



Transform your Sales approach

You know how long and energy-consuming the road to sales success can be. Have you also experienced that customer decision-making processes are sometimes difficult to predict?

MEDDIC supports with central questions of decision making and support for projects. A customer doesn't just make one, but several, small decisions. From the basic decision, through a selection decision to the execution and purchase decision. With MEDDIC it becomes visible where you should put your effort on in order to correctly adjust decision-making processes that have gotten out of hand. As a recognized partner, always stay on eye level with your customer.

With MEDDIC, we will show you how to set the quality measuring points that give you early indications of a potential postponement or loss of orders. MEDDIC is a strategic framework to increase your effectiveness in the sales process. MEDDIC helps you to look at a project from a different perspective and not just see your own technical features in direct competition.

In our MEDDIC seminars, learn how to use paper and pencil to determine the social structure that influences a purchase decision. Visualize who the most influential players are and how they relate to each other. You will be surprised, because the group of drivers in a company usually only consists of a small number of people, no matter how large the company may be. But now to the six fields of action and quality measurement points.

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M - Metric

This is about the rational and measurable comparison between the state before and after the purchase of the new high-tech solution. A consensus must be reached with influential persons of the customer.

E - Economic Buyer

The economic buyer is the functionary in the decision-making process that finally releases the budget for spending, so it is not necessarily the same as department management or the CFO. Because often lower hierarchical levels already have budget responsibility, and that is crucial.

D - Decision Criteria

A list of decision criteria. These can be technical and other types. This is not to be confused with the criteria of a tender. How the criteria are weighted is irrelevant. For you as a seller, it is important: Who created it on the customer side?

D - Decision Process

Encompasses the various (partial) decisions that the customer makes: from the investment program, the basic decision that you want to invest at all, the selection decision to the actual purchase decision and execution. For accurate forecasting you will need clarity up to the "clean order".

I - Identify Pain

You need a customer who is under pressure to change. This acts as an energy source for a project initiative. On the customer side, he makes sure that a project does not fall asleep again and that the free funds are not used in any other way.

C - Champion

The in-house seller. You need someone who is ready to speak for you in the inner circle of decision making. In critical situations internally at the customer, you need someone to vote for you. The champion wants your solution to win.