

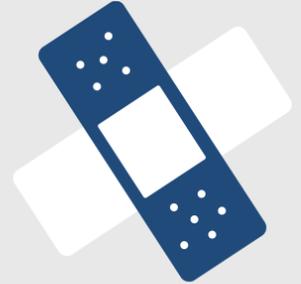
MEDDICC 101

Identify and focus on these seven factors to create a more effective sales process, generate stronger relationships, and close more deals.



METRICS

Identify and define business outcomes or KPIs that indicate success and focus on how your solution drives them.



ECONOMIC BUYER

Identify the contact that has both the authority and budget to make the final purchase decision and engage with them.



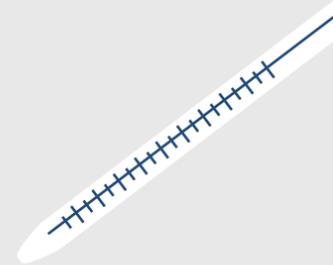
DECISION CRITERIA

Define the criteria on which your solution will be judged. Understand the capabilities and value you must show. You can also provide input against these criteria.



DECISION PROCESS

Define the process through which your buyer will evaluate their options and make a decision. You can also influence this process.



IMPLICATE PAIN

Find the pain that your buyers are experiencing and solve for it.



CHAMPION

Identify and engage the contact that has internal power and influence who can sell when you are not there. This person must have a vested interest in your success.



COMPETITION

Identify direct competitors, as well as external threats competing for the same budget or resources as your solution and position yourself appropriately.



PAPER PROCESS

Often considered optional, the paper process slots between decision and pain. This component focuses on the paper trail needed to win a deal, such as a proposal, contract, pricing agreement, technical documentation, and so on.

