



Every firm says it's commercial. So why do clients choose yours?

SPOT THE DIFFERENCE

FIRM 1

Commercial advice
Deep sector expertise
Client-focused
Partner-led service

FIRM 2

Pragmatic, commercial
Sector specialists
Clients at the centre
Senior attention

FIRM 3

Commercial outcomes
Deep industry insight
Client-first
Partner-led teams

If you can't say why you win, you can't protect what's working or repeat it on purpose. If you can't say why you lose, you'll lose the same way next time.

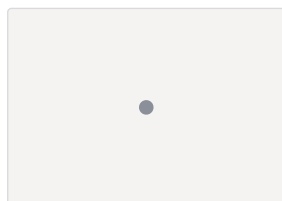
ASI shows you why clients in your market choose a firm, why they rule one out and the words they use. It's synthetic research, built for professional services firms.

What ASI is

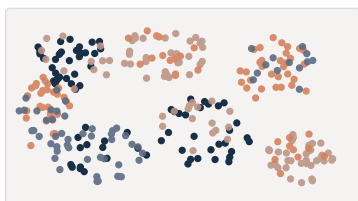
We build hundreds of Client Proxies, synthetic personas modelled on the clients in your market. They cover everyone who decides on a firm. It might be general counsel, CEOs, CFOs, risk officers or board members. Then we ask them the questions you can't ask real clients.

Why hundreds? Ask ChatGPT or Copilot and you get one model's confident guess at the industry average. It's like asking one person at one client to speak for the whole industry. Hundreds of Client Proxies, run on multiple AI models, show where your market agrees, where it splits and why. The why is the asymmetry: you'll know what your competitors don't.

One answer, or a map



One answer
Ask ChatGPT once



ASI
Hundreds of Client Proxies,
mapped

Three things you don't know today

- 1 The real reasons a client in your market chooses a firm, or rules one out
- 2 The words clients use for what they want
- 3 How the people you want to win will react to the messages you're writing

What our studies found

In one study of **334 Client Proxies** modelled on corporate legal clients, around **nine in 10** said what stops them moving high-stakes work is their own career risk. One Client Proxy, a general counsel:

'If I switch firms on a high-profile matter and anything goes even slightly wrong, I've created a problem for myself that didn't need to exist.'

— CLIENT PROXY, GENERAL COUNSEL

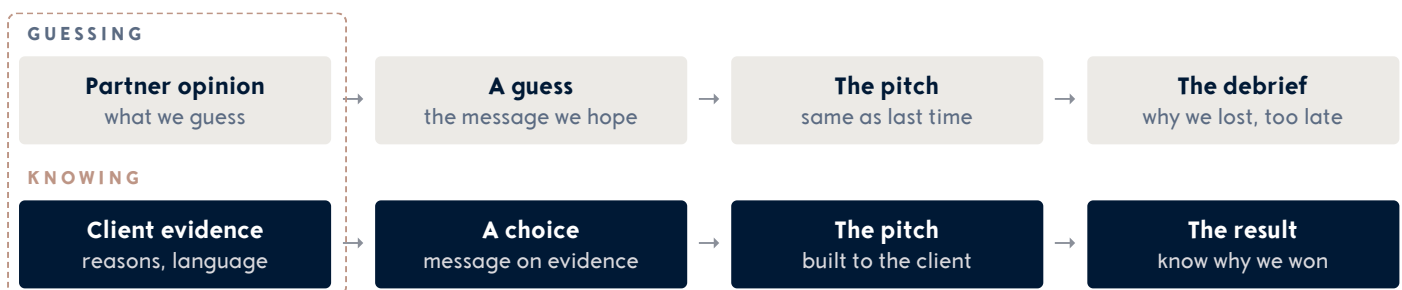
Would a CFO weigh the same thing? Or a client in another sector? ASI answers that for every client group, so each practice group knows which strengths to lead with, and which words to stop using. In our studies of Australian corporate legal buying, ‘innovative’ split the room: one Client Proxy heard ‘*shaking things up*’, another heard ‘*guinea pigs*’.

Answers in four to six weeks

Brand tracking reports on its own cycle. Client interviews wait on clients’ diaries. ASI answers in four to six weeks, while the decision is still in front of you.

Two practice areas or markets take about six weeks; one takes about four. You get a report, a presentation to your partners and an AI tool your team can use to question the research. Fixed fee, set by scope.

Pitching on a guess, and pitching on what you know



No client data needed

None of your client data goes into the research. We need no access to your clients, CRM or files, and we sign your NDA first.

Isn't ASI just asking ChatGPT? No. One question to one model gives you one answer and no way to check it. ASI runs every question on multiple AI models, so you can see which findings belong to your market and what's just the LLM inventing.

Recent studies: a global law firm bringing its partners onto a new CRM, an accounting firm finding out what its audit clients stay or go, and lawyers repositioning to win work from overseas manufacturers' Australian subsidiaries.

Next step

Book a 30-minute call at taleist.agency/asi/#book or email steven@taleist.agency, and tell us the decision in front of you. If ASI is the wrong tool for it, we'll say so.

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SCAN TO BOOK

OUR RESEARCH AND WRITING HAVE APPEARED IN

