



1. Add Detail to Your Company Profile

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

- **Fill in your company description, company type and country** - these fields are frequently searched by others and will help your company stand out.
- **Add specific services and market products to your profile** and 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 & Identify Compatible Companies

The Advanced search can help you to identify companies that are the best prospects

- **Use meeting history from past conferences** to find new prospective partners with whom you have yet to meet, and exclude previously unresponsive companies.
- **Save your frequently used searches for quick access** - and check back often for new companies, by filtering for or sorting by newly added companies.
- **Before sending a meeting request, check the company's profile** to see if they have mentioned that they're not interested in any services at this time.
- **Use Favorites to keep track of priority companies**, especially if you're at your 150 outgoing meeting request limit. Send new requests as you get responses.



3. Send Tailored Meeting Requests

Communicate how your company's services are a good fit for each prospective partner

- **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 individualized, topical subject line. Example: *Specialized phase 2/3 oncology clinical development services*
- **Describe how your services would benefit the prospective partner.** What assets or products do they have? What do they need? Consider the following about your prospects: development phase, therapeutic area/indication, mechanism of action, 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 and differentiation.