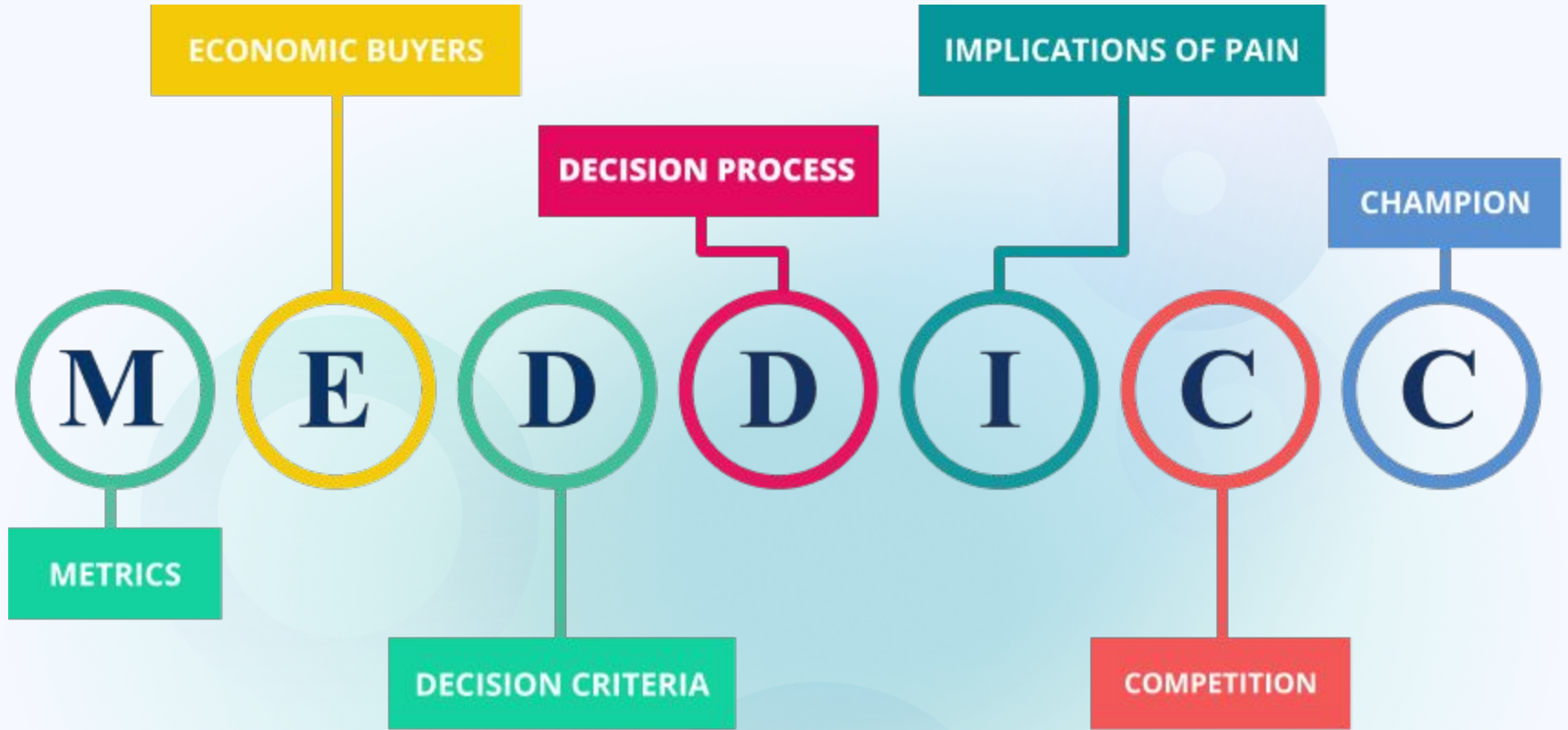


SALESHOOD





METRICS

Metrics are key performance indicators (KPIs) used to drive a company's success. It's important to understand them and quantify them to illustrate the economic benefits of your solution.

Deal Scoring

Quantifiable measures of business value that we provide

1. We don't know
2. We know
3. Quantified
4. Investment justified



ECONOMIC BUYERS

Economic Buyers have overall authority in the buying decision. The Economic Buyer can say "No" when other people say "Yes", and, "Yes" when other people say "No".

Deal Scoring

Executive with overall authority to buy

1. We don't know
2. We validated
3. Engaged in deal
4. Sponsoring deal



DECISION CRITERIA

Decision Criteria are used to make purchase decisions and choose among options. Sometimes Decision Criteria are RFI/RFPs where customers have taken time to document requirements.

Deal Scoring

Business, technical and relationship requirements

1. We don't know
2. We know
3. Confirmed
4. Influenced



DECISION PROCESS

Decision Process is the series of steps buyers use to make a decision. Decision Criteria decides whether you become the customer's vendor of choice. Decision Process decides if your deal closes on time, or slips.

Deal Scoring

Steps that form the buyer's decision making process

1. We don't know
2. We know
3. We confirmed
4. Mutual plan validated



PAPER PROCESS

Paper Process is the series of steps that follow the Decision Process, taking you from decision to signature with certainty. Some refer to the Paper Process as the Procurement Process.

Deal Scoring

Steps following Decision Process to get a deal signed

1. We don't know
2. We know
3. We vetted
4. Redlines



IMPLICATE PAIN

Implications of Pain are the impacts of not solving a customer's business problems. Identify issues. Quantify impacts. Illustrate implications of pain. The higher priority of pain is, the more likely projects get funded.

Deal Scoring

Cost of doing nothing

1. Don't know
2. Know
3. Documented
4. Consensus



CHAMPION

A Champion is a person with the power, influence and credibility within the customer's organization to get a deal done. If they don't have power and influence, then they're really just a coach.

Deal Scoring

Person who has influence and credibility to get deal done

1. Don't have one
2. Have one
3. Co-created mutual plan
4. Selling for us



COMPETITION

Competition is any person, vendor, or initiative competing for the same funds..
Competition could be: a) Direct players b) Other Projects/initiatives that require funds. c) Building internally. d) Do nothing.

Deal Scoring

Do we know our direct and indirect competitors?

1. We don't know
2. We know
3. Solution of choice
4. Competitors eliminated

M E D D P I C C

by SALESHODD

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CHAMPION

M

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E

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D

D

P

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I

COMPETITION

Competition is any person, vendor, or initiative competing for the same funds or resources. Competition could be: a) Direct players b) Other Projects/initiatives that require funds or resources. c) Building internally. d) Do nothing.

C

C

Reinforce your **process**
with coaching and content.

Boost rep participation and attainment.

“ Within our first 90 days of using SalesHood our win-rates improved, ASP went up and more sellers closed more deals. ”

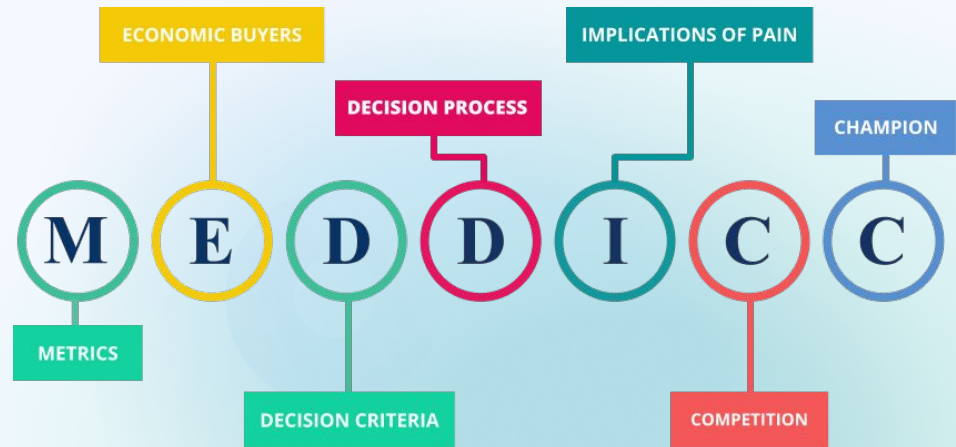


John Guerriere

Director, Sales Enablement



SALESHOOD





What did you like the most about MEDDICC by SalesHood?

"I've had MEDDICC training several times at previous employers. I like this one the best because it's delivered in small gradual stages, not overwhelming, able to be digested over time, broken up into in-person, virtual with a coach, small group sessions with team members, and not heavy handed quizzing, grading with too many sessions."



Consistently close more deals with MEDDICC by SalesHood

SALESHOOD

MEDDICC Library

- ✓ Video lessons
- ✓ Assets and templates
- ✓ Learning Paths



Facilitated Training

- ✓ Certified coaches
- ✓ Live and virtual training
- ✓ Accreditation

AI Coach

- ✓ Training
- ✓ Coaching
- ✓ Deal assessments

