BIZDEV WORKFLOW AUTOMATION THAT GROWS RETAIL PIPELINE

Automate retail outreach to 4X your client pipeline.

SUMMARY

Our **AI-driven BizDev automation** replaces slow, manual retail outreach with a smart, self-running workflow.

From tracking new retail brands and funding news to running AI research, KYC checks, and personalized email drafting, the system builds a steady flow of qualified leads — automatically.

Retail sales and partnerships teams boost outreach by 4X, cut admin time in half, and engage the right buyers, suppliers, or investors in hours instead of days.

THE CHALLENGE RETAIL BIZDEV TEAMS FACE

- **Limited Reach:** Manual prospecting caps outreach volume—most teams contact fewer than 15 leads a week.
- **Generic Messaging:** One-size-fits-all emails fail to connect with brand managers or category buyers.
- **Slow Research**: Finding verified, recently funded, or trending retail brands takes hours each day.
- **Inconsistent Follow-Ups:** Missed touchpoints cause warm opportunities to go cold.

These pain points block new partnerships, supplier onboarding, and category expansion, making pipeline growth unpredictable and slow.

THE SOLUTION

We built a **complete BizDev automation pipeline** tailored for the retail industry — one that manages everything from identifying new retail brands and distributors to crafting outreach messages.

Instead of juggling spreadsheets, tools, and manual research, our AI-powered workflow unifies funding detection, company profiling, compliance checks, and personalized messaging into one process.

- No delays.
- No missed leads.
- Every qualified retail prospect is researched, verified, and contacted within hours.

WHAT RETAIL TEAMS GAIN WITH AUTOMATION

A fully automated business development process that cuts manual workload by up to 75%, while multiplying qualified outreach volume 4X faster than manual prospecting.

Retail teams scale partnerships, onboard new vendors, and close deals — without adding extra staff.

AI'S IMPACT ON RETAIL BIZDEV

75% TIME SAVED
Manual research, KYC, and email drafting eliminated.

4X OUTREACH CAPACITY
From 12–15 emails per week to 45–50 per day (consistently).

2X FASTER FOLLOW-UPS
Automated multi-channel touchpoints keep leads warm.

+35% REPLY RATE
Personalized, context-driven messaging improves response quality.

HOW AI-DRIVEN BIZDEV AUTOMATION WORKS

1. **Trigger & Capture:** Workflow activates when relevant newsletters land in your inbox.
2. **Research & Verify:** Gemini gathers funding details, domain insights; KYC runs automatically.
3. **Map & Personalize:** Investor overlaps identified; RAG tailors service pitch and talking points.
4. **Approve & Dispatch:** One-click approval pushes email + LinkedIn outreach live — at scale.

PROOF OF VALUE

A PR-agency client (retail-focused outreach) scaled prospecting without hiring.

Before: 12–15 emails/week (inconsistent, time-intensive).

After: 45–50 personalized emails/day, auto-generated and ready for approval.

Outcome: Reliable volume, richer personalization, and a data-backed pipeline — every day.

WHY CHOOSE PHAEDRA SOLUTIONS?

- **10-Day MVP:** From concept to a fully functional outreach prototype.
- **Retail + AI Expertise:** Deep experience in e-commerce, supplier networks, and B2B retail sales automation.
- **Seamless Integration:** Connects easily with your CRM, email tools, and marketplace data sources.
- **Built to Scale:** Handles thousands of prospects and multi-channel outreach.

Proven Impact: 700+ projects delivered, 300+ global clients, and a 4.9★ rating.

READY TO POWER RETAIL GROWTH WITH AI?

Jump from 12 emails/week to 45–50/day in weeks, not months — without adding headcount.
Schedule your BizDev automation pilot now to lock in results.

Schedule a Meeting Today

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