

WHITE PAPER

The Connected Pitch:

How Law Firms Are Winning More Repeat Business



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What Sets the Best Law Firms Apart on Pitches?

The strongest law firms don't treat pitches as a one-off scramble when a new opportunity appears. They have a connected foundation of experience data, governed firm content and AI-assisted proposal workflows, so business development (BD) teams can find what they need quickly and spend more time shaping the pitch around the client.

And, when it comes to winning repeat business, this is particularly important. The firm already has knowledge it can draw on: relevant matters, people who did the work, established relationships and a clearer understanding of the client's business. But if that knowledge is scattered across systems or buried in old documents, it can be surprisingly difficult to turn it into a strong pitch.

At the same time, pitch demand is increasing and client expectations are getting tougher. Responses need to be faster and more tailored, and law firms can't keep relying on experienced proposal professionals to fill the gaps through memory, manual searches and last-minute intervention.

A more connected approach ensures that every pitch is consistent, on-brand and ready to win the next opportunity.

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Why Rising Pitch Demand Is a Big Problem

[QorusDocs' 10th annual benchmark](#) shows that proposal demand is still moving in one direction. Across the survey, 68% of respondents reported a year-over-year increase in proactive proposal volume, while 63% saw RFP response volume rise. Legal Services teams were among those handling the highest sustained proposal and RFP volumes in the study.

For legal teams, those volumes are significant. More than half of Legal Service respondents personally work on 10 or more proactive proposals each month. RFPs run alongside that work: 85% handle at least five RFPs or similar requests a month. (A full 57% handle 5-9, 13% handle 10-24, and 15% handle over 25.) Sixty percent said an average request takes six days or longer to complete.

68% Increase in proactive proposal volume

63% Rise in RFP response volume

In terms of meaningful opportunities, nearly two-thirds of legal organizations report average RFP values of \$500,000 or more. For 56% of Legal Services respondents, RFP wins account for 50% to 74% of existing-client revenue. In other words, for most legal teams, RFPs aren't just how firms win new logos. They're how firms keep the clients they already have, which means every pitch is also a chance to reinforce, or undermine, that client relationship.

For business development (BD) teams, though, the pressure is not simply about getting more documents out the door. Several pursuits may be moving at once, each with its own deadlines, experience requirements and last-minute changes. A strategic panel pitch may be competing for attention with a formal RFP, an urgent partner request and materials for an upcoming client meeting.

And when a pursuit is submitted, that doesn't mean the end of the work. A case study may have been rewritten or new experience uncovered that could help with the next pitch. Someone still has to decide what should be approved and put back into the firm's content library. This type of work often gets pushed aside when the next deadline arrives.

This is where rising volume becomes problematic. The issue is no longer confined to an unusually busy period. The law firm's existing systems and processes are being asked to support a sustained level of work they were never designed to handle.

Beyond missed deadlines, there are broader revenue-related consequences. Teams may have less time to personalize messaging, research the client or strengthen the central argument. Senior BD professionals can find themselves managing low-value tasks like document logistics instead of advising on pursuit strategy. And every rushed or inconsistent pitch is also a signal to the client, whether the firm intends it or not, about how the firm operates.

In some cases, firms may even say no to viable opportunities because the team can't properly respond within the allotted time. As demand continues to rise, firms need to look beyond how many pitches the team completes and examine what it takes to get each one over the line.

Legal Pitch Pressure, By the Numbers

54% of legal respondents personally handle 10+ proactive proposals a month

85% work on at least 5 RFPs or similar requests a month

60% say an average request takes six days or longer

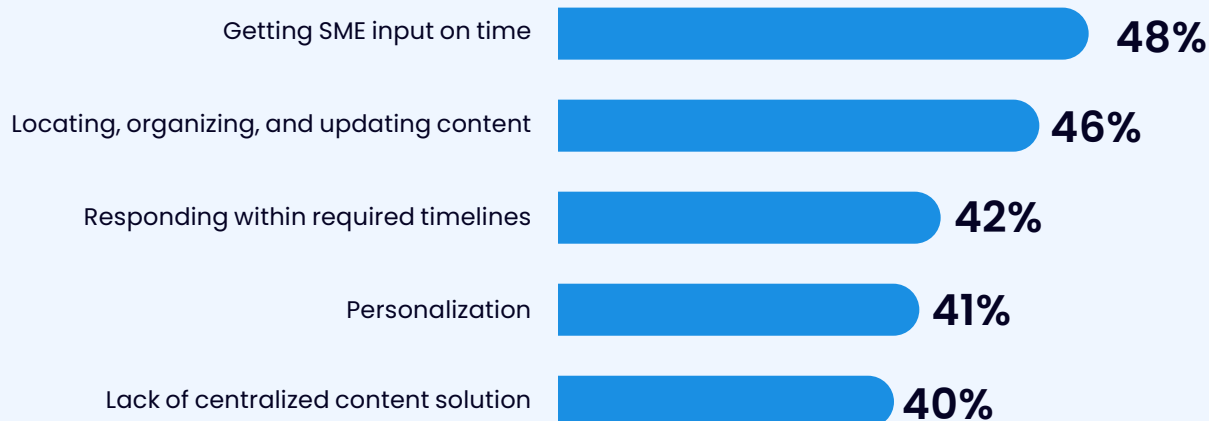
64% report average RFP opportunity values of \$500K+

02

Why Working Faster Is Not Enough

If pitch volume is rising, the obvious response is to find ways to produce each response more quickly. That helps, but the latest QorusDocs benchmark points to a bigger issue: the bottleneck has shifted away from writing alone.

Forty-eight percent of respondents across all sectors struggle to get SME input on time, while 46% cite the time spent locating, organizing and updating content. Forty-two percent have difficulty responding within required timelines, and 41% identify personalization as a challenge. Another 40% point to the lack of a centralized content solution. For Legal Services teams, the benchmark describes the problem as one of quality and coordination more than pure resourcing.



That tracks with what QorusDocs' legal experts see in practice. A pursuit leader may remember a relevant precedent or matter but provide only a few details, leaving the proposal team to track it down. Later, the work may shift to figuring out handwritten edits, settling conflicting feedback and chasing reviewers who are already late.

And a good first draft is rarely just standard content dropped into a template. Much of the customization is already happening by then. The team may also be creating tailored meeting materials alongside the formal pitch.

This is where AI can step up even more to relieve the pressure. Teams are already using it for research, summaries, RFP answers and first drafts. However, most organizations are still automating only part of the process. Forty-three percent say AI supports between 25% and 49% of their proposal workflow, while just 2% report using it across the entire process.

In legal, there are still parts of the pitch that need a human hand. Executive summaries and pricing are obvious examples. AI can help get something on the page, but the final version depends on context, judgment and a proper understanding of the client. Even fairly standard sections, like matter or project overviews, usually need some tailoring for the client.

The finished pitch still has to make a case for the firm, not just answer the questions. It needs to show that the team understands the client, bring forward the right proof and make the value of choosing the firm clear. We look more closely at that balance between automation and human input in our [Ultimate Guide to AI-Powered Proposals, Pitches and RFPs](#).

Adding headcount has limits as well. More people may ease an immediate workload problem, but they still have to work through the same searches, reviews and handoffs. If the process itself is fragmented, adding people doesn't fix the underlying issue.

Let's explore where firms can create more room for the work that actually improves the pitch.

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The *Connected Pitch*

A lot of legal proposal bottlenecks stem from the fact that the work is split across different systems and different teams. Firm content may be managed across legal, IT, security, DEI, marketing and other functions. Experience data may sit with practice-group BD teams or a dedicated experience team. The proposal team is then responsible for bringing those pieces together for the actual pursuit, even though it may only own one part of the process.

The Connected Pitch brings three things closer together: experience data, governed firm content and the AI-assisted workflow used to turn both into a client-ready response.

The *Connected Pitch* at a Glance

Part of the Process	What It Helps With	What Still Has to Happen
Experience Data	Finding relevant matters, expertise and past work	Choosing what is relevant and using it well in the pitch
Governed Content	Giving teams trusted bios, credentials, responses and templates	Tailoring the material for the client and opportunity
AI-Assisted Workflow	Speeding up research, drafting and repetitive work	Review, approvals, collaboration and final production

Experience Data

A strong legal pitch needs evidence that the firm has handled the right kind of work for the right kind of client. Making experience searchable is an important first step, but finding the matter is only part of the job. Someone still has to decide whether it is actually relevant, understand the context and work it into the pitch in a way that makes sense for this client.

If the proposal team then has to copy that information into another system and rebuild it again in the final document, the search may be better but the overall process has not changed much.

Governed Firm Content

The same applies to firm content. Teams need current bios, credentials, capability statements, standard responses, approved messaging and templates they can trust.

Governance definitely makes it easier to know which version is current, who owns it and whether it has been approved for use. That matters beyond the pitch team. When partners and practice groups are in front of a client, they should be working from the same trusted material. It helps keep the firm's message and standards consistent no matter who is pitching.

AI-Assisted Proposal Workflows

AI can get the draft moving faster, but people still need to review it, approve it and get the final document out the door. In legal, that usually still means Word: 61% of respondents use it as their primary application for final proposals and RFP responses.

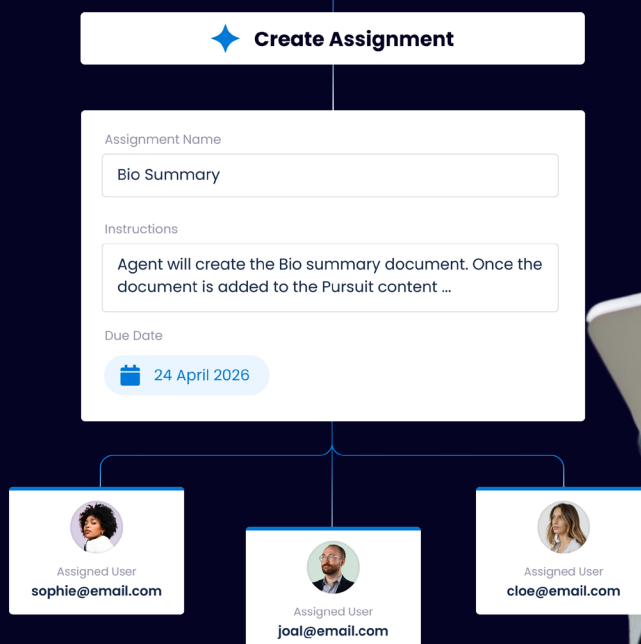
Legal teams need to understand what the AI is actually working from and how that content makes its way into the final pitch. If people still have to move information between systems or rebuild it by hand, the process is still not very efficient.



What is the Best Proposal Management Software for Law Firms?

QorusDocs is a strong fit for law firms that need to manage RFP responses, panel pitches, attorney bios, experience content, presentations, and branded pitch documents in Microsoft 365. Unlike general RFP tools or sales proposal builders, QorusDocs is purpose-built for legal business development and marketing teams that need approved content, governed workflows, QPilot Agents, and polished client-ready output. QorusDocs has a proven track record in the legal industry and has been named top proposal management solution for legal firms by LegalTech.

See the [complete comparison guide here](#), to see how QorusDocs stacks up.



Where the Handoffs Break Down

Law firms can have good technology in several places and still end up with a frustrating proposal process. A firm may have one system that makes experience much easier to find and another that can generate a strong first draft. Both are helpful. But it means the proposal team still has to move information between them by hand and the process is disjointed.

Firms sometimes try to close these gaps themselves by building custom scripts, internal tools or AI workflows to connect systems. That can work, but it also means that the firm is now responsible for keeping those connections working over time. Content changes. Permissions change. AI models and capabilities change, and any integrations need maintenance. What started as a practical fix, becomes yet another internal system that someone has to support and govern. In effect, the firm just traded a vendor gap for an internal one.

For law firms, the question is whether owning that technology creates a real competitive advantage or simply adds another layer of work around an already complex process.

The *Connected Pitch* is about reducing those gaps. While every part of the process doesn't need to live in one system, the workflow between systems needs to work together in a way that the proposal team is not acting as the connector every time a new pursuit begins.

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What the *Connected Pitch* Looks Like in Practice

So what changes when experience, approved content and the proposal workflow are actually connected?

A new opportunity should not start with a scavenger hunt through old pitch folders, inboxes and half-remembered matters. A *Connected Pitch* approach means the team can find relevant experience, the right lawyers and useful approved content early enough to actually use it well.

Once that source material is in place, AI can help get a first pass underway or summarize the requirements. The team is not starting from scratch, and shouldn't have to rebuild material that already exists elsewhere in the firm.

Reviewing becomes easier too. There will still be late comments and conflicting edits. But when the process flows, teams should spend less time comparing versions, chasing updates and trying to work out which edit belongs where.

What Firms Miss: What Happens After Submission

Most firms have some way to find and reuse content for a pitch. What's often missing is a good way to capture what gets improved during a live pursuit. A case study may be rewritten or matter description improved and a bio improved. If those changes get buried in the final submission, the next team may end up doing the work all over again.

A *Connected Pitch* approach closes that loop. Useful updates can be approved and put back into the firm's content, so the next pitch starts from better material.

In practice, the gain is fairly simple: less time spent finding, moving and fixing information, leaving proposal teams with more time for the work that actually strengthens the pitch.

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What Legal Teams are Seeing in Practice

With a *Connected Pitch* approach, Legal Services teams are already seeing what happens when some of those gaps are removed.

At one [Am Law 100 firm](#), proposal work had become increasingly difficult to scale. Content was hard to find, teams relied heavily on institutional knowledge, and proposals were often pieced together from several sources. CRM data, proposal activity and client intelligence also lived in separate places.

By centralizing content and connecting the proposal process more closely with the firm's CRM and AI tools, the team was able to cut down on searching and rewriting. Highly tailored responses that once took days could be completed much faster. In one case, a stalled response was finished in under half an hour. First drafts also needed less attorney redlining, giving the BD team more time to focus on the client, the message and the overall strategy.

An [Am Law 200 firm](#) had a different version of the same problem. Experience data sat in spreadsheets and other internal systems, while proposal content was scattered enough that people often started from scratch or relied on memory to find what they needed.

Bringing that material into one searchable, structured environment made the process much easier to manage. The team could get to a strong first draft faster, spend less time fixing formatting and inconsistencies, and reuse experience and content with more confidence. The benefits also spread beyond BD, with other teams using the same content foundation to create attorney bios without having to come back to the proposal team each time.

Both examples point to the same thing: what separates these firms isn't speed alone. It's a process that gets better every time it's used, and a more consistent client experience that helps position the firm to win the next opportunity too.

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Where Should Law Firms Start?

For a firm with a manual or fragmented pitch process, it makes sense to start with the basics. QorusDocs' legal account team recommends getting the content organized and centralized, building dependable templates and documenting how the process actually works today.

That groundwork matters before AI enters the picture. Old material needs to be weeded out. Useful content needs enough organization that AI can tell a biography from a case study or a standard response from matter experience. Giving AI access to a messy collection of outdated files will not tidy it up by magic. It may simply find the mess faster.

Start With a Real Pain Point

Start with the one pain point the team genuinely wants to fix. If repetitive meeting documents or capability statements are the problem, they can make a good proof of concept because there is usually less customization involved. If the firm is dealing with rogue pitch documents, a simple proactive pitch built from a controlled template and approved material may be more useful.

Before the proof of concept starts, document how the process works today. QorusDocs' legal account team put it fairly plainly: don't pilot something if you can't describe the process before and after. Otherwise, it is very hard to tell whether anything actually improved.

Measure More Than Turnaround Time

Faster turnaround is useful, but it doesn't tell you everything. Look at:

- how many pitches each team member can support,
- whether overall pitch volume has increased,

- ▶ and how much fee-earner time is still going into edits.

And don't ignore the people doing the work. It is worth asking how the team feels about the new process, too. A process that produces more proposals while exhausting the people responsible for creating them isn't really much of an improvement.

Plan for the Part After the Proof of Concept

Many legal technology proof-of-concept pilots start with plenty of enthusiasm and then quietly lose momentum. Other roadblocks can pop up. Decisions get delayed, resources get pulled elsewhere and the rollout may change along the way.

A change to experience management, content governance or proposal technology can also affect the teams around it. It may change who needs access, where approvals happen or how work moves between BD, marketing, experience teams and proposal professionals. QorusDocs' legal account team have seen firms fix one part of the process only to create another workaround somewhere else.

A smaller pilot with a documented process, clear ownership and a few agreed measures has a better chance of surviving that stage. The point is to learn what works and then build on it, rather than trying to redesign the firm's entire pitch operation in one go.

For firms trying to close the gap, that may be the most practical place to begin: clean up what you already have, choose one problem worth fixing and prove that the new process works before expanding it.

Before Your Proof-of-Concept Pilot

- ▶ Can you describe how the pitch process works today?
- ▶ Is the content you want to use current and trustworthy?
- ▶ Do you know exactly which problem you're trying to fix?
- ▶ Who else will be affected if the process changes?
- ▶ How will you know whether the pilot actually helped?

The New Standard for Legal Pitches

Pitch demand is unlikely to ease up. The question for law firms is what will set them apart as that demand keeps rising: firms that treat every pitch as a one-off scramble, or firms that build a foundation strong enough to support the next one, and the one after that.

The answer is not simply faster drafting, another point solution or more people working around the same bottlenecks. The bigger opportunity is to connect the information and processes that already support the pitch: firm experience, approved content, contributors, AI and the workflow that brings everything together.

That does not mean automating every part of the pursuit. Some of the most important work still depends on judgment, client knowledge and the experience of the people involved. The goal is to remove more of the searching, copying, chasing and rework around that work.

For firms ready to set that standard, the payoff goes beyond any single pitch. A firm that consistently shows up prepared, tailored and on-brand is not just winning the deal in front of them. It's giving the client another reason to come back the next time, and the next, because the client already knows what working with the firm looks like. That is what it means to build a firm that wins repeat business, not just individual pitches.

See how QorusDocs helps law firms connect experience, governed content and AI-assisted proposal workflows. [Request a demo.](#)

About QorusDocs

QorusDocs helps organizations prove value early and win more business with AI-powered proposal management and integrated Value Management tools.

From building credible business cases to creating personalized proposals, pitches, and RFP responses, QorusDocs helps sales, business development, and proposal teams move faster, reduce manual work, and improve win rates.

See how QorusDocs helps teams create stronger business cases and faster, more persuasive proposals that consistently win.

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