



MEDDPICC Deal Qualification Checklist

Use the MEDDPICC template to focus on the right prospects, expedite deal closures, and gain a competitive edge.

Step	Goal	Checklist
Metrics	Identify and quantify the customer's objectives in measurable terms.	<ol style="list-style-type: none">1. What are the customer's key performance indicators (KPIs)?2. What are their revenue and cost goals?3. How do they measure success or progress?
Economic Buyer	Identify the person with budget authority and financial decision-making power.	<ol style="list-style-type: none">1. Who holds the money table?2. Are there influencers in the decision-making process?3. What is the budget allocation for this project?
Decision Criteria	Define the criteria that will be used to assess potential solutions.	<ol style="list-style-type: none">1. What factors are most important in their decision-making?2. How do they prioritize these criteria?3. Have they used similar criteria in the past?
Decision Process	Understand the steps and people involved in the decision-making process.	<ol style="list-style-type: none">1. What is the typical decision-making process they follow?2. Who are the key stakeholders in this process?3. Are there any specific milestones in the process?
Identify Pain	Uncover the customer's pain points and challenges that your solution can address.	<ol style="list-style-type: none">1. What challenges or pain points are they currently facing?2. How are these pain points affecting their business?3. Have they tried to address these issues before?
Champion	Identify an internal advocate or champion who will champion your solution.	<ol style="list-style-type: none">1. Is there someone within the organization who supports your solution?2. What is their role and influence within the company?
Competition	Analyze the competitive landscape and understand how your solution compares.	<ol style="list-style-type: none">1. Who are the main competitors for this opportunity?2. What are the strengths and weaknesses of competitors?3. How can you differentiate your offering?