



## 1. Add Detail to Your Company Profile

*Make it easier for potential customers to find you with a robust and searchable profile.*

- Accurately fill in your company description, company type, and country—these fields are frequently searched by others.
- Add specific services and market products to your profile. Complete all of the applicable fields.
- Add pitch decks, presentations, YouTube videos, and other content to your profile. You can attach uploaded content as Linked Resources on meeting requests.



## 2. Search & Target Compatible Companies

*The Advanced search can help you to identify companies that are the best targets.*

- Use meeting history from past conferences to find new companies with whom you haven't met and to exclude those that were previously unresponsive.
- Save your frequently used searches for quick access - and check back often (even daily!) for new companies. Use the advanced search to filter for newly added companies.
- Before sending a request, check the company's profile to see if there is any mention that they are not interested in any services at the time.
- Use bookmarks to keep track of priority companies, particularly if you are currently at your outgoing meeting request limit.



**Keep in mind the 150 limit on unanswered outgoing meeting requests.** Your company can send additional requests as you receive responses.



## 3. Send Tailored Meeting Requests

*Communicate how your company's services are a good fit for each target.*

- Customize each request to distinguish yourself and reflect a genuine interest to the other company.
- **Write a specific subject line.** Generic subject lines like *Meeting Request* or *Intro to [Company Name]* are often declined or ignored. Make your meeting request stand out in the recipient's inbox with a targeted, topical subject line. EXAMPLE: *Specialized phase 2/3 oncology clinical development services*
- **Describe how your services would benefit the target.** What assets or products does your target company have? What do they need? Consider these about your target: development phase, therapeutic area/indication, mechanism of action/target, geography and market, patents, success or failures of previous clinical trials, recent news & events, and more.
- **Why is your company uniquely positioned to meet their needs?** Include these details as applicable in your pitch: experience in target & therapy area, efficacy, safety, differentiation.



**Still waiting hear back?** Use the "Reply only" button to follow-up and politely ask for a response.