

MEDDIC / MEDDPICC

Enterprise Deal Qualification Framework

Sales Methodology Guide · convinco.co

Overview

MEDDIC was developed at PTC in the 1990s and became one of the most widely adopted enterprise sales qualification frameworks. It's particularly powerful for complex, multi-stakeholder deals with long sales cycles. MEDDPICC is the expanded version, adding Paper Process, Identified Pain, Competition, and Coach.

The framework's core premise: most deals are lost not because of poor closing, but because of poor qualification. MEDDIC forces reps to honestly assess whether a deal is real, winnable, and worth the time investment.

The Framework

M — Metrics

What are the quantifiable business outcomes the prospect needs? Examples: reduce ramp time by 30%, increase conversion rate by 15%, save 10 hours/week per rep. Metrics make the ROI case and create a defensible justification for purchase.

E — Economic Buyer

Who has the actual authority and budget to sign the deal? This is not always the person you're talking to. Have you had a conversation with them directly?

D — Decision Criteria

What factors will be used to evaluate vendors? Technical requirements, security, integrations, price, support, references?

D — Decision Process

What steps must happen before a deal can close? Legal, procurement, IT security review, board approval? Who owns each step?

P — Paper Process (MEDDPICC)

What is the contracting and legal process? How long does it typically take? Who needs to sign? Any compliance requirements?

I — Identified Pain

What is the specific, articulated pain driving this initiative? Is it urgent? What happens if they don't solve it this quarter?

C — Champion

Who inside the organization is actively selling on your behalf? A coach knows your solution and wants you to win. Champions have political capital.

C — Competition (MEDDPICC)

What other solutions are being evaluated? Are they considering building in-house? Staying with the status quo?

How to Use on Sales Calls

Discovery Calls	Use MEDDIC as a checklist. Don't run through it robotically — weave questions naturally into conversation. Track gaps after the call.
Qualification Reviews	Use weekly or pipeline reviews to audit each MEDDIC element. Unknowns are risks. Force reps to name what they don't know.
Champion Meetings	Schedule separate calls with your Champion to rehearse the internal business case and identify political obstacles before they surface.
Economic Buyer Calls	Get in front of the Economic Buyer early. Frame the conversation around Metrics and strategic impact — not product features.

Pro Tips

- Build a MEDDIC scorecard and require reps to fill it out for every deal above \$X threshold.
- If you can't name your Champion, you don't have one — you have a contact.
- Revisit Decision Criteria late in the deal to confirm nothing has shifted.
- Metrics are your weapon in procurement negotiations — never lose them.

Powered by Convinco — Your Invisible AI Sales Copilot

Every sales methodology in this guide becomes dramatically more effective when your reps can execute it flawlessly on live calls — without relying purely on memory or experience. That's exactly what Convinco enables.

Key Features

◆ Real-Time AI Guidance

Convinco listens to your live call and surfaces the right question, reframe, or talk track at exactly the right moment — invisibly, so your prospect never knows.

◆ RAG-Powered Knowledge Base

Upload your whitepapers, battle cards, pricing sheets, and case studies. Convinco instantly retrieves verified answers to complex technical questions mid-call.

◆ Objection Handling

Never freeze on a tough objection again. Convinco generates contextual, on-brand responses based on your playbook and the live conversation.

◆ Shadow Mode for Managers

Sales leaders can enforce their winning playbook across the entire team without joining every call. Scale coaching effortlessly.

◆ Post-Call Speech Analysis

After every call, get feedback on tone, filler words, pacing, and clarity — so every rep improves with every conversation.

◆ Cross-Platform Compatibility

Works with Zoom, Google Meet, Teams, and virtually any calling platform. Zero friction to get started.

Never freeze on a sales call again.

Equip your reps with an invisible, real-time AI sales copilot.

Start for free at convinco.co or book a demo at tally.so/r/eqYkZk