

MEDDICC QUALIFICATION PROCESS



✓ Product Description

MEDDICC is an acronym that outlines a proven qualification approach for your sellers. Each letter stands for a key qualification element. Using MEDDICC as an internal Sales Qualification Tool helps drive consistent discovery and efficient qualification of opportunities. It's a litmus test for gauging the strength of a sales opportunity and a GPS for navigating the sales cycle.

MEDDICC enables your sales team to quickly qualify deals in or out, so sellers can focus their attention on accounts with the highest potential opportunities. Using MEDDICC for qualification helps both the buyer and the seller move successfully through the decision-making process. It ensures that the way you sell is aligned with the way your customers want to buy.

Here's how MEDDICC enables a successful sales process:

For Buyers:

The right qualification process guides buyers through the requirements, options and risks that are all part of the buying process. It also ensures that your solutions are aligned with the customer's decision criteria.

For Sellers:

A great qualification process helps sellers identify critical gaps in customer knowledge or relationships early in the sales cycle. This prevents sellers from spending valuable time on deals that will never close.

💡 Course Curriculum

We know qualification plays an integral role in how you engage with customers as well as how you execute your sales operating rhythm. We'll work with your executive management team to customize each element of your MEDDICC process, gathering specific examples and ensuring relevancy for your sales team.

We'll create a Toolkit with sales consumable tools like Opportunity Qualifiers and Opportunity Coaching Guides. After the workshop, we'll role out the tools and methodology in a half day on-site training session. The session consists of interactive instructor-led training, paired with online learning modules.

Many of our customers embed MEDDICC training into their Command of the Sale® engagement. You can also opt for a stand-alone MEDDICC training for your team.

Here are the components of the MEDDICC process:

M	METRICS – quantifiable measurements and proof of business benefits
E	ECONOMIC BUYER – the individual who is required for the final “yes”
D	DECISION CRITERIA - solution requirements that will be evaluated for the decision
D	DECISION PROCESS – the process to evaluate, select and purchase a solution
I	IDENTIFIED PAIN – the customer pain that is a catalyst for solving the problem
C	CHAMPION – the person with the power and influence
C	COMPETITION – competitive strengths, weaknesses and differentiators

MEDDPICC – Validating the Paper Process



Some companies customize their qualification approach by adding a P to the process. This allows them to intentionally focus on validating the actions, requirements and time allotment needed for things like releasing funds, approving the statement of work, and allocating time for the legal team to review contracts and give final approvals.