



MEDDPICC COACHING GUIDE FOR MANAGERS



GUIDING PRINCIPLES FOR MANAGERS

Deal/account reviews are a great way to know what you know and what you don't know. Improve forecast accuracy and progress deals faster. Here are some guiding principles.

- Always be curious, especially when coaching. Lead by example.
- Push your team to answer deal questions using their customer's words.
- "I don't know" is a great answer.
- Our teams are accountable to data and process.
- Reps own knowing all the details of their deals.
- Reps must take ownership of fixing their deals.
- Reps must own co-creating mutual plans.
- Team based deal/account reviews are a great way to align teams on what the right deal activities and behaviors are.
- Develop your people vs. closing deals for them.
- Remind reps not to be defensive.

COACHING QUESTIONS FOR MANAGERS

1. What did the customer actually say?
2. Why is this important to the customer?
3. How will you get more information from the customer?
4. What are your action items to move the deal forward?
5. How will you quantify the implications of the pain? Why buy now?
6. What happens if the customer does nothing?
7. How (and with who) have you verified and validated the mutual plan?
8. What's your plan if they go silent?



by SALES ∞ D

Meddpicc	Deal Review & Coaching Questions
Metrics	<ol style="list-style-type: none">1. What quantifiable metrics did we uncover?2. How do metrics map to the Economic Buyer's priorities?3. How does our solution uniquely solve their metrics?4. How have we documented metrics?5. What reference stories with similar metrics did we share?
Economic Buyer	<ol style="list-style-type: none">1. Who is the Economic Buyer? What's your engagement plan?2. How do you know your Economic Buyer is the one?3. How will you get access to the economic buyer?4. What are the Economic Buyer's top priorities, in their words?5. How are you building a relationship with the economic buyer?
Decision Criteria	<ol style="list-style-type: none">1. What is the business and technical decision criteria?2. What are the highest priority criteria and for who?3. Who helped create the criteria?4. How did we influence the decision criteria?5. Why do they have to buy now?
Decision Process	<ol style="list-style-type: none">1. What steps are included in the customer's decision process?2. What key stakeholders are involved in the Decision Process and what do we know about them?3. How did you map out the decision process?4. How have you verified the sequence of events with all decision stakeholders?5. What risks or red flags exist in the decision process and how will we overcome them?



by SALES ∞ OD

<p>Paper Process (Procurement Process)</p>	<ol style="list-style-type: none"> 1. When's the last time you verified and re-verified the paper process? 2. Who is the actual signer? What can stop them from signing? 3. What are the risks in the paper process? 4. What can stall this deal? 5. Can we get this deal done in time?
<p>Implications of Pain</p>	<ol style="list-style-type: none"> 1. What pain are we solving for them? 2. Why is the pain an issue for them in their current process? 3. How does our product uniquely solve their pain problem? 4. What are the negative consequences of not solving the problem? 5. Who suffers if they can't solve this problem?
<p>Champion</p>	<ol style="list-style-type: none"> 1. Who is your Champion and how do you know they're a champion? 2. How do you know your champion is your champion? 3. How is the champion selling our value internally? 4. How do you know your champion can get a deal done? 5. How well aligned is your Champion with the Economic Buyer?
<p>Competition</p>	<ol style="list-style-type: none"> 1. Who are our primary competitors on this deal? 2. What prior relationships do the champion and economic buyer have with these competitors? 3. Who are your internal and external competitors? 4. Where are we strong (Differentiators) and where are we weak relative to the competition as perceived by the customer? 5. What's your plan to stay ahead of the competition?



The Easiest Way to Train Your Sales Team on MEDDPICC

SalesHood's all-in-one platform brings you [MEDDPICC by SalesHood](#) – the easiest, fastest way to train and coach your teams on the MEDDPICC framework so they can build more pipeline, qualify and progress deals faster, drive urgency, boost win rates, and increase revenue.

The training includes on-demand, bite-sized, content that is interactive and purpose-built to help your revenue teams quickly apply the MEDDPICC framework to real deals so you can see an immediate lift in how your teams engage customers and progress deals.

Start training your sellers on MEDDPICC today.
[Book a meeting](#) to learn more and see it in action.