

# The Mid-Market GRC Buyer Checklist

What to ask every vendor before you sign.  
GRC buyers churn at 2x the rate of other SaaS.

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**10** QUESTIONS  
TO ASK

# Questions 1-3

Implementation, Security, Support

## 1. When will I actually be using this?

Most platforms take 6-12 months. Ask for a week-by-week timeline. What the vendor does vs your team. References from your size.

**51% of lost deals cited implementation speed.**

## 2. Is my data isolated, or just 'secure'?

Every vendor has SOC 2. Ask about architecture. Single-tenant or multi-tenant? Is data used to train AI models?

**Single-tenant is a key differentiator for regulated industries.**

## 3. When I need help, will a human answer?

Ask about dedicated CSM, phone support, and whether implementation and training are included or billed separately.

**Poor support drove 30% of customer churn.**

# Questions 4-6

Pricing, Frameworks, Automation

## 4. How does pricing work as we grow?

Per-user fees? Per-framework charges? Module add-ons? Get total cost at year 1, 2, and 3. Ask about renewal increases.

**42% of buyers cited budget justification as primary.**

## 5. What does cross-mapping look like?

Map a control once and apply to SOC 2, ISO, HIPAA simultaneously? Or maintain each separately? What happens adding a framework?

**49% of buyers cited multi-framework management.**

## 6. What does evidence collection look like?

Live demo of automated collection from your systems. How many integrations built-in? How long is setup? What stays manual?

**46% cited manual evidence collection as primary pain.**

# Questions 7-8

Integration, Demo Quality

## 7. How does it connect to my team's tools?

Jira depth: bi-directional or read-only? ServiceNow sync? Adoption dies when people leave daily tools for compliance.

**54% said disconnected tools were their #1 problem.**

## 8. Can you demo my specific use case?

Do not accept generic demos. Your frameworks, evidence types, workflow. Demo quality predicts product experience.

**Demo quality was the #1 tiebreaker.**

# Questions 9-10

Reporting, Customer Fit

## 9. What does board reporting look like?

See a board-ready report from the platform. Custom dashboards without support help? Export options?

**21% cited executive reporting as a key factor.**

## 10. Who is your typical customer?

If you are 2,000 employees with 5 compliance people, want references from similar companies. Not Fortune 500 or startups.

**Sweet spot: 500-10,000 employees, 3-10 compliance professionals.**

# The Three That Matter Most

If a vendor struggles with these, walk away.

## **FAST**

### **When will I actually be using this?**

Live in weeks. Your first audit, finished faster. If the vendor says 6-12 months, red flag.

## **SECURE**

### **Is my data actually isolated?**

Single-tenant. Not co-mingled. Not used to train AI models. Not just certified. Actually secure.

## **HUMAN**

### **Will a human answer when I need help?**

Dedicated CSM. Phone support. Expert implementation. All included. No premium tiers.

# 7 out of 10 companies replacing their GRC tools

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choose ZenGRC.

They asked the right questions.  
The answers led them here.

- Single-tenant. Your data is isolated.
- Live in weeks. Not months.
- Dedicated CSM and phone support. Included.
- One price. Unlimited users. Unlimited frameworks.
- 117 integrations. Evidence collects itself.
- Cross-framework mapping. Test once, apply everywhere.

**Request a Demo**

[zengrc.com/demo](https://zengrc.com/demo)