around us to be light and mobile and we really like to keep everything in the cloud. Many of our clients have never signed documents electronically before registering for our live event. Still, even for such clients, e-signing turned out to be super easy.

BULK SENDING DOCUMENTS MADE FROM TEMPLATES

Having templates for the most frequently used document types proved to be especially handy. At some point in event management, you realize that the workflow is standard and repetitive. The same applies to the types of documents in circulation.

“ What I like most is that I can easily find anything I need. And it does not matter how old the document is – it can be from last week or from last year! In a fast-moving industry like ours, you have to be really efficient and well-organized. And this is exactly what we get with SignNow.