

Always Be Qualifying: The Meddic Meddpicc Approach to Sales Success

Are you tired of wasting time on unqualified leads? Do you want to close more deals and build lasting customer relationships? Then you need to start always be qualifying (ABQ).



ALWAYS BE QUALIFYING: MEDDIC, MEDDPICC

by Darius Lahoutifard

★★★★☆ 4.2 out of 5

Language : English

File size : 1599 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting: Enabled

Word Wise : Enabled

Print length : 146 pages



ABQ is a sales qualification process that helps you identify and qualify the right prospects from the very beginning. By asking the right questions and listening to your prospects' needs, you can determine whether they're a good fit for your product or service. This will save you time and energy, and it will help you close more deals.

The Meddic Meddpicc approach to ABQ is a proven process that has helped thousands of salespeople achieve success. It's based on the following six steps:

1. **Metrics:** Define the specific metrics that you will use to measure the success of your qualification process.
2. **Economic buyer:** Identify the person or group of people who have the authority to make a purchasing decision.
3. **Decision criteria:** Understand the criteria that the economic buyer will use to make their decision.
4. **Decision process:** Map out the steps that the economic buyer will take to make their decision.
5. **Pain:** Identify the pain points that your product or service can solve for the economic buyer.
6. **Champion:** Identify the person or group of people who will support your solution within the economic buyer's organization.

By following these six steps, you can qualify your prospects more effectively and close more deals. Here's a closer look at each step:

1. Metrics

The first step in ABQ is to define the specific metrics that you will use to measure the success of your qualification process. This will help you track your progress and make adjustments as needed.

Some common metrics that you might use include:

- Number of qualified leads
- Conversion rate from qualified leads to closed deals
- Average sales cycle length

- Customer lifetime value

2. Economic buyer

The economic buyer is the person or group of people who have the authority to make a purchasing decision. It's important to identify the economic buyer early on in the sales process so that you can focus your efforts on the right people.

To identify the economic buyer, ask yourself the following questions:

- Who has the final say on whether or not to Free Download your product or service?
- Who is responsible for the budget?
- Who will be using your product or service?

3. Decision criteria

The decision criteria are the factors that the economic buyer will use to make their decision. It's important to understand the decision criteria so that you can tailor your sales pitch accordingly.

To identify the decision criteria, ask yourself the following questions:

- What are the economic buyer's main objectives?
- What are their pain points?
- What are their priorities?

4. Decision process

The decision process is the steps that the economic buyer will take to make their decision. It's important to understand the decision process so that you can stay ahead of the competition.

To identify the decision process, ask yourself the following questions:

- What are the key milestones in the decision process?
- Who is involved in the decision process?
- What is the timeline for the decision process?

5. Pain

The pain is the problem that your product or service solves for the economic buyer. It's important to identify the pain so that you can position your product or service as the solution.

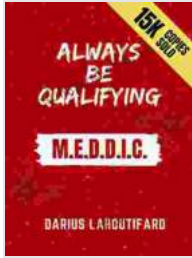
To identify the pain, ask yourself the following questions:

- What are the economic buyer's biggest challenges?
- How is their current situation impacting their business?
- What are their desired outcomes?

6. Champion

The champion is the person or group of people who will support your solution within the economic buyer's organization. It's important to identify the champion early on so that you can build a relationship with them and get their support.

To identify

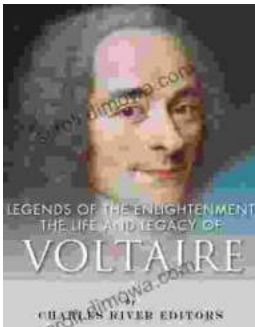


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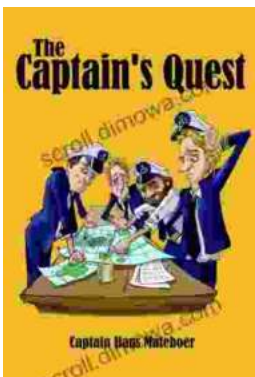
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