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.

   **Tip:** *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.

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