

# Winning New Business Pitches Using AI

How artificial intelligence can make the critical difference when preparing for your next big pitch

# Know their business like you know your own

Information is knowledge. And knowledge can give you the winning advantage in the battle for new business. It enables you to test a hypothesis, avoid inaccurate assumptions and ensure you're fully aligned with the needs of the potential client. By doing your due diligence, you can create a bulletproof pitch that addresses their challenges, capitalises on their opportunities and gives you insight into their potential objections.

There's a wealth of information out there, and it's likely there's more than you can feasibly wade through. Here's where artificial intelligence comes in to play. AI can trawl the far corners of the internet uncovering the relevant information and articles for you. AI can also help you to view, share and work collaboratively with the information.

This guide provides some practical steps on researching, gathering and sharing information to inform your pitch including how AI can expedite these processes.

## **Step 1 - Document their basic information**

It sounds obvious, but the best place to start is with the basics. When and where was the company formed? Who are the founders? Why did they start the business? How did they grow, e.g. organically or through diversification, expansion, acquisition or merger? What's their current share price and how has it changed over the last 12 months? Who is the CEO, CTO, COO, CFO etc?

### ***How can AI help you?***

Save yourself some of the hassle of researching online. Compile a list of the questions you need answering and then ask a voice-search virtual assistant like Siri, Alexa or Google Assistant.

## **Step 2 - Review their media coverage from the last 6-12 months**

Get a handle on the media coverage they've received over the last 6-12 months (dependent on volume) to understand how their brand and spokespeople are being perceived. See which messages are landing across different publications and news sources globally. Compare share of voice and sentiment with that of their competitors to understand where there's room for you to help them improve their external communications strategy. Check what topics within their sector are trending in key media sources. Reviewing media mentions may reveal activities, partnerships and company events that you may not have previously known about.

### ***How can AI help you?***

Signal uses AI to accurately categorise, translate and display news stories within seconds of the content being published. A host of platform features enable clients to rapidly track, report and analyse relevant media coverage from print, broadcast and online sources. Signal visualises the media insights in graphs and maps in an exportable format for easy inclusion in your presentation materials.

## **Step 3 - Gather as much insight on them as you can**

Impress the prospective client with your understanding of their revenue streams, investors, geographies, competitors, traffic, social following and technographics. Take a holistic 360-degree view of their business and seek out potentially untapped opportunities to ideate upon for your pitch.

### ***How can AI help you?***

You can use marketing and sales intelligence software to fill any gaps in your data and knowledge. Everstring is an AI and human-powered solution that serves up B2B insights by aggregating and cross-checking data from various sources. Other similar systems include Leadspace and Infer.

## **Step 4 - Evaluate their current content & SEO performance**

In order to make confident recommendations on how to optimise the prospective client's content and SEO performance you need to understand their current state-of-play. You can remove the guesswork by using an SEO tool to measure the company's performance across various areas including rank, keywords, on-page optimisation, basic health check, social, link building opportunities and competitor comparison.

### ***How can AI help you?***

SEO tools like Alli, CanIRank and Market Brew are designed to gather SEO data and intelligently crunch it to make swift recommendations. By using AI they significantly reduce the length of time historically taken to derive SEO insights.

## **Step 5 - Get to know their products and services**

Understand the products and services that the company you hope to represent offers. Whether its automotive components, payroll services or vacuum cleaners, you need to know what they sell. And who they sell to. And how they sell it. If it's possible to buy or try their product(s), then do so as the firsthand experience will inevitably pay off. Share the product knowledge you glean with the entire account team.

### ***How can AI help you?***

There are a number of AI-powered collaboration tools out there that make it easier than ever to share projects, knowledge, conversations, ideas and tasks in one place. Get organised and divide and conquer the workload of prepping for the pitch. Tools to check out include Chanty, Butter.ai and ClickUp.

## AI-enabled tools for you to check out

**Alexa** - is a voice-controlled virtual assistant created by Amazon

**Alli** - is an AI solution for search engine optimisation

**Butter.ai** - enables teams to locate files siloed in different systems

**CanIRank** - makes specific recommendations to improve your SEO

**Chanty** - chat, share files and collaborate online with your co-workers

**ClickUp** - AI-powered project management software

**Everstring** - a B2B marketing & sales intelligence solution

**Google Assistant** - use your personal Google assistant to locate information

**Infer** - a predictive sales & marketing platform that uses AI

**Leadspace** - optimise your sales & marketing funnel with real-time data

**Market Brew** - SEO and ranking tool that uses AI to predict impact

**Signal** - unlimited real-time news monitoring and media intelligence platform

**Siri** - is Apple's AI-powered virtual assistant

## Who to contact for further information



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Eilidh has over five years' experience working within AI and SaaS. She specialises in creating and implementing strategies and structures to support agencies and agency groups.

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### **Sara Chaouch | Agency Business Development Representative**

Sara introduces Signal's solution to PR agencies. She is dedicated to understanding the media monitoring needs of PR agencies to provide the best customer experience.

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