



INFO

STRATEGY =

MEDDIC
AS A COMMON
LANGUAGE

Uppercut First

Don't count the day , Make the days count

MEDDIC AS COMMON LANGUAGE

'What if customers' greatest need is to figure out exactly what they need?'
— 'The Challenger Sale'

In the year 2015, I joined Sprinklr. I had the chance to spend time with Dick Dunkel, who ran onboarding and sales enablement at the time. Dick was one of the founders of MEDDIC during his time at PTC.

At the time, the PTC team's intentions were **to transform their success from unconsciously competent to consciously competent, repeating the reasons for their achievements consistently, mastering a complete execution in delivering the numbers and the forecast accuracy.**

Nowadays, MEDDIC has spread globally to many large corporations and startups (MongoDB, Snowflake, Datadog, Medallia, Sprinklr, and more). However, as the acronym spread its wings, many have implemented it poorly, missing out on each word's essential understandings.

In my humble opinion, **MEDDIC is not one methodology as many may call it. It is a checklist, a diagnostic tool that combines many more essential methodologies such as the Challenger Sale, Value Selling, Spin Selling, Sandler Selling, Customer-Centric Selling, and more.** Anyone that tells you MEDDIC is 'their' methodology has it all wrong.

MEDDIC is, in fact, a repository of best-in-class methodologies.

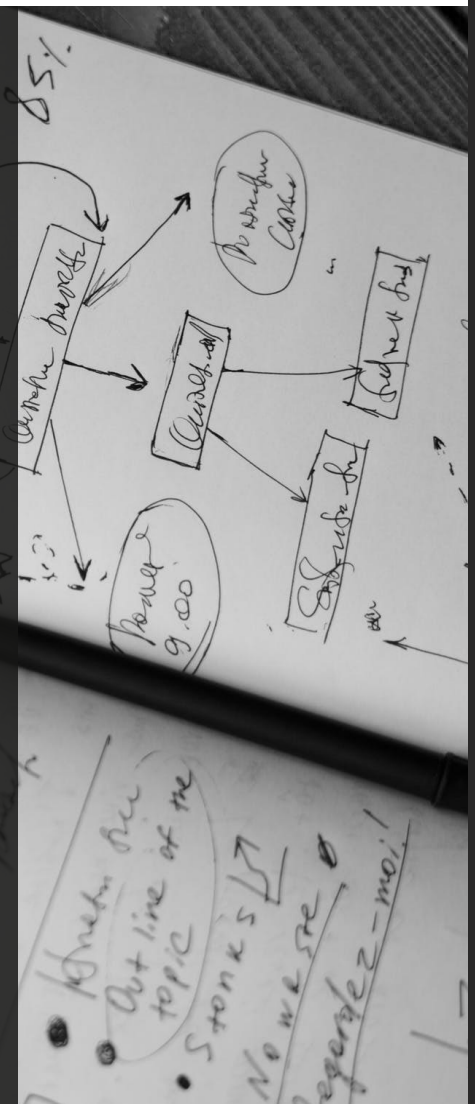
Furthermore, I personally believe that MEDDIC can serve as a common language to the company's different departments. It should not be taught or used by sales and management, nor should it be a simple gatekeeper in your CRM. It should be a tool to accelerate communication between departments to maximize your customer experience and revenue.

'Widespread support for a supplier across their team is the number one thing senior decision makers look for in making a purchase decision.'

- The Challenger Sale

Successful organizations rely upon a group of diverse people with distinct skill sets. Each person owns his/her own role in making the company a functioning whole.

One person alone is not meant to manage R&D, Sales, Marketing, and Customer Success. As the startup scales, so does each department, creating inherent cracks in the overall company communication. The following definitions should highlight how you may choose to use MEDDIC in your organization to simplify some simple cross-team communication.



Note: other benefits of using MEDDIC include better forecast accuracy, pipeline creation (high ACV), shortened sales cycle, and customer satisfaction.

MEDDIC stands for the following: Metrics, Economic Buyer, Decision Process, Decision Criteria, Implicate the pain and Champions.

Metrics

If you are educating a market, chances are your prospects have no idea of how to measure themselves on the topic you address. Assist your prospect in building a set of meaningful Key Performance Indicators relevant to their business.

The more data you collect - and by data, I mean meaningful data... not asking your prospect for the number of servers or users, information that is only relevant to you - the more pertinent you will be.

Developing a conversation and deep-dive workshops around Key performance indicators (KPIs) matching their corporate objective and business strategies will secure your position for renewal and provide deep insights into the business impacts of their functional problems and how you can feel the gap.

Common language note

Bring your customer success people early on in a sales campaign. They can reassure your prospect, give them perspective, and enable you to go further into the metrics uncovering.

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Economic Buyer

The economic buyer is often perceived as the person whom you must meet to make the deal happen. In reality, if well-identified, he or she is sometimes so far off, you may never directly meet him/her. You can, however, get the deal done.

The economic buyer is the person that, if he or she says yes, no one else can say no. More importantly, he or she sees an economic benefit (increase revenue, reduce cost, reduce risk) in investing in your solution.

An economic buyer can be reached indirectly via your champions.

'What sets the best suppliers apart is not the quality of their products, but the value of their insight—new ideas to help customers either make money or save money in ways they didn't even know were possible.'

- The Challenger Sale

Common language note

Align your documents and proposals with C-level perspective so that your prospect and economic buyer receives a transparent, straightforward, and understandable value proposition. Use your revenue operation officer, C-levels, founders to assist in crafting such documents with the proper insights (metrics/pains).



Decision Criteria

The decision criteria are yours. You must influence them from the moment you do your segmentation, from the first meeting. The price, for example, should never be decision criteria. If it comes to this. You have failed. If your prospect is hurting and requires a solution, they will go for the best, not the cheapest.

There is an alignment between your differentiators and their needs. The decision is often more complex than just a technical evaluation. Your understanding of their issues, your expertise, and your positioning to answer the problems, your vision, your story, and your people are entirely relevant. Document their decision criteria and ensure your teams remain in alignment after signing the deal to extend and prolong your relationship. Furthermore, R&D can benefit from getting a clear view of the strengths and weaknesses of the field.

Common language note

Your customer should receive a seamless experience from sales to deployment to customer success. Listing properly the decision criteria validating them with the customer regularly and organizing R&D discussion is gratifying for both the vendor and the customer.

Decision Process

It takes a village to get a deal done. **No sales can do it alone.** Mastering the decision process in its granularity is essential. The process is a moving target. It changes at all times. Some new companies have renamed MEDDIC in MEDDPIC.

In my humble opinion, this could be a mistake. If you hire young and junior sales, it might lead your organization in the wrong direction; the paper process is often left to the end. By working it early with the customer as part of his decision process, **understanding the impact of legal review and security from the earliest conversation enables true execution.**

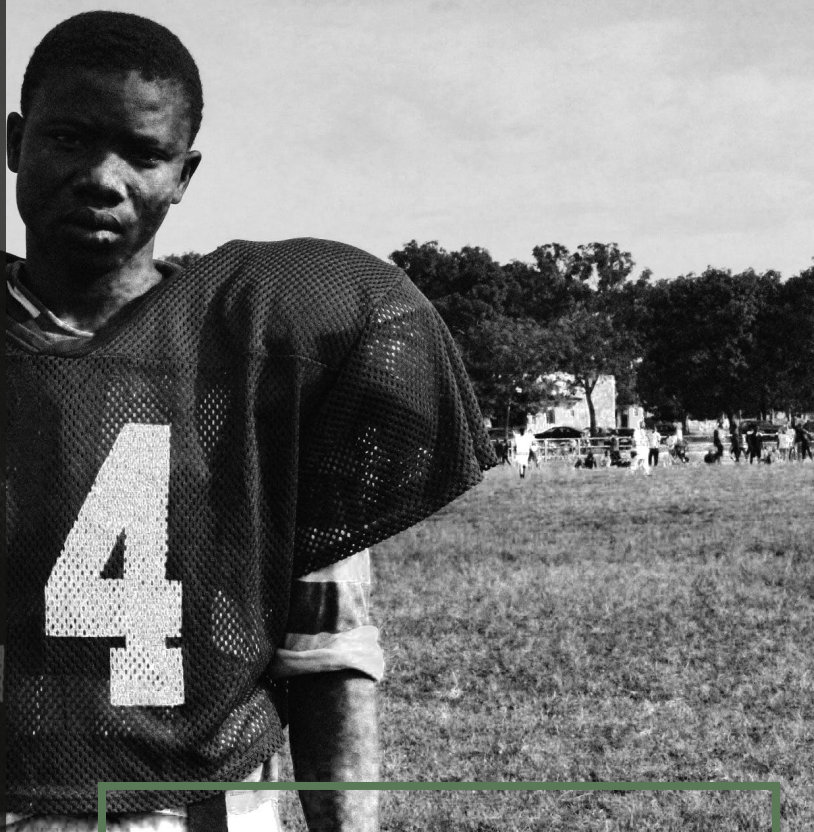
Common language note

Giving clear visibility to the departments - finance, legal, security, and more - enhances productivity and transparency and avoids frustrations from all parts.

Implicate the pain

Proceed with caution. The I in MEDDIC does not refer to 'identify the pain' as some may claim but 'implicate the pain'. **Your prospect will not engage with you if you tell him/her what is wrong.**

If you tell someone they are doing it wrong, they probably will not listen. If you listen and have them tell you what's wrong, if they verbalize their issues, you can assist them with your expertise in solving their pains. No customer will give you money just because you are shiny and bright. No. You must respond to some issues rooted in their business operations by either reducing cost, increasing revenue, or reducing their risk of exposure. (for more on this, read 'Spin and Sandler Selling'.)



Common language note

Without a good understanding of the customer pain points' business implications, explained by them - implicated- and not identified & assumed by yourself, your delivery people cannot do a good job in the implementation phase. Your customer success team will be bound to fail, and your renewal team will never know why ... the customer has churned.

Common language note

Your pre-sales and SDRs team can develop their own champions and strengthen your position. To continue with a seamless experience, your customer success should maintain a similar relationship with your champion, which will favor adoption. Last, champions are the bread and butter of your marketing department, they constitute the essence of your webinars, events, and testimonials. The notion and definition of a champion must be commonly shared across the different roles of the organization.

Champion(s)

First of all, the more... the merrier! He (or she) has a personal interest in working with you. **Whether driven by fear or ambition, your champion will sell on your behalf within the company when you are not there. Champions are essential in a vendor/customer relationship.**

Practice and practice again, whether you decide to use MEDDIC or something else as a common language. **Implement, execute, and ensure adoption.** Never stop using it, as soon as you stop the revenue communication flow between all departments, the threat is back on again.

For more on MEDDIC

Read The qualified sales leader by John McMahon
Read MEDDIC by Andy White
Listen to (champion mini podcast)
Listen to (Pain mini podcast)
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