IMPLEMENTING MEDDPICC

Your guide to building the Decision Criteria for your MEDDPICC Initiative

MEDDICC

Welcome to our guide on evaluating and selecting the right sales methodology for your organization or as we like to say, common language.

We are a team of go-to-market (GTM) professionals all brought together by our drive to combine our energy and expertise with the opportunity to empower go-to-market teams to unlock their potential.

Our goal in creating this guide is to help you efficiently understand whether MEDDPICC is the right fit to help you achieve your goals. Additionally, this guide is designed to empower you to choose the most suitable and appropriate partner for you and your organization, based on our experience of partnering with over 500 companies on their implementations of MEDDPICC.

Before we get into it, here's what we mean by MEDDIC;

M E D D I C

We use this when referring to the ecosystem or when talking about the framework generically

M E D D I C C

We use this when we're talking about us as a business

M E D D D P I C C

We use this when talking about our preferred variation (Includes C for Competition and P for Paper Process)

WHY MEDDPICC?

The best go-to-market (GTM) organizations use MEDDPICC – and it's not hard to see why. Due to its widespread nature and versatility, MEDDPICC is the only methodology used by sales teams that can act as a common language for the entire GTM team across the entire customer lifecycle. It simplifies cross-functional communication, as everyone works with the same information.

But knowing MEDDPICC and embedding it are two different things. The organizations that see the greatest impact don't just learn the framework, they execute it in their day-to-day work and continuously level up based on what the data and their deals are telling them. That connected loop of learning, executing, and leveling up is what separates a one-time training initiative from a genuine performance shift.

When MEDDPICC is embedded into an organization's regular cadences, sales teams achieve consistency in customer engagement, driving predictability. This benefits both the sales team and general leadership by improving talent retention and recruitment, ensuring your sales team operates at the highest level. It also fosters better alignment between sales and Customer Success teams, as they use MEDDPICC to empower the perfect handover and therefore maximum delivery when the solution goes live.

There is no limit to what MEDDPICC can do to elevate your entire organization when it is learned, executed, and continuously built upon – properly, and cross-functionally.

There is no limit to what MEDDPICC can do to elevate your entire organization when embedded properly, and cross-functionally.

COMMON LANGUAGE

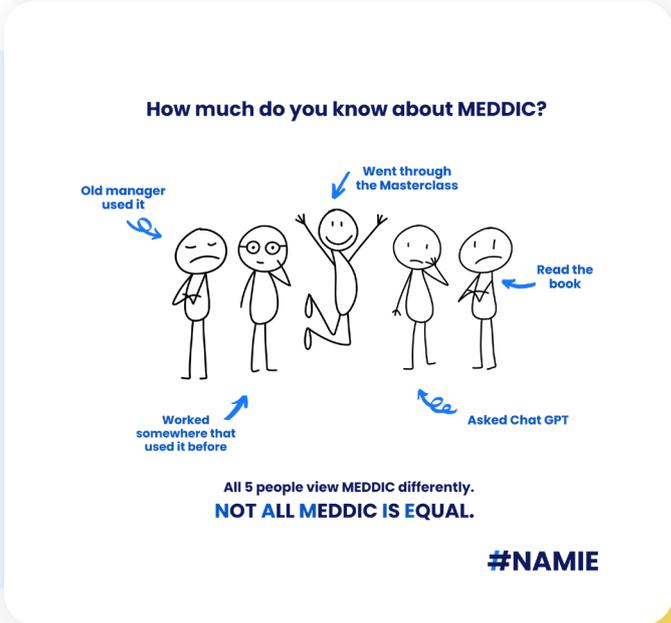|	MEDDICC — The MEDDICC Playbook is the only end-to-end solution for the entire GTM team	Other MEDDIC — Other MEDDIC solutions only consider qualification	Other Frameworks — Other frameworks do not meet the criteria
It must be common	✅	✅	❌
It must work for every GTM team	✅	❌	❌
It must work for the entire customer lifecycle	✅	❌	❌
Open Source / Open to adaptation	✅	✅	❌

THE IMPORTANCE OF FINDING THE RIGHT PARTNER

One great thing about MEDDIC is that it's an open-source framework anyone can use and embrace. However, this also means there is massive variation in MEDDIC proficiency across our industry.

A   may have read a book about MEDDIC

B   might have worked in an organization where they used it in their qualification

C   might have asked ChatGPT about it

D   decided to invest in the course and become certified

E   he worked for a leader who did a course 20 years ago

All of these people are likely to confirm to 'know MEDDIC' but there's no telling the depths of their respective understandings.

Some organizations believe MEDDIC never evolved from being just a qualification tool, focusing solely on sales and neglecting the wider customer lifecycle.

How much do you know about MEDDIC?

Old manager used it

Went through the Masterclass

Read the book

Worked somewhere that used it before

Asked Chat GPT

All 5 people view MEDDIC differently.
NOT ALL MEDDIC IS EQUAL.

#NAMIE

"

More than just an X-Ray tool - you may have heard the narrative that MEDDIC is just the X-Ray tool to tell you which bones are broken and it can't tell you how to heal the broken bones. We call nonsense on this. We use MEDDPICC to not only heal broken bones but to work pro-actively ensuring the bones don't get broken in the first place

IMPLEMENTING MEDDPICC

MEDDICC

At MEDDICC, we disagree. We understand MEDDIC/MEDDPICC inside and out, recognizing that teams achieve the best results when they embed it as a common language. We know how to help them do just that.

We believe you can quantify this concept, which we call **NAMIE** (Not all MEDDIC is Equal), with three key factors:

#NAMIE

Breadth (Customer Lifecycle and GTM focused)

Does your MEDDIC expand across the entire GTM team? Effective MEDDIC implementation should encompass and benefit all areas of your go-to-market strategy and customer lifecycle, not just sales. This isn't about adopting your GTM team to work on the sales cycle, it's about embedding MEDDPICC throughout positioning > selling > customer success/delivery > Expansion/Renewal.

positioning → **customer success / delivery** → **expansion / renewal**

Depth (Data and Culture)

Does your MEDDIC enable you to measure the quality and adoption of the framework? True depth in MEDDIC involves robust measures and continuous improvement, ensuring the framework is fully adopted and utilized effectively. Your team should be fully enabled culturally to measure > learn > iterate > improve and provided with the resources to do so.

measure → **learn** → **iterate** → **improve**

Collaboration (Common Language)

Does your MEDDIC work as a common language? A successful MEDDIC implementation should facilitate seamless communication and collaboration across all departments… again, not just sales.

To improve revenue output, you need to focus on the entire GTM team.

Your sales teams are smart; you don't want to lose credibility by bringing in a trainer who lacks sales experience. You need a partner who works with you long-term. A one-off workshop from a flown-in consultant won't create lasting habits or address onboarding, new hires, or attrition.

As a preferred MEDDPICC partner, we provide you with the tools, training, and technology to embed MEDDIC as your operating system, creating a scalable, repeatable, and efficient playbook. Our proven success and comprehensive Membership cover the breadth and depth of NAMIE, ensuring your organization achieves optimal results with MEDDPICC.

Whether you are actively using MEDDPICC or you're just starting to consider it for your GTM team, this guide provides essential guardrails for best practices in implementing MEDDPICC. Our key considerations outlined below will help you understand the impact of MEDDPICC on your organization and ensure you make informed decisions for successful implementation and adoption.

YOUR DECISION CRITERIA

Dc

There are three primary types of decision criteria:

Technical
Evaluates whether your solution technically meets the requirements, ensuring it is feasible and fits the outlined specifications.

Economic
Considers the financial viability, risk, and efficiency of your solution, assessing its overall cost-effectiveness and sustainability.

Relationship
Examines how well the values and direction of the two organizations align, ensuring a strong and synergistic partnership.

The MEDDIC definition

The decision criteria are the set of principles, guidelines, and requirements an organization uses to make a decision. These criteria ensure that choices are made systematically and align with the organization's goals and needs.

Below, we will break down the typical decision criteria you may be looking for when selecting the right MEDDPICC partner for you. Additionally, we will share our top five decision criteria to help guide your selection process.

This decision criteria has been created using our own customers' Decision Criteria from their respective evaluations.

Technical Decision Criteria Checklist

Tick the boxes for the criteria you want in a MEDDIC provider

Quality of Content

Professionally produced content with relatable real-life practical examples and modern-day references that people want to rewatch. Designed to be edutaining (educational and entertaining) and turn knowing into doing.

Scalability

Ability to scale training for different team sizes, from small groups to large, with experience in training distributed teams. Scalable for new hires and not just existing team members.

Repeatability

Training is available 24/7, on-demand and can be re-watched across 12 months access.

More than Qualification

Methodology and framework extends beyond qualification. The below takes a single MEDDPICC element as an example to explain what we mean by more than just qualification.

Qualification: 'Do I have a Champion?' Qualified against the three criteria of a Champion.

Methodology: 'How to build Champions'; finding potential Champions and executing the right plays to develop and leverage Champions.

Value: 'What value do we deliver for Champions'; leveraging their typical vested interest at scale.

Measure: 'What is the impact of having qualified Champions'; backing up what best practice is to be common practice to ensure growth in results.

Process: 'By what stage do we need a qualified Champion?' ensuring consistency in how MEDDPICC in utilised common from a process point of view, leveling up predictability.

GTM wide

Applies MEDDPICC to the entire GTM team across the full customer lifecycle, from pre-sales to post sales. Examples include:

GTM integrated with Product: A common language should inform the product team of how propositions are being received in the sales process as well as once live with customers in order to make informed product roadmap decisions.

GTM integrated with Marketing: Value is captured in a cohesive format and adapted to suit marketing activities empowering things like Sales Decks, case studies, product marketing, persona marketing and events.

GTM integrated with SDR: SDR teams are shown how to use relevant propositions and use cases that target correct personas and pain points within the prospecting stage, setting the AEs up for success whilst optimising the prospect experience.

GTM integrated with Channel / Partners: Having the framework to help manage the processes and to articulate value to the right stakeholders infusing the ability to win more together with higher levels of efficiency

GTM integrated with SEs: SEs bring the technical side of the solution to life. With MEDDPICC as Common Language SEs can connect value, stakeholders and process working in lockstep with the AEs consistently.

GTM integrated with AEs: MEDDPICC empowers AEs to proactively cover Value, Stakeholders and Process in the best possible way, continuing a consistent customer experience from first engagement whilst setting up for value delivery matching the expectations and goals set.

GTM integrated with Customer Success: Empowering the world's greatest handover through having a Common Language that extends across the customer lifecycle. CSM clarity on the value that is to be delivered and how, the stakeholders involved and the process as to how things work when expansion opportunities etcetera show up.

Accessibility

Able to consume on mobile devices. Different captions for different languages available.

Operating Rhythm

Resources, templates and best practices for integrating MEDDPICC into company cadences and resources on going from enablement to full adoption.

MEDDICC
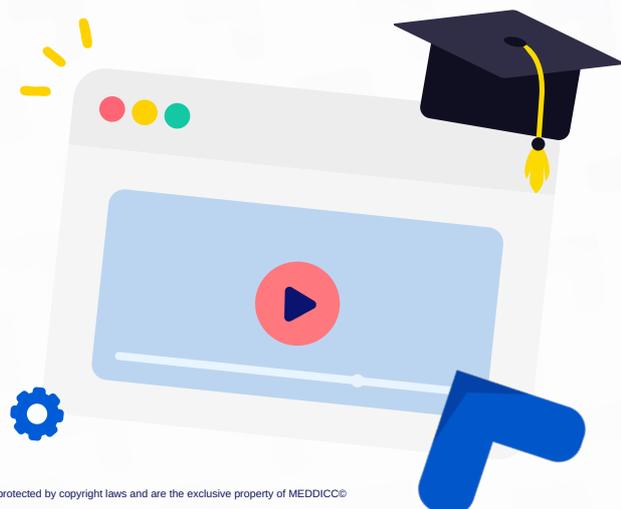
Internal Resources

Provided with workshops, templates and cadence suggestions in order to become self-sufficient in using MEDDPICC vs reliance on consultants.

Leadership training

Programs and guidance to help you embed MEDDPICC into your operating rhythm and cadences. E.g How to run QBRs, How to run Deal Reviews, How to Run 1:1s, How to Hire MEDDPICC execs, How to Onboard.

Enablement plan fit for your business

Flexibility to offer diverse services that suit your needs, SKO/Keynote, virtual engagements, in-person workshops as well as on-demand learning.

Roadmap

Continuously innovating content and adding new, useful programs for the entire GTM team as well as continuous development of existing programs based on customer feedback and new learnings. E.g not old, stagnant content that hasn't been updated in a decade.

Reporting

Access to automated progress reports to assess completion and engagement scores. Maturity Modelling reporting to understand where your organization is in relation to MEDDPICC adoption.

Measurement

Leading and lagging indicators and plans to track performance with available field-level insights.

Engagement Plan

Aligned and outlined enablement plan with clear owners, milestones, and a defined Maturity Model to drive successful MEDDPICC adoption. With Blueprint, MEDDICC is tailored to your organization, with a guided path to proficiency and embedding of MEDDIC into day-to-day sales rhythms.

Process driven

Audit and recommendations for sales processes and stages, made more effective with access to the MEDDICC playbook and bespoke customization with MEDDICC Blueprint.

Opportunity Management

Purpose-built MEDDPICC platform with built-in scoring algorithm to put theory into practice designed to create proactive habits in sales cycle vs adding in reactive, admin-heavy fields on current CRM platform.

MEDDPICC-trained Call Recorder

MEDDPICC-native assistant that understands what matters in your deals, captures MEDDPICC insights and provides actionable next steps.

Integration

Opportunity Management with Salesforce integration.
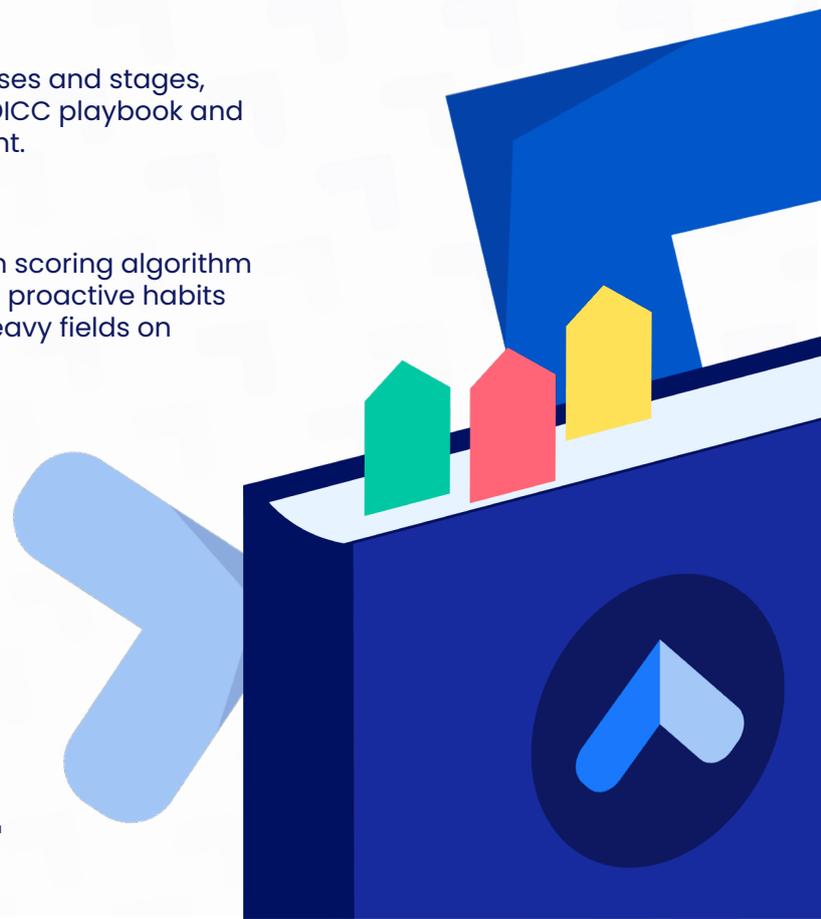
Economical Decision Criteria Checklist

Tick the boxes for the criteria you want in a MEDDIC provider

One Partner

Providing both enablement and software to enable adoption of MEDDPICC. Taking learnings from knowing to doing in day to day cadences.

Growth Pricing Structure

Ease of giving new headcount access to repeatable learner journey.

Setup & Maintenance

Low effort for rev and sales ops team to integrate tech stack into organization.

Proven ROI

A provider who has a demonstrated and measured track record of delivering a positive ROI.

Economies of Scale

Clear pricing structure for different scale of deployment.

Credibility

De-risk your implementation by ensuring buy-in via a partner who is seen as having the credibility to walk the walk as well as talk the talk.

MEDDPICC Experience

Demonstrable experience in implementing and using MEDDPICC at the sharp end. Not just talking about it.

Relationship Decision Criteria Checklist

Tick the boxes for the criteria you want in a MEDDIC provider

Credibility

Recognised authority on MEDDIC with a proven track record of implementing MEDDIC to a wide variety of organizations and industries

Partnership

Approaches implementing MEDDPICC as a partnership and success is aligned with the partner and organization. Establishing a repeatable and value driven journey over 12, 24, 36 and 48 months

One vendor

Partner offers both enablement and software to enable adoption of MEDDPICC.

GTM wide

Applies MEDDPICC to the entire GTM team across the full customer lifecycle, from pre-sales to post sales. Not just training for sales teams.

Support

Access to Customer Success team and Enablement professionals to aid with questions, support and implementation processes

Community

Access to an online community to ask questions, learn from like-minded professionals and access to future talent

Events

Access to virtual and in-person events to further embed learning and MEDDPICC buy-in from a culture perspective

Culture

Alignment of values, philosophy and mission

Adaptability

Willingness to respond and act on customer feedback

Positioning

Leadership team can become a leader in the space with access to podcasts and strategic leader events

Empowerment

The emphasis is on your teams becoming the experts and being able to enable MEDDPICC in-house vs the trainer being the star of the show

TOP DECISION CRITERIA

At MEDDICC, we have identified several key decision criteria that are crucial in selecting the right MEDDPICC partner based on our experience of implementing MEDDPICC. Understanding these criteria can help you make an informed decision.

Quality & Credibility

We focus on creating educational yet engaging content. Every moment matters, and we highly value the time you invest in our materials. That's why we ensure our content is as valuable as possible. We're so confident in our content that we offer a refund for any single license if a customer can prove they've purchased from another MEDDPICC partner and prefer their content. Learning from professionals who have real-world experience makes a significant difference, ensuring your team believes in the substantial investment you're making. Would you rather learn from someone that's never used MEDDIC, someone that used it 30 years ago, or someone who literally wrote the book on it and has helped to implement MEDDPICC into over 500 organizations?

Scalability & Repeatability

Many MEDDPICC alternatives rely heavily on live training sessions. While effective, this approach often doesn't accommodate those who can't attend or new hires. **Our model ensures your teams have access to all our content and resources for 12 months**, providing a scalable and repeatable way to onboard new starters. MEDDPICC is not a one-time initiative; continuous access helps your team integrate the framework fully as well as allowing them to go back and revisit any parts of the content as many times as they want.

One Vendor Solution

After learning MEDDPICC, putting it into practice is the next critical step and it's where most implementations fall short. Many organizations struggle by trying to integrate MEDDPICC into existing CRM systems with reactive fields that capture data after the fact, rather than shaping behavior in the moment.

At MEDDICC, we close that gap. Our Membership is built around a connected loop: Learn, Execute, Level Up. Members build the foundation through workshops, live sessions, and on-demand programs. They execute in their live deals using Opportunity Manager, Winni Call Recorder, and the MEDDICC Playbook – tools purpose-built to embed MEDDPICC into the flow of work, not bolt it on afterward. And they level up continuously through performance insights, AI-driven recommendations, and coaching prompts that turn activity into improvement.

This is what mOS, our MEDDICC Operating System, makes possible: a single platform where learning connects directly to execution, and execution connects directly to growth. Rather than treating MEDDPICC as a one-time event, Membership ensures your teams are always moving forward: building on what they know, applying it where it counts, and improving with every deal.

Adoption-Focused

At MEDDICC, we don't treat training like a single event, which often results in only a small percentage of people progressing from theoretical understanding to real-world mastery. Instead, we take a long-term, multi-year view that starts with the foundational elements but quickly extends beyond them.

Our offering is centered on three pillars: Learn, Execute, Level Up. Once the foundation in learning has been laid, we layer in services to take our customers on a path where they can execute and continuously level up. Designed specifically to drive adoption, reinforce behaviours, and build maturity over time, with these services we address the gap where more than 70% of sales training initiatives typically fail. We don't leave adoption to chance; we position ourselves as a partner with a clear, structured plan to ensure your teams embed MEDDPICC effectively and consistently.

GTM Team Minded

Unlike other partners who view MEDDPICC as solely for sales qualification, **we believe it's a common language best applied across the entire GTM team and customer lifecycle.** Implementing MEDDPICC throughout your GTM function fosters better relationships between departments, reduces silos, and enhances overall GTM velocity.

Partnership Focused

Our goal is to empower your organization to adopt MEDDPICC successfully. We provide the necessary tools, resources, and reporting, while empowering your leaders and enablement teams to embed the framework across the organization. Your success is our success, and we prioritize ensuring you see a strong ROI from MEDDPICC. Unlike alternatives that may create a dependency, our approach is to empower your team for long-term success.

THE PITFALLS OF A SELF-BUILD OR TRAIN-THE-TRAINER MODEL

Organizations often consider two approaches for implementing MEDDPICC:

Building the program internally or adopting a train-the-trainer model. However, these methods frequently encounter significant challenges and typically result in suboptimal outcomes.

First, the depth and breadth of learning and its distribution across GTM functions can vary greatly depending on the source. This inconsistency undermines the effectiveness of the initiative.

Second, the train-the-trainer model often loses value as it is repeated, diluting the original insights provided by subject matter experts who are focused solely on MEDDPICC as a common language.

The most effective approach is to integrate top-tier products into an existing enablement flywheel, ensuring that the learning experience is both comprehensive and impactful. By combining high-quality, on-demand training with ongoing guidance and resources, you can embed these learnings into your team's operations, driving real, sustainable change.

We hope this guide helps you carefully evaluate all the relevant decision criteria for your organization, empowering you to choose the right MEDDPICC partner and maximize your organization's revenue potential and operational efficiency.

Want more information?

GET STARTED

or contact us at sales@meddicc.com