Datasheet

BigHand PitchPoint

Enable business development and marketing teams to quickly build brand-compliant tenders and pitch documentation that give you an edge in today's increasingly competitive market.

Overview

Pitching for new business is not easy. You need to know the potential client and show that you understand their business. You need to demonstrate that you have the right experience and that your firm is a good fit when it comes to building a long-term partnership. Above all, you need to impress and stand out if you want to win new clients.

It takes time to produce a pitch document that ticks all those boxes. Your marketing department has to scour multiple documents and data sources to find relevant information. They will also need to contact

lawyers and partners who've worked on similar engagements but who may be too busy to spare much time to help. Marketing and Business Development staff are often constrained by deadlines, incomplete or outdated information and inefficient systems, resulting in sub-optimal pitch documents

There is now a way to categorize your experience and leverage it to prepare stronger pitches that win new business - by using BigHand PitchPoint.

Harness existing information

No need to input data twice. Information held in existing practice management and CRM systems can be imported into PitchPoint.

Advanced security

BigHand PitchPoint respects ethical walls and restricts access to price sensitive and eyes-only information without sacrificing the ability to find information you need.

Empowers teams

BigHand PitchPoint acts as a central repository for collecting intelligence on clients and prospects that can be searched by marketing and other staff and accessed by third-party systems.

Boosts productivity

Automate time-consuming tasks by providing fee-earners with links to key documentation, staff who worked on the matter and any other related matters.

Mobilize your teams

Designed for mobile working over VPN and can be accessed on tablets, smartphones and notebooks as well as desktop PCs. Your team can work on winning new business wherever they are, whenever you need them.

Enhance your brand

Designed Pitch documentation is automatically generated using your own branded templates and house style directly from within Microsoft Word.

Minimal IT Administration

Your marketing and business development teams can administer the BigHand PitchPoint software and maintain data quality as specialist IT skills are not needed for day-to-day tasks.

Provide your business development and marketing teams with invaluable business intelligence about your experience, attorneys and testimonials, that can then be turned into well-researched, professional and persuasive pitch documents that stand out from the crowd and impress potential clients.

Prepare to impress, pitch to win

BigHand

Key features

Designed by law firms, for law firms

BigHand PitchPoint was designed with input from legal marketing teams, lawyers and partners therefore we understand the challenges you face when pitching for new work.

Searchable experience

Searchable experience database provides a powerful business intelligence tool that lets you locate expertise across different practice areas, industry sectors and geographic regions.
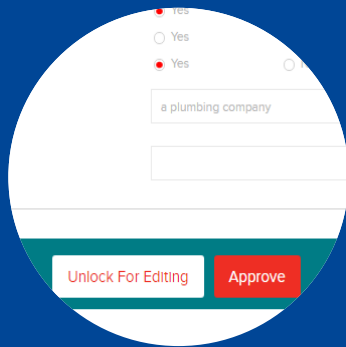
Built-in approvals

Ensure information quality by enabling supervising partners or business development representatives to approve the addition of matters before the information becomes searchable.

Device independence

You can enter or search information in PitchPoint using any device that runs a web browser, including smartphones, tablets, notebooks and desktop PCs.
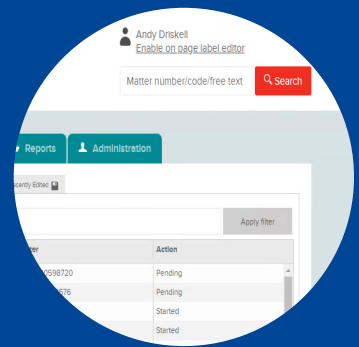
Modifiable meta information

Meta information on practice areas, lawyers, industry sectors, countries, testimonials and departmental information can be easily modified via the administration area.

Built-in approvals

Device Independent

Searchable database

BigHand PitchPoint is an advanced yet easy to use solution for preparing the perfect pitch.

Organize your firm's experience and then harnesses it, so your team can create compelling pitch documents that make you stand out from the crowd.