

# Perfect Pitch Documents Every Time

With an ever-increasing number of pitch documents being created, law firms need to be able to produce concise, well-structured and clearly articulated pitch content quickly and easily.

Making use of Microsoft Office, PitchPerfect automates the creation of high-quality branded and consistent pitch documents.



# Key features and benefits

## Create design quality proposal documents quickly and easily

Save time and allow more focus on creating a tailored pitch. Increase the marketing team's value by transforming them from being document assemblers to strategic thinkers. Differentiate your firm with 'best in class' documents.

## Customisable tracking and analysis against active and historic pitches

Understand areas to adapt for best practice to help improve pitch positioning. Analyse win rates by region, practice, sector or fee earner. Strategically review performance and profitability to help determine the likelihood of success.

## A variety of pitch templates built uniquely to your firm's branding

Ensure firm wide consistency across all regions and offices strengthening both global and localised branding. Retain and apply formatting and styles for all your content which can be maintained and updated internally.

## Works directly in MS Word and PowerPoint

Familiar and easy to use by the business development teams but also by fee earners and secretaries. Flexibility and as easy to use as any other Word or PowerPoint document, reducing training time and resistance.

## A centralised content management system in MS SharePoint or O365

Ensure content is always up-to date and approved, preventing silos and inconsistent information.

## Synchronise with other content systems

Avoid duplication of effort. Maintain content in the most appropriate system such as CRM, websites and experience management systems. Structure and tag all content including experience, capabilities, quotes, images and biographies.

## Logic-based, configurable searching of all content

Refine searches to ensure most relevant content can be easily found. Manage large volumes of diverse content including text, images, graphics and PDFs. Respond quickly to RFPs.

## Accessible by any user, anywhere

Facilitate collaborative and agile working. Enable fee earners and key people to access content and documents at crucial times and ensure only current and approved information is used.

## Assign tasks and deadlines

Seamlessly collaborate across departments and offices to ensure efficient production of pitches. Keep track of responsibilities and deadlines. Manage and review all tasks in one place.