

Consider	Why Does It Matter?	What Do We Look For?	How Important Is It? (1-5)
<b>Pricing vs. Features</b>	You want to pay for only as many features as you'll need in the foreseeable future. Unused features aren't just more expensive; they're heavier on resources and steepen the learning curve.	If you aren't sure what you need, make the conservative choice and pick a tool that features the flexibility to add on features or integrations.	
<b>Scalability</b>	How much growth in data and users can the tool handle? What does the product roadmap look like for future features that could handle a change in your work process?	Ask if you're expecting your team to increase in size while you're using the same tool. If yes, go for the more easily scalable version.	
<b>Flexibility</b>	Some tools will do exactly what you need them to right out of the box, but others will need to be configured. If you're not buying a tool that's a perfect fit, can you turn it into one?	More flexibility is always better.	
<b>Mobile Access</b>	Mobile access is not always an option, and, when it is, it can be expensive. For each tool, ask yourself if sales reps are likely to need mobile access. For some reps and some tools, it may be a necessity; for others, not so much.	Mobile access is definitely nice to have — yet you do have to weigh the costs. But, if the only thing separating two tools is mobile access, go for the one that offers it.	
<b>Security</b>	Understand your organization's security needs and protocols. Make sure a tool complies.	Review what safeguards the vendor has in place and what their track record has been on breaches or other issues.	
<b>Locally Installed vs. Cloud-Based</b>	Locally installed software requires more time and expense, but you retain control of your sales data. Cloud-based and SaaS options get you up and running quickly, but they retain your data and usually work on a recurring payment or subscription model.	Ask yourself if you trust this tool and plan on sticking with it for the long term. Trying to transition between SaaS's and other non-local options can be challenging.	