

MEDDPICCC

Framework Cheat Sheet

A quick-reference for sales teams to qualify deals, engage buyers, and drive predictable revenue outcomes using the MEDDPICCC framework. Each letter represents a critical component in understanding and navigating complex sales cycles.

MEDDPICCC



M
Metrics



E
Economic Buyer



D
Decision Criteria



D
Decision Process



P
Paper Process



I
Identify Pain



C
Champion



C
Competition

Metrics

Summarize the Metrics that define success of the project / initiative (Future State)

- 📌 **Tip:** A quick hack to uncover what these could be is to consider yourself with your customer six months from now in a QBR. What positive outcomes would you expect to see from your solution?

Metrics are quantifiable and measurable results that potential customers perceive as valid for his project or initiative, and can be divided into two major groups:

M1s

Business Outcomes we have delivered for existing customers

M2s

Metrics specific to customer

Economic Buyer

Identify and Engage with the Economic Buyer.

The Economic Buyer is the person with the overall authority in the buying decision. The Economic Buyer can say **"No"** when other people say **"Yes"**, and, **"Yes"** when other people say **"No"**.

Meeting the *real* EB, checking for their sponsorship, criteria, and next steps sheds light on the complex decision criteria and processes. Preparing the EB meeting is key to success, however you need to do your homework on the value proposition and earn the right to ask for this meeting.

Sponsorship

Confirm the EB's active sponsorship of the initiative and their commitment to the project.

Criteria

Understand the EB's personal and organizational criteria for making the buying decision.

Next Steps

Align on clear next steps that move the deal forward with EB involvement.

Decision Criteria

"Required Capabilities" that will be evaluated for the decision.

You can generally define the Decision Criteria into three different types:

1. Technical

Does your solution technically meet the requirements to make it feasible for the requirements outlined?

2. Economic

Matters relating to how viable your solution is from a perspective of finance, risk and efficiency.

3. Relationship

How closely do the values and direction of the two organization's align?

Decision Process

The process to evaluate, select and purchase a solution.

It's the series of steps that form a process of which the buyer will follow to make a decision. The Decision Process breaks into two parts:



1. Technical Validation

Product demos, Technical calls, POC



2. Business Approval

What needs to happen for customer to state they are making a decision to proceed with our solution

Paper Process

The process & timeline for gaining the necessary approvals and signatures (e.g. MSA, Order Form, SOW, Legal & Finance Approvals)

The Paper Process usually breaks down into three key elements.

1

The Process

Understand the full sequence of steps required to get contracts reviewed, approved, and signed.

2

The People

Identify all stakeholders involved in legal, finance, procurement, and executive sign-off.

3

The Timing

Map out realistic timelines for each approval stage to avoid last-minute delays at close.

Identify Pain

Identify, then implicate the Pain we are solving (Current State)

Pain can be a technical and/or business shortage that the client would like to overcome, stop, or change. It must impact the customer in terms of time, cost, risk, or revenue if not solved within a certain time frame. We call it, **"The consequence of doing nothing when the compelling event takes place."**

📌 **Tip:**

"We speak to a number of teams, this is what they tell me, these are the problems they have... curious to what extent that resonates/surprises you?"

"Have you tried to address that on your own?" "What happened" (WHY ARE YOU TALKING TO ME) Humbling Disclaimers for better impact questions (I may be way off base here, but who does this impact? Why is this important?)

 C – CHAMPION

Champion

A Champion is a person who has power, influence, and, subsequently, credibility within the customer's organization.

Detail your alignment with the Champion. Test your Champion.

Here's how:

- 1 A Champion has power and influence
- 2 A Champion acts as an internal seller for you
- 3 A Champion(s) has a vested interest in your success

Competition

Your understanding of our competitor's strengths, weaknesses and differentiators, and their relation to our Champion(s).

What's your plan to win against the competition?

Your competition could be any individual, initiative, or vendor competing for the same funds or resources you are. Including the Status Quo!

Strengths

Understand what your competitors do well and how they position against you in the deal.

Weaknesses

Identify gaps in competitor offerings that your solution addresses more effectively.

Differentiators

Articulate clearly why your solution wins – and ensure your Champion can communicate this internally.