



MEDDPICC: 3 Must-Haves Right Now

Guide to Smarter Deal Coaching



In a growth market, a few botched deals are simply speed bumps. But today, they're complete derailers. Missed targets, layoffs, investor pressures, and general decision anxiety mean softening demand.

Sellers are scrambling at month and quarter end to keep up with targets and sales leader expectations. Too often this means relying on 'gut feelings' or Herculean efforts to pull poorly qualified deals forward. Closing opportunities today requires smarter qualification and a continuously adapting set of selling actions.




From a \$200M ARR SaaS

"We just lost a contract with a large, multinational financial corporation, even AFTER a successful pilot period. Turns out, our platform *didn't meet all the IT security requirements* for a global rollout."



From a \$1B healthcare service company

"Our sellers work hard to find their way through all the procurement hoops of hospitals. Once they win the deal, they turn the relationship over to implementation – *uptake drags out*, and they *never fully use the solution*."



From a \$2B data cloud provider

"In a full implementation, we quickly become a significant spend in the IT budget. Technical folks love us. But we can't just rely on IT to sing our praises. We need to *justify spend by linking to business metrics*."

Poor qualification and opportunity management lead to sellers failing to align the broader value of their deals. This translates into churn and lost revenue. That's why more and more sales teams are doubling down on deal review frameworks like MEDDIC and its variations MEDDICC, or our preferred **MEDDPICC**.

Decision Process

Series of steps a buyer takes to make a decision

Decision Criteria

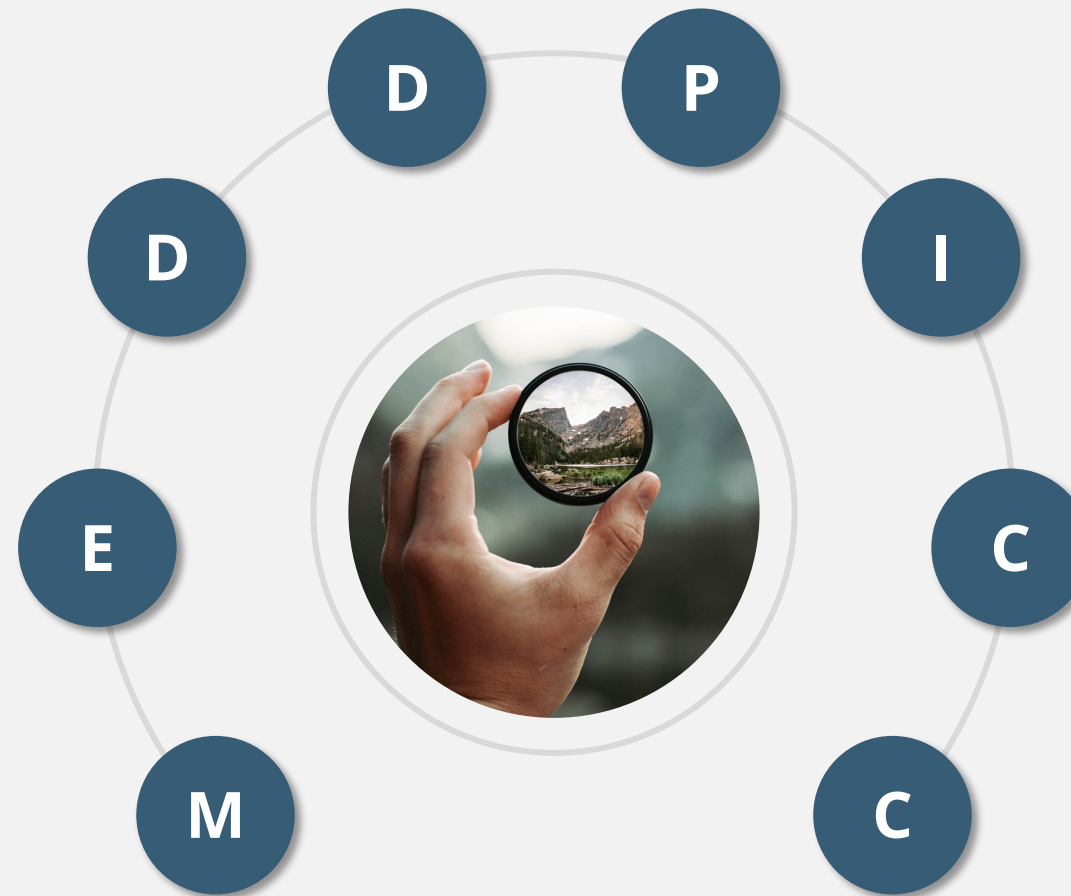
How a decision to purchase your solution will be judged

Economic Buyer

Person who holds authority in the buying decision

Metrics

Quantifiable measures of value that your solution provides



Paper Process

Series of steps to move from decision to signature

Implicated Pain

Customer's business problem that requires a solution

Champion

Person with the power and credibility to influence others

Competition

Any vendor/initiative competing for the same funds/resources



3 Must-Haves

Too many sales orgs hit snags when they attempt to put deal inspection into practice.

Implemented correctly, MEDDPICC helps sellers focus their efforts and drive business value for customers. It brings objectivity and precision into deal inspection and coaching.

There are 3 things your teams must start doing to maximize the value of MEDDPICC in the current environment.



Must-Have 1

MEDDPICC needs situational depth that's **unique to your organization, use cases, and deal structure**. Get specific. Translate MEDDPICC concepts into your company's context.

Must-Have 1

MEDDPICC Anchored in Your Situational Context



Successful enablement teams turn generic review concepts into highly tailored inspection questions. Consider these more specific questions vs. the generic versions often used by managers:

- Metrics: *"Have you defined and baselined their current total cost of ownership over the last three years?"*
- Champion: *"Have you developed the Product Manager leading the implementation to be our champion?"*
- Decision Process: *"Have you identified all the info security/process documentation requirements? Have you confirmed our alignment before engaging Legal?"*



Must-Have 2

To realize the full potential of MEDDPICC, it must be **tied to sales plays**. Done right, sales plays combine the practices of top-performing sellers with the precision of deal inspection.

Must-Have 2

MEDDPICC Activated with Adaptive Sales Plays

Implementing MEDDPICC requires providing sellers with customized sales plays that align to specific scenarios. These plays provide more prescriptive guidance for the sellers as they progress an opportunity:

- **Targeted Actions:** Specific ways sellers can uncover information, position solutions, and align stakeholders
- **Value Messages:** High-impact questions, stories, frameworks, and proof points to use when engaging influencers
- **Knowledge:** Insights and acumen related to the customer's business, industry, and challenges as well as our solutions and process
- **Tools:** Resources, technology, and templates to accelerate the sales process and the customer's decision journey



A group of four business professionals are seated around a light-colored conference table in a modern office setting. In the foreground, the back of a woman with long blonde hair is visible. Across from her, a man with a beard and glasses is gesturing with his hands while speaking. Next to him, an older man with a grey beard and glasses is listening attentively. On the far right, a woman with curly hair is also listening. A laptop and a smartphone are on the table. The background shows a large screen and office partitions.

Must-Have 3

MEDDPICC shouldn't be a one-and-done or check-the-box activity. It must become core to your **sales management cadence and how sellers execute the sales process.**

Must-Have 3

MEDDPICC Operationalized as Part of an Integrated System



Any process deployed without reinforcement or accountability won't stick. There are a few key actions leaders and enablement teams must take to embed MEDDPICC into a seller's daily way of working:

- Add custom opportunity fields in CRM to collect greater detail about deal situational factors
- Develop and put into use a deal scorecard that highlights seller info gaps and areas to hone-in
- Leverage CRM integrations to visualize key deal factors, like relationship maps
- Build criteria and questions into manager coaching guides
- Consistently anchor forecasting and deal conversations to customer evidence – 'gut feelings' are not evidence

Doubling Down on Deal Coaching Using MEDDPIC

Implemented correctly, MEDDPIC...



Provides sellers with essential deal factors and targeted sales plays



Infuses precision into the inspection process – enabling a manager to direct more effectively



Helps leaders “manage up”, using evidence to drive forecasting and pipeline decisions





Check out this blog to learn more about how leading sales organizations are unlocking smarter deal inspection and coaching.



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We work with clients who have the vision and guts to re-imagine how they
sell to today's buyers.**

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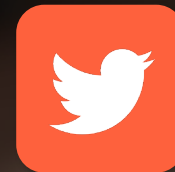
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