

Succession's Recommended Products and Tools

We have personally used and recommended every item on this list. Feel free to email us with questions about any of these items.

All-in-One Prospecting

[Apollo.io](#)

Use Apollo to download, clean, and even send emails to leads. You can use this platform for cold email sending, calling, and CRM. With direct integrations to other CRMs and LinkedIn, it's an all-in-one prospecting solution. Very powerful.

Contact & Company Databases

[SciLeads](#)

Find your ideal biotech, pharma, and academic prospects. Use tradeshow, funding and publication intelligence to find leads and create engaging messages that convert them to customers.

[BioPharmIQ](#)

Find and identify more potential biopharma partners. BioPharmIQ provides data on biopharma companies to help you build targeted lists based on your ICP. Quickly find ideal biopharma prospects, information about the drugs they're developing, key contacts, and their recent activity, to get a list of potential partners you can plug into your CRM and sales processes. Need a list of companies focused on gene therapy, maybe small molecules, or maybe those with early-stage products? We got you covered. You can segment our data by a number of characteristics like technology areas, drug stage of development, indication areas, and more. [Grab a free data sample here](#)

[Prospeo](#)

Find verified email addresses for any contact from a simple search to copy and pasting a LinkedIn Sales Navigator search (this is my favorite use case). Easy to use and works best for industry contacts.

[GlobalData](#)

Covers a number of different industries including biotech and pharma. They provide details on drugs, companies, pipelines, clinical trials and more. They are more expensive than other options listed, but they have a robust data set.

Email Automation

[Smartlead.ai](#)

Scale your outreach confidently with unlimited mailboxes, unlimited warmups, a limitless multi-channel infrastructure, and a unibox to handle your entire revenue cycle in one place. Smartlead is the best tool for email deliverability right now. If you want to ensure your messages are landing in the primary inbox, go with Smartlead.

AI Tools

[Clay.com](#)

Clay is the best tool for segmenting data and using AI to personalize messages at scale. Scale personalized outbound campaigns in seconds, not months. Help your GTM team land more meetings. Combine 50+ data sources, web scraping, and AI messaging to enrich your data and automate your outbound at scale.

[Tanza](#)

Find unique insights on your prospects and customers in seconds. Tanza is an AI-powered prospect intelligence tool. You can simply search for a person and Tanza will find unique information about them and connect the dots to how your product or service could help them. They'll automatically give you an ICP lead score and even write email snippets you can use for outreach.

[Lavender.ai](#)

The best way to improve your prospecting emails and increase reply rates. Reps have sent millions of emails through Lavender so they have tons of data on what works and what doesn't. Their AI will analyze your email and provide real-time suggestions on how you can improve it. They even gamify it by giving you a Lavender score. Get above 90 and you're ready to hit send!

CRM

[Hubspot CRM + Sales Tools](#)

Hubspot has one of the best CRMs for smaller teams. It can also scale with you as you grow. Don't settle for other CRMs and then have to rip and replace them later. Just get started with Hubspot from the beginning. HubSpot CRM has free tools for everyone on your team, and it's 100% free.

Do you know of a new tool you'd like to recommend? Reach out to harrison@succession.bio