

MEDDPICC Sales Process Checklist

Created by the team at [Weflow](#) ❤️

Step	Goal	Questions to Ask
Metrics	Quantify the impact of the solution you're providing.	<ul style="list-style-type: none"> • What are your business goals right now? • Which metrics around cost, efficiency or business do you need to achieve? • If we met those metrics, how much money would your business save or generate?
Economic buyer	Find the decision-maker.	<ul style="list-style-type: none"> • Are you sponsoring this project? • What do you need to take this project to the finish line? • Is anyone else involved in making the final decision?
Decision criteria	Understand what the lead is basing their decision on.	<ul style="list-style-type: none"> • Describe your perfect solution to me. What does it include? • What are the most important criteria for you when making a purchase decision? • How are you calculating the ROI for this project to justify the investment?
Decision process	Figure out the final decision-making process.	<ul style="list-style-type: none"> • What is the process to make a technical decision? • What is the process to make a financial decision? • Who is involved and what are the steps to make a final decision? • How is this purchase prioritized and what timeline is it based on?
Paper process	Understand the paperwork process needed to close the deal.	<ul style="list-style-type: none"> • What is the process to get the paperwork completed? • What is the legal review process on your end? Inside or outside council? • What is our level of priority? How long does it usually take?
Implications of pain	Identify the challenges the lead is currently facing and what will happen if they don't solve those challenges.	<ul style="list-style-type: none"> • What challenges are you currently facing? • What are the implications of those challenges? • What happens if you do nothing?
Champion	Connect with an influential employee at the prospective company to vouch for your solution.	<p>Ask yourself when assessing a champion:</p> <ul style="list-style-type: none"> • What does this person have to gain? • Does this person have influence with decision-makers? • Can they accurately explain your product's benefits to the company?
Competition	Be ready to communicate what sets you apart from the competition.	<ul style="list-style-type: none"> • I know X is important to you. How do we compare to other solutions you're looking into? • A lot of companies that use our solution want X in a solution, which is where we really shine from our competitors. I suggest inquiring about this no matter which vendor you go with.