ZYMEWIRE™

Life Sciences Sales Enablement Tool Evaluation Checklist

Evaluate your options confidently with this essential checklist. Designed to guide you in identifying the must-have features and capabilities for a life sciences prospecting tool, this checklist helps you objectively assess tools side-by-side, ensuring you make the best choice for your sales and business development needs.

1 Data Accuracy & Recency

- Are data updates in real time, reflecting recent changes such as new trials, mergers, or funding rounds? ☐
- Does the tool include built-in data hygiene (e.g. automatic removal of inactive companies)? ☐
- Can it differentiate between active and inactive companies to avoid stale leads? ☐
- Is the data accuracy maintained through AI-driven updates, ensuring fewer errors than manual updates? ☐
- Does the tool provide visibility into data source quality and credibility? ☐

2 Contextualized, Actionable Insights

- Does the tool filter and prioritize information based on relevance to life sciences sales and BD needs? ☐
- Can the tool highlight key actionable insights, such as upcoming studies, leadership changes, recent partnerships, or funding updates? ☐
- Is the information easily digestible, avoiding overwhelming volumes of raw data? ☐
- Does the tool offer context-rich insights (e.g., funding history, therapeutic focus) for better outreach decisions? ☐
- Can the tool customize notifications for specific triggers (e.g., trial launches, new partnerships) to surface relevant opportunities? ☐

3 Prospect Segmentation & Targeting

Does the platform allow for detailed segmentation by therapeutic area, company size, or funding history?	☐
Can it identify companies based on recent activity or milestones, such as new trials, funding rounds, or leadership changes?	☐
Does it support segmentation by clinical trial phases or study types, helping to focus on prospects at stages relevant to your offerings?	☐
Is there geographic filtering to focus on prospects within specific regions or market segments?	☐
Can users create custom lists of segmented prospects for outreach campaigns and easily update them over time?	☐

4 Reporting & Analytics

Does the tool provide metrics on data usage, outreach effectiveness, or prospecting performance to gauge ROI?	☐
Can the tool integrate with analytics platforms to visualize key metrics and performance indicators?	☐
Is there reporting on prospect engagement, lead scoring, or sales cycle timelines for better pipeline management?	☐
Can users generate reports on specific KPIs to optimize future sales efforts?	☐
Does the tool offer insights into prospect behavior and engagement patterns that inform strategic decision-making?	☐

5 Customer Support & Training

Does the tool provide access to a dedicated account manager or support team?	☐
Are response times quick (e.g., within 24 hours) for any troubleshooting or support needs?	☐
Does the platform offer comprehensive onboarding and training options, such as one-on-one sessions, recorded tutorials, and group sessions?	☐
Is there ongoing support for training new team members or providing additional resources?	☐
Are there ad-hoc project support options available, such as consultation on segmentation strategy or report generation?	☐

6 Conference & Event Coverage

Does the tool provide exhaustive conference coverage, including exhibitor and attendee lists and abstracts?	☐
Can the platform prioritize companies/contacts within conference data based on role, company size, or relevance to your business?	☐
Are session abstracts, speaker details, and exhibitor information readily accessible?	☐
Is the tool capable of updating with new attendee information pre- and post-conference?	☐
Can users export or integrate attendee lists into CRM systems for follow-up outreach?	☐

7 Pricing & Scalability

◦ Does the tool offer a trial or demo period to assess its fit with your team's specific needs?	☐
◦ Does the tool offer flexible, tiered pricing that aligns with company size and needs?	☐
◦ Can the tool easily scale with your company's growth, supporting additional seats or advanced features as needed?	☐
◦ Are there discounted options or flexible invoicing schedules available for budget-constrained teams?	☐
◦ Is the pricing model clear and consistent, without geographic price variations or hidden fees?	☐

8 CRM & Integration

◦ Does the tool offer native CRM integration without needing extensive API work or IT support?	☐
◦ Is the integration seamless and real-time, ensuring that prospecting data updates automatically?	☐
◦ Does it provide a single, consistent view of prospects across CRM and sales tools?	☐
◦ Can it sync across multiple CRMs if needed (e.g., HubSpot, Salesforce)?	☐
◦ Is setup and data transfer relatively quick, with minimal IT involvement?	☐

Scorecard for [Tool Name]

Data Accuracy & Recency	0/5
Contextualized, Actionable Insights	0/5
Prospect Segmentation & Targeting	0/5
Reporting & Analytics	0/5
Customer Support & Training	0/5
Conference & Event Coverage	0/5
Pricing & Scalability	0/5
CRM Integration	0/5