

IMPLEMENTING MEDDPICC

Your guide to building the Decision Criteria for your MEDDPICC Initiative



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

We're a team of go-to-market (GTM) professionals united by one goal: helping revenue teams unlock their full potential.

This guide helps you understand whether MEDDPICC is the right fit for your organization, and how to choose the right partner to help you implement it. It's built on what we've learned partnering with over 500 companies on their MEDDPICC rollouts.

BEFORE WE GET INTO IT, HERE'S WHAT WE MEAN BY **MEDDICC**;

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 P I C C

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

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WHY MEDDPICC?

The best go-to-market (GTM) organizations use MEDDPICC, and it's not hard to see why. It's the only methodology built to work as a common language for the entire GTM team, across the entire customer lifecycle, not just sales. Knowing MEDDPICC and embedding it are two different things, though: the organizations that get the most out of it put it into practice day-to-day and keep improving based on what the data tells them. That ongoing cycle of applying and refining is what separates a one-time initiative from a lasting shift in performance.

Embedded into your regular cadences, MEDDPICC brings consistency to customer engagement and drives predictability, which supports talent retention and recruitment and keeps your sales team performing at a high level. It also strengthens alignment between sales and Customer Success, for a smoother handover and stronger delivery once the solution goes live.

That means everyone works from the same information, and cross-functional communication gets a lot simpler. When it's learned, executed, and continuously built on, properly, there's no limit to what MEDDPICC can do for your organization.

There's no limit to what MEDDPICC can do for your organization, when it's embedded properly and applied cross-functionally.



	 MEDDPICC MEDDPICC Membership is the only end-to-end solution for the entire GTM team.	Other MEDDPIC Other MEDDPIC solutions only consider qualification.	Other Frameworks Other frameworks don't meet the criteria.
COMMON LANGUAGE			
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

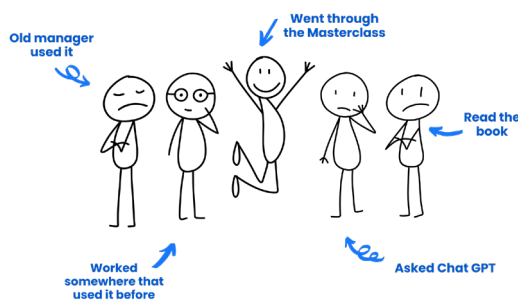
One great thing about MEDDICC is that it's an open-source framework anyone can use and embrace. However, that also means there's massive variation in MEDDICC proficiency across the industry.

- A** Read a book about MEDDICC
- B** Worked in an organization where they used it in their qualification
- C** Asked ChatGPT about it
- D** Invested in the course and become certified
- E** Worked for a leader who did a course 20 years ago

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

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

How much do you know about MEDDICC?



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

#NAMIE

**ALL 5 PEOPLE VIEW
MEDDICC DIFFERENTLY.
NOT ALL MEDDICC IS
EQUAL. #NAMIE**



More than just an X-ray tool: you may have heard the idea that MEDDICC is just an X-ray, telling you which bones are broken but not how to heal them. We call nonsense on this. We use MEDDPICC not just to heal broken bones, but to work proactively so the bones don't break in the first place.

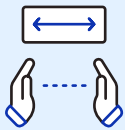
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Some think MEDDIC never grew past a qualification tool. We disagree. We know MEDDIC and MEDDPICC inside and out, and we've seen that teams get the best results when they embed it as a common language. We call this concept NAMIE (Not All MEDDIC Is Equal), and we break it down into three factors:

#NAMIE



BREADTH (CUSTOMER LIFECYCLE AND GTM FOCUSED)

Does your MEDDIC expand across the entire GTM team? A strong implementation covers your full go-to-market strategy and customer lifecycle, not just sales. It's not about pulling your GTM team into the sales cycle; it's about embedding MEDDPICC across positioning > selling > customer success/delivery > Expansion/Renewal.

FLOW



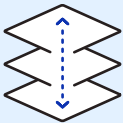
POSITIONING



CUSTOMER SUCCESS/DELIVERY



EXPANSION/RENEWAL



DEPTH (DATA AND CULTURE)

Does your MEDDIC enable you to measure quality and adoption? Real depth means having the measures in place to track adoption and improve continuously. Your team should be enabled, culturally and practically, to measure, learn, iterate, and improve.

FLOW



MEASURE



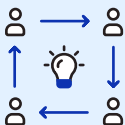
LEARN



ITERATE



IMPROVE



COLLABORATION (COMMON LANGUAGE)

Does your MEDDIC work as a common language? A successful implementation drives communication and collaboration across every department, not just sales.

To improve revenue output, you need the whole GTM team on board.

Your sales team is smart, so don't lose credibility with a flown-in consultant who's never carried a number. A one-off workshop won't build lasting habits or cover onboarding, new hires, and attrition. You need a partner for the long haul.

As your MEDDPICC partner, MEDDICC gives you the tools and technology to run it as your operating system: a scalable, repeatable playbook for the whole GTM team, backed by Membership that covers the full breadth and depth of NAMIE. Whether you're already running MEDDPICC or just considering it, the criteria below will help you choose the right partner and make an informed call on implementation and adoption.

YOUR 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 MEDDPIC DEFINITION

Decision Criteria are the set of principles, guidelines, and requirements an organization uses to make a decision. These criteria make sure choices are made systematically, in a way that fits the organization's goals and needs.

Dc

We've built this list of Decision Criteria from our own customers' real evaluations.

Below, we break down the typical Decision Criteria you might look for when selecting a MEDDPIC partner. We'll also share the Decision Criteria we think matter most, to help guide your own selection process.



TECHNICAL DECISION CRITERIA CHECKLIST

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

Quality of Content

Professionally produced content, with real-world examples and current references that people actually want to rewatch. Built to be edutaining (educational and entertaining), so knowing turns into doing.

Scalability

Content that scales for teams of any size, from a handful of reps to a full distributed org, and works just as well for new hires as it does for tenured team members.

Repeatability

Content available on demand, 24/7, with access that lets your team revisit it as often as they need over a 12-month period.

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More than Qualification

MEDDPICC extends well beyond qualification. Here's a single MEDDPICC element as an example of what we mean by more than just qualification.

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

Methodology: "How do I build Champions?" Finding potential Champions and running the right plays to develop and leverage them.

Value: "What value do we deliver for Champions?" Leveraging their vested interest at scale.

Measure: "What's the impact of having qualified Champions?" Turning best practice into common practice to drive growth in results.

Process: "At what stage do we need a qualified Champion?" Making sure MEDDPICC is used consistently from a process standpoint, so predictability goes up.

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 keeps Product informed on how propositions land, both during the sales process and once customers are live, so roadmap decisions are based on real signal.

GTM integrated with Marketing: Value gets captured in a consistent format that feeds straight into sales decks, case studies, product marketing, persona marketing, and events.

GTM integrated with SDR: SDR teams learn how to use the right propositions and use cases for the right personas and pain points at the prospecting stage, setting AEs up for success and giving prospects a better experience.

GTM integrated with Channel / Partners: MEDDPICC helps manage process and articulate value to the right Stakeholders, so you win more together, more efficiently.

GTM integrated with SEs: SEs bring the technical side of the solution to life. With MEDDPICC as a common language, they connect Value, Stakeholders, and Process, working in lockstep with AEs every time.

GTM integrated with AEs: MEDDPICC gives AEs a clear way to proactively cover Value, Stakeholders, and Process, keeping the customer experience consistent from first engagement and setting up value delivery that matches the goals agreed.

GTM integrated with Customer Success: A common language that extends across the customer lifecycle means a smooth handover. CSMs get clarity on the Value to be delivered and how, who the Stakeholders are, and how Process works when expansion opportunities come up.

Accessibility

Works on mobile. Available in multiple caption languages.

Operating Rhythm

Resources, templates, and best practices for building MEDDPICC into your company's cadences, and for moving from enablement to full adoption.

Internal Resources

Workshops, templates, and cadence suggestions that make your team self-sufficient with MEDDPICC, rather than dependent on outside consultants.



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Leadership Enablement

Programs and guidance to help embed MEDDPICC into your operating rhythm and cadences, covering things like running QBRs, Deal Reviews, and 1:1s, hiring MEDDPICC-fluent leaders, and onboarding new starters.

Enablement Plan Fit for Your Business

The flexibility to deliver what suits you: SKO keynotes, virtual sessions, in-person workshops, and on-demand learning.

Roadmap

Continuous investment in new programs for the whole GTM team, plus ongoing updates to existing ones based on customer feedback. Not content that's sat untouched for a decade.

Reporting

Automated progress reports on completion and engagement, plus Maturity Modeling to show where your organization stands on MEDDPICC adoption.

Measurement

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

Engagement Plan

A clear enablement plan with defined owners, milestones, and a Maturity Model to drive MEDDPICC adoption. With Blueprint, it's tailored to your organization, with a guided path to embedding MEDDICC into day-to-day sales rhythms.

Process Driven

An audit of your sales process and stages, with recommendations backed by the MEDDICC Playbook and customized through MEDDICC Blueprint.

Opportunity Management

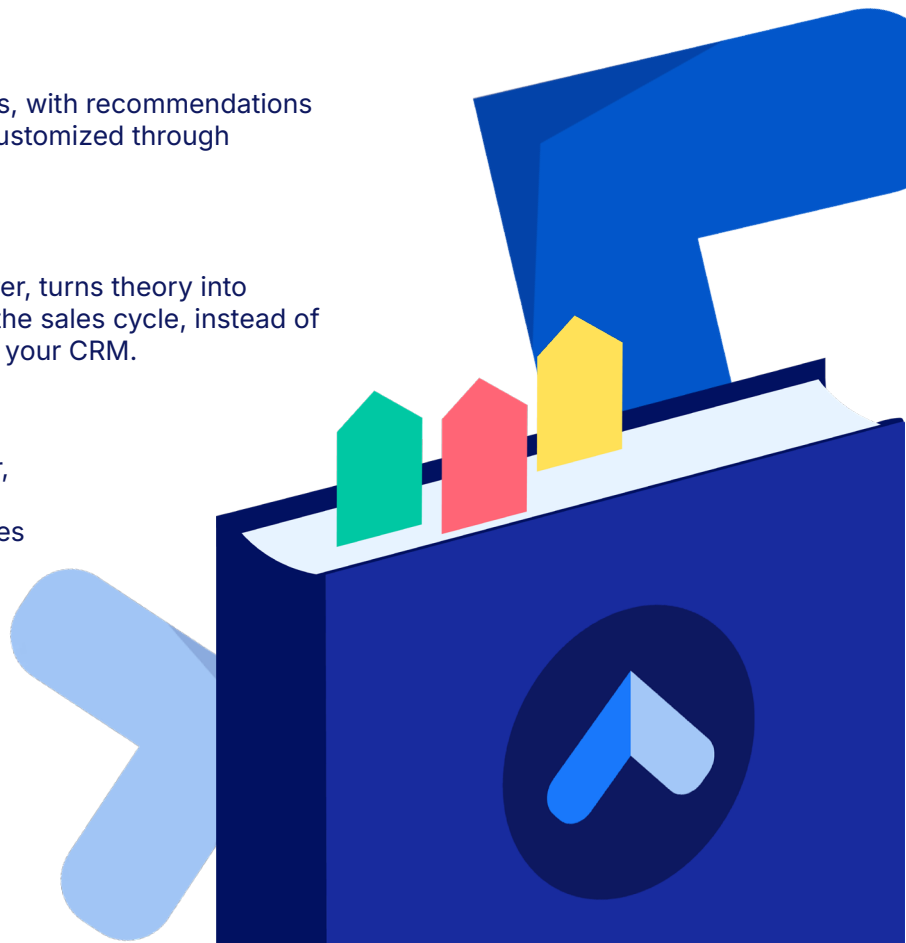
Deals, our purpose-built MEDDPICC scorer, turns theory into practice and builds proactive habits into the sales cycle, instead of bolting reactive, admin-heavy fields onto your CRM.

Calls

Calls, our MEDDPICC-native call recorder, understands what matters in your deals, captures MEDDPICC insights, and surfaces next steps.

Integration

Deals connects directly with your CRM.





ECONOMICAL DECISION CRITERIA CHECKLIST

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

One Partner

One partner providing both enablement and software to drive MEDDPICC adoption, turning knowing into doing in your day-to-day cadences.

Growth Pricing Structure

Easy to extend access to new headcount, with a repeatable learning journey built in.

Setup & Maintenance

Low lift for your RevOps and Sales Ops team to bring into your existing tech stack.

Proven ROI

A track record of delivering, and measuring, positive ROI.

Economies of Scale

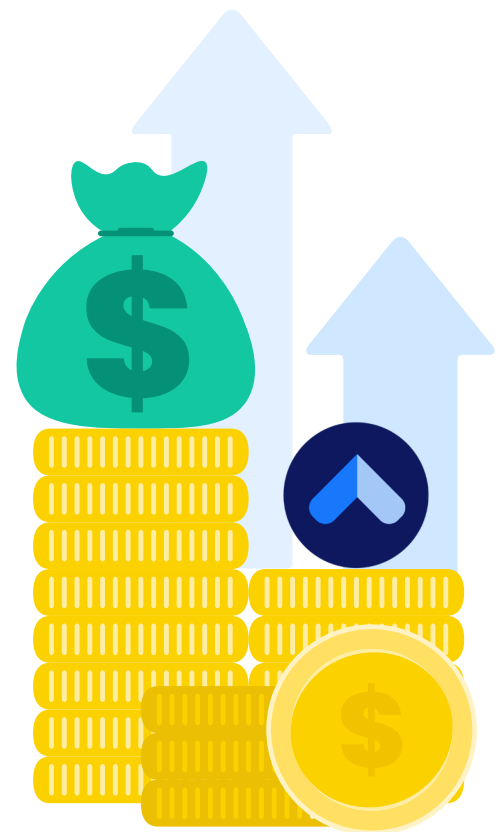
A clear pricing structure that flexes with the size of your deployment.

Credibility

De-risk implementation with a partner who has the credibility to walk the walk, not just talk the talk.

MEDDPICC Experience

Real experience 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

A recognized authority on MEDDPICC, with a track record of implementing it across a wide range of organizations and industries.

Partnership

Treats implementing MEDDPICC as a shared goal, with success tied to both partner and organization. A repeatable, value-driven journey over 12, 24, 36, and 48 months.

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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 and Enablement professionals for questions, support, and help with implementation.

Community

An online community to ask questions, learn from peers, and tap into a network of future talent.

Events

Virtual and in-person events that reinforce learning and build cultural buy-in for MEDDPICC.

Culture

Shared values, philosophy, and mission.

Adaptability

Willingness to respond and act on customer feedback.

Positioning

Your leadership team gets visibility in the space, with access to podcasts and strategic leader events.

Empowerment

The focus is on your team becoming the experts and running MEDDPICC in-house, not on one outside expert being the star of the show.

TOP DECISION CRITERIA

Based on our experience implementing MEDDPICC, here are the Decision Criteria that matter most when choosing a MEDDPICC partner.

Quality & Credibility

We build content that's actually educational and engaging. Every moment matters, and we take the time you invest in our materials seriously. It's taught by people with real MEDDPICC experience, including the person who wrote the book on it and helped implement it into over 500 organizations.



Scalability & Repeatability

Most alternatives rely on live training, which leaves new hires behind. Our model gives your team 12 months of on-demand access, scalable enough to onboard anyone, anytime, and repeatable enough to revisit whenever it's needed.

One Vendor Solution

Most implementations stall because MEDDPICC gets bolted onto the CRM as reactive fields. Membership closes that gap: mOS is one system where your team builds the foundation, applies it in live deals with Deals and Calls, and keeps improving with insights and next-best-action recommendations, all in the flow of work.

Adoption-Focused

Most one-off training never gets past theory. We take the long view: once the foundation is laid, Applied Execution puts MEDDPICC to work in live deals so knowing turns into doing. That's how we close the gap where more than 70% of enablement initiatives typically fail.

GTM Team Minded

Unlike partners who treat MEDDPICC as sales-only qualification, we see it as a common language for the whole GTM team, building stronger relationships across departments and breaking down silos.

Partnership-focused

Our goal is your organization running MEDDPICC successfully, on its own. We provide the tools and reporting to get your leaders there, and unlike alternatives that create dependency, we prioritize long-term ROI.

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

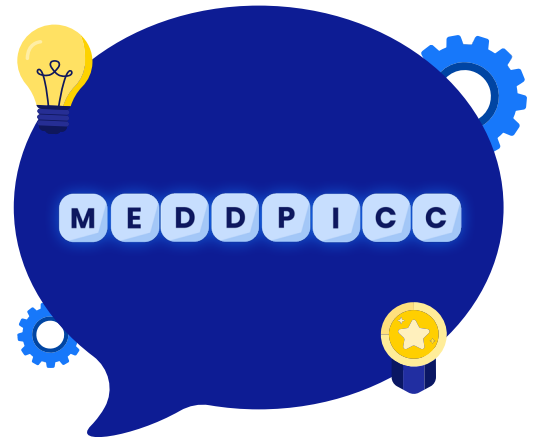
Organizations usually consider two approaches to implementing MEDDPICC: building the program internally, or a train-the-trainer model. Both tend to run into the same problems.

First, the depth and breadth of the learning, and how well it reaches across GTM functions, varies a lot depending on the source. That inconsistency undermines the whole initiative.

Second, train-the-trainer models tend to lose fidelity each time they're repeated, diluting the original insight from the subject matter experts who focus solely on MEDDPICC as a common language.

The better approach is to bring proven programs into your existing enablement flywheel, so the learning experience stays comprehensive and effective. Pairing high-quality, on-demand content with ongoing guidance and resources is what actually embeds it into how your team operates, and drives real, lasting change.

We hope this guide helps you evaluate the Decision Criteria that matter for your organization, and choose the MEDDPICC partner that gets you the most revenue potential and operational efficiency.



WANT MORE INFORMATION?

GET STARTED

or contact us at sales@meddicc.com