

## We need to focus on winning the account, which means building lasting partnerships that grow, renew, and expand over time.

In B2B sales, closing the deal used to be the ultimate goal. But now, with customer expectations shifting more towards measurable impact and ongoing value, winning the deal is only the beginning.

Enter MEDDPICC, the common language that makes driving and measuring value across the entire customer lifecycle much easier. Each element gives teams pivotal insights on a deal (and account!) while it's in progress, and long after the signature.



### Metrics

Understand and quantify the business outcomes your solution delivers. Align your product's impact with the customer's key KPIs to win the initial deal and create new metrics for renewals, expansions, and upsells.



### Economic Buyer

Identify and engage the person who makes the final decision. Keeping them informed and invested ensures smoother decision-making and long-term support across the account.



### Decision Criteria

Know exactly what matters to the buyer. By proactively influencing them towards your solution and aligning it to their top priorities, you increase the chance of landing the deal and keep reinforcing why your solution is the right choice over time.



### Decision Process

Map the steps and stakeholders involved in every purchase. Understanding the full process helps prevent surprises, speeds up approvals, and ensures future initiatives within the account flow smoothly.



### Paper Process

Keep contracts, approvals, and legal requirements on track. A seamless Paper Process reduces friction at the close and keeps the customer confident during renewals or expansions.



### Implications of Pain

Highlight the business problems your solution solves. Continuously showing how you alleviate pain reinforces your value post-sale and opens opportunities for cross-sells and upsells.

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## Champion

Build strong advocates within the account. Champions guide you through internal politics, promote your solution, and help secure repeat business and expansions.

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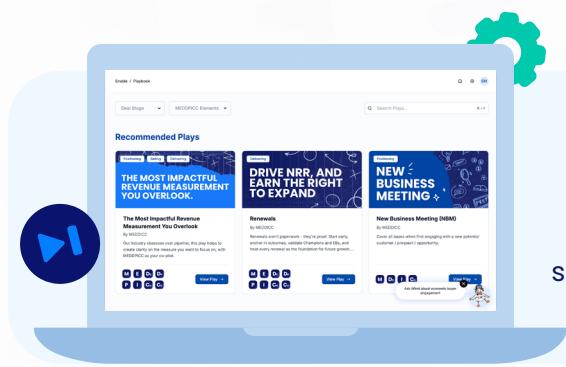
## Competition

Understand who else is in the running and why. Tracking competitors (including whoever might be fighting for the same resources) helps you position your solution effectively, defend renewals, and identify gaps for upsell opportunities.

## Win the Account with these offerings from MEDDICC

### THE MEDDPICC MASTERCLASS

The MEDDPICC Masterclass equips the entire GTM team with MEDDPICC, giving them the tools and common language they need to win the account, not just the deal.



### THE MEDDICC PLAYBOOK

The MEDDICC Playbook is a central, searchable repository of proven GTM plays to help your team execute better. It includes specific renewal and upsell related plays that you can deploy to keep your focus on winning the account.

### THE MEDDICC VALUE PROGRAM

The MEDDICC Value Program ties the common language of MEDDPICC to a value framework that flows throughout the entire customer lifecycle. From Positioning to Selling to Delivering, keep value front of mind so that when renewal comes around, there are no doubts.

