

Free MEDDIC Qualification Checklist

Use this checklist during your **discovery calls** and **deal reviews** to ensure every opportunity is fully qualified before progressing.

1 Metrics (Business Impact & ROI)

- Have you quantified the business pain/problem?
- Have you identified measurable goals (e.g., cost savings, revenue gains, efficiency improvements)?
- Can you calculate potential ROI or value for this customer?

2 Economic Buyer (Decision Maker with Budget Authority)

- Have you identified the person who controls the budget?
- Do you have direct access to this person?
- Has this person expressed commitment or interest?

3 Decision Criteria (Buyer's Priorities)

- Do you know the top 3 criteria the buyer will use to evaluate solutions?
- Are your solution's strengths aligned with these criteria?
- Are there formal evaluation processes (RFP, scoring, etc.)?

4 Decision Process (Buying Process & Steps)

- Do you understand the full buying process (steps, timeline, approvals)?
- Do you know who else is involved in decision-making?
- Are legal, procurement, and IT sign-offs required?

5 Identify Pain (Customer Challenges & Urgency)

- Have you uncovered the key pain points the prospect wants to solve?
- Is the pain severe and urgent enough to prompt action?
- Is your solution uniquely positioned to address this pain?

6 Champion (Internal Advocate)

- Have you identified an internal advocate who supports your solution?
- Is this person influential in the buying process?
- Will this person help navigate internal objections and push the deal forward?

Optional (For MEDDPICC Users)

Paper Process (Contracts & Legal)




- Do you know the contract process (legal, procurement steps)?
- Are there redlines or compliance requirements to plan for?

Competition (Other Vendors)

- Are there competing solutions being considered?
- Do you know your competitive strengths/weaknesses in this deal?

Qualification Score

For extra rigor, assign 1 point for each checked item:

- **8-10 points** =  Well Qualified
- **5-7 points** =  Needs Work
- **0-4 points** =  Poorly Qualified

 **Pro Tip: Use Pepsales Discovery Copilot to automatically fill out this checklist during your calls and CRM updates!**