PitchPerfect®

Better pitch creation

Create design-quality pitch documents
in minutes, using Microsoft Word

enable

We believe all business is about people

Everything we do starts with the consideration of people. That's why we work the way we do.

For our people, we have an open listening policy. Everyone is welcome to present ideas. Ideas for our products, ideas for our environment, ideas to help us succeed as individuals.

For the people who work with us, we encourage open feedback. We listen to their ideas. We listen to their concerns. We listen to their problems. Then, we build solutions.

By doing this, we create excellence.

Liam Flanagan
CEO

As the founder and CEO of Enable, Liam embodies our beliefs and promotes a collaborative, people-focussed environment. With over 20 years' experience in legal technology, he knows how to turn challenges into ideas, and ideas into solutions.

enable

"

PitchPerfect is so user-friendly, we saw immediate adoption across our global offices. For the first time, we are all using one system to produce documents that are consistent in content and branding."

Christine Jung
Associate Director of Communications, Operations
Baker Botts

The PitchPerfect Story

In an increasingly competitive business world, we are seeing a rise in 'pitching culture'. Traditionally, the creation of pitch documents has been led by business development and marketing teams. Using Microsoft Word and PowerPoint, and gathering content from dispersed and disjointed sources, the process is often inefficient and more time-consuming than it needs to be.

We identified the most common issues, from speaking to people in similar positions, which led us to develop PitchPerfect.

What challenges are most firms facing?

- Creating a pitch document which is 'on brand' and consistent in terms of content and voice, is time consuming and can require the involvement of a dedicated team.

- Too much time is spent getting the basics right, leaving little time for the unique aspects of the proposal which enables firms to stand out from the competition. This can be the difference between win or lose.

- To keep up with the high demand, many firms rely on re-using old pitches as a starting point for new ones. This can mean out-of-date information is included in the document.

- Content, which should be consistent and regularly updated, is inconsistent, hard to find and often resides in multiple places. Copying and pasting is used to pull content into one document, creating formatting issues, adding more time and frustration to the process.

- Traditional proposal generating software used web-based forms to build the document. The user only gets sight of the document at the end of this process, when it then requires a lot of remedial changes to formatting and content. This restricts the number of users that can have access to the software without in depth training.

- With traditional products, the process finishes once the proposal is generated; adding new content into the proposal using the software can be cumbersome; the focus is on generating content and not on an easy to use output document.

enable

About PitchPerfect

A familiar interface

We like to keep everything simple. Which is why everything in PitchPerfect is accessed from a familiar location: Microsoft Word and PowerPoint.
This means less training. Fewer questions. And, faster adoption.

On-brand templates

Included with PitchPerfect is your unique, fully-branded templates. All accessible from a ribbon in Microsoft Word and PowerPoint. Meaning you work in the document from the beginning.
And, it's not limited to pitches. We can create a template for any document you need, including bios, team sheets, deal sheets, capability statements and other materials.
All while keeping your documents as flexible as possible. So, whenever you need to move content so it fits and looks just right, you can. Helping you to personalise the pitch.

One true source

Knowing where your content is and being able to keep it updated is essential. That's why we keep everything in a central location, Microsoft SharePoint – for the best integration to Microsoft Office.
If your content is already stored in a CMS, we can integrate with that too.

To make it even easier, we can also build approval workflows as an optional extra. Anyone can edit content, but only approved people can publish the updates. This is through our optional module, ContentManager.

Intuitive search

What happens once all your content is in order? You need to find and insert it into documents. With PitchPerfect's search screens, you can do just this. Without copying and pasting. All from its Microsoft Word and PowerPoint ribbons. You can also refine your search with keywords and dropdown lists.
Content is updated real-time, ensuring you are inserting the most up-to-date information.

RFPs and tenders

We know you're often asked to complete RFPs and tenders, where you're required to answer specific questions, or use pre-defined templates that don't match your branding. That's why we've built a solution with PitchPerfect. To help you stay competitive on every level of the bidding process.
Search past questions and answers. Find the most appropriate response quickly with ranked results based on question relevance. Insert PitchPerfect content into any template. In tables or as plain text.

Firm wide collaboration

With high demand and fast turn-around times, it's important to have input from the maximum number of people. That's why we work with the most advanced collaboration tools in Microsoft Office.
We also make PitchPerfect available to the whole firm, meaning you can manage who has access to which templates and features. Reducing the workload on business development and marketing.

Pitch analysis

How can you improve your pitching process? Start with measuring the effectiveness of your current process.
With PitchPerfect's included PitchTracker module, recording information is easy. With an optional or required side panel, people are prompted to record the information you want to capture about the proposal. You can use this information to manage your proposals, analyse data and report results.

As an add-in, we can also provide integrations to our partner software, Decision Pace. For displaying visuals of pitch information for seamless analysis and reports.

What's included?

- Everything accessed from MS Word and PowerPoint
- Flexible templates
- Full bleed printing
- Consistent, easy-to-manage content
- Integrates to your CRM, DMS and CMS
- Notifications and alerts
- Assign tasks
- Keep related documents together
- Keep track of all bids

Technical requirements

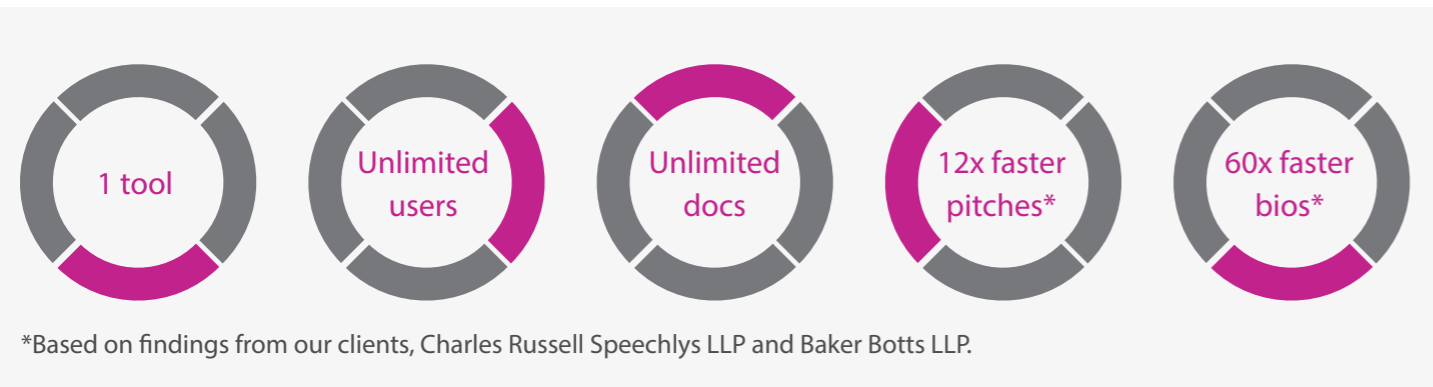Microsoft Office and Microsoft SharePoint 2010 above

Windows 7 and above

What Our Clients Say

"The result with PitchPerfect has been truly transformational. We believe that it will become a major player, if not 'the player', in this space."
Daryl Atkinson, Business Development Director, Charles Russell Speechlys

"The benefits of PitchPerfect are clear. It will allow us to deliver a more structured process to pitching whilst ensuring we remain consistent following our recent visual identity refresh."
Christina Guest, BD & Communications Director, Ashfords

| 1 tool | Unlimited users | Unlimited docs | 12x faster pitches* | 60x faster bios* |

*Based on findings from our clients, Charles Russell Speechlys LLP and Baker Botts LLP.

"Generally speaking, first drafts of proposals which would often take an hour or so are now taking 15 minutes. Edits, such as adding or reorganizing content and formatting, could take multiple hours – tasks that now take a matter of minutes."
Christine Jung, Associate Director of Communications, Operations, Baker Botts

"PitchPerfect will help us deliver a more structured pitching process to the business. We benefit from reduced document production time allowing us to focus on pitch strategy and personalisation."
Caroline Watts, Head of Marketing & BD, TLT

Our Baker Botts Story

When it came to creating pitch documents, Baker Botts previously used a wizard-based proposal building web application. The software was not user-friendly resulting in many users avoiding the system in to create proposals which were neither consistent nor properly branded.

After evaluating multiple proposal products, Baker Botts chose PitchPerfect due to its ease-of-use, seamless integration with their existing technology, and the ability to produce visually appealing documents from Word.

The result

Due to PitchPerfect's user-friendly interface, Baker Botts saw immediate adoption by the BD team. Now, they are producing proposals that are properly branded, contain consistent content, are design quality, and quick to produce.

First draft proposals which would often take around an hour now take 15 minutes. Adding and re-organising content and formatting used to take hours; now, it can be done in minutes.

The custom implementation of PitchPerfect has proven so user-friendly, it has now been provided to all secretaries (and soon, all lawyers) to produce bios, handouts, and contact cards, freeing up Client Relations' time and improving the turnaround time to the lawyers.

Our Approach

Our agile approach focuses on delivering benefits to your firm as quickly as possible. We will work flexibly with and around your team, with project managers in place to ensure all your requirements are met.

As a guide, a typical implementation process looks like this:

From scope sign-off, our template experts will work closely with you to create your branded pitch templates. Simultaneously, our technical team will work with your IT specialists to create an appropriate SharePoint structure to facilitate the effective collation, storage, and clean-up of data. You will find PitchPerfect so easy to use that end-user training can be delivered in-house with "train the trainer" help from Enable.

Our People

While we have many people working behind the scenes at Enable, we wanted introduce you to just a few.

Our Microsoft Office and template experts

There are probably few people who have a true love for Word. Our template experts are some of these people. With over 20 years working in legal, they have seen the best and worst of legal templates. They know how to build excellent templates.

Our client services engineers

Seeing through the successful implementations of our clients for the past four years, they know PitchPerfect inside-out. Each receives extensive training, ensuring they provide you with the best support and a smooth roll-out.

Our developers

They can speak to computers and make them do incredible things. The technical brains behind Enable. For every barrier we've faced, they have found a solution.

enable

Perfect

As well as our suite of applications, Enable offer services in Microsoft Office template creation, consultancy, project management, implementation, and software development

enableplc.com | +44 20 3743 9626 | info@enableplc.com