

MEDDICC Implementation for Leaders

Without a consistent approach to qualification, organizations may struggle with challenges like chasing the forecast, using inconsistent language to describe opportunities, and a lack of relevant coaching to move deals quickly through the pipeline.

Dominate the qualification process by:

Working Smarter: Get into the right deals faster & out of the wrong ones just as quickly

Improving Sales Agility: Move opportunities forward with increased efficiency

Creating Predictability: Implement a sound process for pinpointed forecasting accuracy

MEDDICC provides answers to these questions on EVERY opportunity:

Do we belong in this deal?

Where is this deal strong for us, where is it weak, and for what reasons?

What actions will move this deal forward more efficiently and effectively?

Drive successful MEDDICC implementation and ensure top-down alignment:

LEVEL 1

Executive Alignment

Leadership teams set the stage for success by ensuring customer-facing teams are aligned behind the way they engage with customers. Effective MEDDICC execution provides the entire company with confidence that forecasted numbers are REAL. Set the expectation that leaders will commit to prioritizing sales support throughout the implementation.



LEADERSHIP REQUIREMENTS

- Explain the “Why?”
- Show a willingness to coach your team
- Hold yourself and your team accountable

LEVEL 2

Manager Enablement

Empower managers with the tools and training they need to be voracious qualifiers with MEDDICC. Establish the information and data points required to accurately diagnose opportunities and align on how to identify the strengths and weaknesses within each opportunity.



MANAGER REQUIREMENTS

- Master the “How?”
- Build a coaching mechanism into the management operating rhythm
- Hold reps accountable for using MEDDICC data to inform & direct selling actions

LEVEL 3

Sales Team Execution

Enable your sales teams to weave the MEDDICC qualification approach into their selling motion with defined action steps. Ensure alignment on what good looks like for best practices in execution. Build consistency around the value-driven messaging framework that is informed and directed by information collected through MEDDICC.



SALES TEAM REQUIREMENTS

- What do we want reps to focus on?
- How are we supporting this focus as a selling organization?
- Is our desired execution method crystal-clear to reps and managers?

Find additional strategy on adoption and implementation in our [MEDDICC Resource Guide](#).

