MEDDIC MODELS FOR CHANNEL PARTNER ECOSYSTEM SELLING

Channel Partner Sales Accelerator – Training and Marketing Guide

ChannelPartners.net

Selling Guide

Introduction

By adapting the MEDDIC framework—Metrics, Economic Buyer, Decision Criteria, Decision Process, Identify Pain, and Champion—to the unique challenges and opportunities of channel ecosystems, we unlock a powerful methodology that drives mutual success.

Whether you're a sales leader navigating partner networks, a channel manager fostering co-selling synergy, or an executive aiming to amplify revenue through strategic alliances, this book offers the insights, tools, and real-world examples to elevate your game. Prepare to rethink collaboration, harness the full potential of your ecosystem, and redefine what's possible in the art of the sale.

The MEDDIC framework is a widely respected sales qualification methodology designed to help sales teams systematically assess and close complex B2B deals with greater predictability and efficiency. Originally developed in the 1990s by Dick Dunkel and Jack Napoli at Parametric Technology Corporation (PTC), it provides a structured approach to understanding a customer's buying process, identifying key factors that influence the sale, and ensuring alignment between the seller's solution and the buyer's needs. The acronym MEDDIC stands for six core components: **Metrics, Economic Buyer, Decision Criteria, Decision Process, Identify Pain, and Champion**. Here's a breakdown of each element:

1. **Metrics**: This focuses on quantifying the value your solution brings to the customer. It involves identifying measurable outcomes—such as cost savings, revenue growth, or efficiency gains—that justify the investment. For example, if your product reduces downtime by 20%, you'd tie that metric to the customer's specific goals to demonstrate ROI.
2. **Economic Buyer**: This is the person with the ultimate authority to approve the purchase and allocate budget. Identifying and engaging this individual is critical, as they hold the financial reins. MEDDIC emphasizes building a relationship with the economic buyer to ensure your solution aligns with their priorities.
3. **Decision Criteria**: These are the specific factors the customer uses to evaluate and choose a solution. They might include technical requirements, cost, scalability, or vendor reputation. Understanding these criteria allows you to tailor your pitch and differentiate your offering from competitors.
4. **Decision Process**: This maps out the steps the customer follows to make a purchasing decision, including who is involved, what approvals are needed, and the timeline. By clarifying this process, you avoid surprises and can proactively address potential roadblocks.
5. **Identify Pain**: This step involves uncovering the customer's core challenges or problems that your solution can address. It's not enough to assume pain exists—you must dig deep to understand its scope, impact, and urgency (e.g., lost revenue due to inefficiencies) to position your product as the remedy.
6. **Champion**: A champion is an internal advocate within the customer's organization who believes in your solution and helps navigate the sale. They're typically someone affected by the pain, motivated by the metrics, and influential enough to sway decision-makers.

MEDDIC's strength lies in its disciplined, customer-centric approach, ensuring sales teams focus on opportunities with the highest likelihood of success. By qualifying deals

rigorously—rather than chasing every lead—it minimizes wasted effort and boosts close rates. It's particularly effective in high-stakes, enterprise-level sales where multiple stakeholders and complex decisions are the norm. When applied to channel partnerships, as explored in your book concept, MEDDIC adapts to align diverse players toward a shared outcome, making it a versatile tool for ecosystem co-selling.

Here are some practical examples of how the MEDDIC framework can be applied in real-world sales scenarios. These illustrate how each component comes to life, whether in a direct enterprise sale or a channel partner context, showing its versatility and effectiveness.

Example 1: Selling Software to a Manufacturing Company (Direct Sale)

- **Metrics**: The sales team discovers that the manufacturer loses $500,000 annually due to unplanned equipment downtime. They position their predictive maintenance software as a solution that can reduce downtime by 30%, translating to $150,000 in savings— a clear, quantifiable benefit.
- **Economic Buyer**: After initial talks with a plant manager, the team identifies the VP of Operations as the economic buyer, since they control the budget for operational improvements. They schedule a meeting to align the pitch with the VP's cost-reduction goals.
- **Decision Criteria**: The manufacturer evaluates solutions based on integration with existing systems, cost under $200,000, and proven reliability. The sales team highlights their software's compatibility, competitive pricing, and case studies.
- **Decision Process**: The customer reveals a three-step process: technical review by engineers, a cost-benefit analysis by finance, and final approval from the VP within 60 days. The team maps out a timeline to meet these milestones.
- **Identify Pain**: The key pain is frequent machine breakdowns disrupting production schedules. Through discovery calls, the team learns this causes missed deadlines and frustrated clients, amplifying urgency.
- **Champion**: The plant manager, who experiences the downtime pain daily, becomes the champion. They advocate internally, arranging demos and sharing metrics with the VP.

Outcome: Armed with MEDDIC insights, the team focuses on the VP, addresses integration concerns, and leverages the champion to close a $180,000 deal in 45 days.

Example 2: Channel Partner Co-Selling Cybersecurity Solutions

- **Metrics**: A channel partner (a reseller) collaborates with a cybersecurity vendor to pitch to a mid-sized bank. They calculate that a data breach could cost the bank $1

million in fines and lost trust. The vendor's solution reduces breach risk by 40%, saving $400,000 in potential losses.

- **Economic Buyer**: The partner identifies the bank's CIO as the economic buyer, responsible for IT spending. The vendor and partner jointly craft a presentation for the CIO, emphasizing risk mitigation.
- **Decision Criteria**: The bank prioritizes ease of deployment, compliance with regulations (e.g., GDPR), and 24/7 support. The partner confirms the vendor's solution meets these, while adding their own local support as a value-add.
- **Decision Process**: The bank's process involves an IT committee review, a 30-day proof-of-concept (POC), and CIO sign-off. The vendor provides POC resources, while the partner manages local logistics.
- **Identify Pain**: The bank's recent audit revealed vulnerabilities in their current system, risking regulatory penalties and reputational damage. The partner uncovers this during a consultation, aligning the pitch to this urgent need.
- **Champion**: An IT manager at the bank, frustrated by the current system's limitations, emerges as the champion. The partner trains them to present the solution's benefits to the committee.

Outcome: The vendor and partner co-sell effectively, using MEDDIC to align their efforts. The bank signs a $250,000 contract, with the partner earning a commission and strengthening their vendor relationship.

Example 3: SaaS Subscription for a Retail Chain (Enterprise Sale)

- **Metrics**: The sales team learns the retailer's manual inventory system causes $300,000 in overstock losses yearly. Their SaaS platform promises 25% better inventory accuracy, saving $75,000 annually.
- **Economic Buyer**: The CFO, who oversees operational budgets, is the economic buyer. The team secures a meeting to frame the solution as a profit booster.
- **Decision Criteria**: The retailer evaluates based on user-friendliness, cost per store, and scalability across 50 locations. The team demos the intuitive interface and offers tiered pricing.
- **Decision Process**: The process includes a pilot in five stores, feedback from store managers, and CFO approval within 90 days. The team supports the pilot and tracks progress.
- **Identify Pain**: Overstocking leads to unsold goods and tight margins—a pain point surfaced during manager interviews. The team ties this to broader profitability goals.

- **Champion**: A regional manager, tired of inventory headaches, champions the solution, rallying store-level support and presenting pilot results to the CFO.

Outcome: The pilot succeeds, and MEDDIC-guided focus on the CFO and metrics secures a $400,000 annual subscription deal.

Key Takeaways

In each case, MEDDIC turns a vague sales pursuit into a structured strategy. It ensures the team targets the right people (Economic Buyer, Champion), addresses real needs (Pain, Metrics), and navigates the customer's world (Decision Criteria, Process). When applied to channel partnerships, it aligns vendor and partner efforts, making co-selling a unified, results-driven endeavor. These examples show how MEDDIC adapts to diverse industries and deal sizes, driving success through clarity and focus.

Channel partner strategies are critical for businesses looking to expand their reach, leverage external expertise, and drive revenue through collaborative selling. When paired with a framework like MEDDIC, these strategies can become even more effective by aligning partners with a structured sales process. Below are key channel partner strategies, with insights on how they can integrate with MEDDIC to optimize ecosystem co-selling:

1. Partner Recruitment and Onboarding

- **Strategy**: Identify and recruit partners (e.g., resellers, distributors, VARs) whose strengths complement your offerings—such as local market knowledge or technical expertise. Provide robust onboarding with training, resources, and clear expectations.
- **MEDDIC Integration**: During onboarding, train partners on MEDDIC principles. For example, teach them to identify the **Economic Buyer** and quantify **Metrics** for their customers. A cybersecurity vendor might onboard a reseller by showing how their solution reduces breach costs (Metrics) and who typically approves such budgets (Economic Buyer).
- **Example**: A software company recruits regional IT consultancies, training them to spot customer **Pain** (e.g., inefficient workflows) and align it with the vendor's solution, ensuring a consistent sales approach.

2. Co-Selling and Joint Value Proposition

- **Strategy**: Collaborate with partners to create a unified pitch that combines your product with their services or market credibility. This strengthens the value proposition and builds trust with customers.
- **MEDDIC Integration**: Use **Decision Criteria** and **Identify Pain** to craft a joint pitch. The vendor provides the core product, while the partner adds localized support or implementation—addressing specific customer needs. For instance, a cloud provider and a partner might target a retailer's pain of slow data access, showing how their combined solution meets scalability criteria.
- **Example**: A hardware vendor and a systems integrator co-sell to a hospital, using MEDDIC to highlight **Metrics** (faster patient data retrieval) and engage the hospital CIO (Economic Buyer) together.

3. Incentive Alignment and Motivation

- **Strategy**: Design incentive programs (e.g., commissions, bonuses, tiered rewards) to motivate partners to prioritize your offerings. Align these rewards with mutual goals like revenue growth or customer retention.
- **MEDDIC Integration**: Tie incentives to MEDDIC milestones, such as identifying a **Champion** or closing deals with clear **Metrics**. A vendor might offer a bonus when a partner secures a meeting with the Economic Buyer, encouraging deeper qualification.
- **Example**: A SaaS company offers escalating commissions for partners who document customer **Pain** and secure multi-year contracts, ensuring partners focus on high-value opportunities.

4. Enablement and Resource Sharing

- **Strategy**: Equip partners with tools, content, and support—such as playbooks, demos, or marketing collateral—to sell effectively. This reduces friction and empowers them to act as an extension of your team.
- **MEDDIC Integration**: Provide MEDDIC-specific resources, like templates to map the **Decision Process** or case studies showcasing **Metrics**. A vendor might share a calculator tool to help partners quantify ROI for customers, reinforcing the Metrics step.
- **Example**: A telecom vendor supplies partners with a MEDDIC checklist and demo scripts, enabling them to confidently address **Decision Criteria** (e.g., network reliability) for enterprise clients.

5. Communication and Collaboration

- **Strategy**: Maintain regular communication through joint planning sessions, updates, and feedback loops. Use CRM systems or partner portals to share leads, track progress, and align efforts.
- **MEDDIC Integration**: Use collaboration tools to align on MEDDIC components in real time. For instance, a shared dashboard could track the **Decision Process** stages across deals, ensuring both vendor and partner stay synced.
- **Example**: A software vendor and distributor hold biweekly calls to review deals, focusing on identifying **Champions** and refining pitches based on customer **Pain**, leading to faster closes.

6. Performance Measurement and Optimization

- **Strategy**: Monitor partner performance using KPIs like sales volume, deal closure rates, or customer satisfaction. Use data to refine strategies, support underperformers, and scale successes.
- **MEDDIC Integration**: Assess how well partners apply MEDDIC—e.g., are they consistently engaging the **Economic Buyer** or quantifying **Metrics**? Adjust training or incentives based on gaps. A vendor might notice a partner struggles with **Decision Process** clarity and offer targeted coaching.
- **Example**: A hardware vendor tracks partner success rates, finding that those using MEDDIC to identify **Pain** early close 20% more deals, prompting a push to standardize the approach.

7. Tiered Partner Programs

- **Strategy**: Create tiers (e.g., silver, gold, platinum) based on partner commitment and performance. Higher tiers get exclusive benefits like lead priority or advanced support, fostering loyalty and competition.
- **MEDDIC Integration**: Require mastery of MEDDIC for top tiers. A gold-tier partner might need to demonstrate consistent use of **Champion** development or **Decision Criteria** alignment to qualify.
- **Example**: A cloud provider reserves premium leads for platinum partners who excel at mapping **Decision Processes**, driving deeper ecosystem alignment.

Applying These Strategies with MEDDIC

Imagine a CRM vendor working with a network of regional resellers. They recruit partners with strong SMB relationships (Recruitment), train them to quantify time saved with the CRM (Metrics), and co-develop pitches for busy business owners (Co-Selling). They offer bonuses for securing CFO meetings (Incentives, Economic Buyer), provide demo tools (Enablement), and track deal progress in a shared portal (Collaboration). Performance data shows top partners excel at finding **Champions**, so the vendor doubles down with advanced MEDDIC workshops (Optimization). The result? A cohesive ecosystem closing deals 30% faster.

These strategies, supercharged by MEDDIC, turn channel partnerships into a disciplined, results-oriented engine—maximizing reach, revenue, and mutual success.

Partner ecosystem dynamics refer to the complex interplay of relationships, motivations, dependencies, and interactions among various stakeholders—vendors, channel partners, resellers, distributors, technology integrators, and even end customers—within a collaborative business network. These ecosystems thrive on mutual benefit but are shaped by factors like trust, competition, resource sharing, and alignment of goals. When integrated with a methodology like MEDDIC, understanding these dynamics becomes key to optimizing co-selling and driving collective success. Below, I'll break down the core elements of partner ecosystem dynamics and how they intersect with MEDDIC.

Core Elements of Partner Ecosystem Dynamics

1. **Interdependence and Value Creation**
   - **Dynamic**: Partners rely on each other to deliver a complete solution—vendors provide products, while partners add services, local expertise, or customer access. Success depends on how well each party enhances the other's value.
   - **MEDDIC Connection**: The **Metrics** component quantifies this joint value (e.g., a vendor's software plus a partner's implementation saves a client $200,000). Clear metrics align the ecosystem around measurable outcomes, reducing friction over who contributes what.
   - **Example**: A cloud vendor and a managed services provider (MSP) collaborate to offer a scalable IT solution. MEDDIC ensures they focus on the client's **Pain** (e.g., downtime) and co-create a pitch that highlights combined benefits.
2. **Trust and Alignment**
   - **Dynamic**: Trust is the glue of an ecosystem. Partners need confidence in the vendor's product quality, support, and fairness in deal allocation, while vendors rely on partners to represent their brand well. Misaligned goals—like a partner pushing a competitor's product—can erode trust.
   - **MEDDIC Connection**: Identifying the **Economic Buyer** and **Champion** fosters trust by ensuring all parties target the same decision-makers and advocates. Transparency in the **Decision Process** keeps everyone on the same page.
   - **Example**: A hardware vendor shares MEDDIC-based deal insights with a reseller, building trust by showing how targeting the CFO (Economic Buyer) accelerates sales, aligning their efforts.
3. **Competition vs. Collaboration**

- **Dynamic**: Partners often compete—either with each other (e.g., two resellers in the same region) or with the vendor's direct sales team. Yet, collaboration is essential for ecosystem success, requiring clear boundaries and incentives.
- **MEDDIC Connection**: **Decision Criteria** helps define roles. If a customer values local support (a partner strength) over vendor brand, the ecosystem adjusts to let the partner lead, reducing conflict. **Metrics** ensure fair credit for wins.
- **Example**: A software vendor uses MEDDIC to clarify that a partner's strength is addressing **Pain** through customization, while the vendor handles scalability concerns, turning potential rivalry into a joint pitch.

4. **Resource and Knowledge Sharing**
   - **Dynamic**: Ecosystems function best when resources—training, leads, tools—are shared freely. However, unequal access or hoarding knowledge can create power imbalances, slowing momentum.
   - **MEDDIC Connection**: Providing partners with MEDDIC tools (e.g., templates for **Decision Process** mapping) democratizes knowledge. A shared focus on **Identify Pain** ensures all parties understand customer needs deeply.
   - **Example**: A SaaS vendor equips partners with a **Metrics** calculator and pain-point discovery scripts, enabling a distributor to confidently pitch to a retailer, strengthening ecosystem cohesion.

5. **Power Dynamics and Influence**
   - **Dynamic**: Larger partners or those with exclusive territories wield more influence, while smaller players may struggle for attention. Vendors must balance rewarding top performers without alienating others.
   - **MEDDIC Connection**: Engaging the **Champion** within a customer's organization can level the playing field—smaller partners with strong relationships can drive deals. Recognizing partners who excel at finding Champions reinforces their value.
   - **Example**: A small reseller uses MEDDIC to cultivate a **Champion** in a mid-sized firm, outpacing a larger competitor and earning higher vendor support for their influence.

6. **Adaptability and Evolution**
   - **Dynamic**: Ecosystems aren't static—market shifts, new technologies, or partner exits force constant adaptation. Successful ecosystems evolve by onboarding new partners or adjusting strategies.
   - **MEDDIC Connection**: Regularly revisiting **Decision Criteria** and **Pain** keeps the ecosystem responsive. If customer priorities shift (e.g., from cost to security), MEDDIC guides realignment across partners.

- ○ **Example**: When a new regulation hits, a vendor and its partners use MEDDIC to pivot, identifying compliance as the new **Pain** and updating their joint pitch within weeks.

How These Dynamics Play Out

Imagine a cybersecurity vendor with a partner ecosystem of resellers, MSPs, and integrators. The vendor provides a cutting-edge firewall (Interdependence), but trust falters when an MSP suspects lead favoritism. To rebuild alignment, the vendor uses MEDDIC to share **Decision Process** insights across partners, ensuring transparency. Competition arises as two resellers vie for the same client, but focusing on **Decision Criteria** (e.g., one excels at rapid deployment, the other at training) clarifies roles. Resource sharing shines when the vendor offers MEDDIC training, empowering a small integrator to land a big deal by finding a **Champion**. Power shifts as this integrator's success earns them higher-tier status, while adaptability kicks in when a new threat shifts customer **Pain** to ransomware, prompting a unified ecosystem response.

Challenges and Mitigation

- ● **Challenge**: Misaligned incentives (e.g., partners chasing short-term sales over long-term value).
  - ○ **Mitigation**: Use **Metrics** to reward partners for sustainable wins, like multi-year contracts.
- ● **Challenge**: Communication breakdowns between ecosystem players.
  - ○ **Mitigation**: Leverage **Decision Process** mapping to keep all parties synced on deal stages.
- ● **Challenge**: Over-reliance on a few dominant partners.
  - ○ **Mitigation**: Cultivate **Champions** across diverse partners to distribute influence.

Why It Matters

Understanding partner ecosystem dynamics ensures that collaboration isn't just a buzzword—it's a strategic advantage. MEDDIC amplifies this by providing a common language and framework, aligning diverse players around customer needs and deal

success. The result is a resilient, adaptive network where every partner thrives, and collective revenue soars—turning a loose coalition into a powerhouse of co-selling precision.

Applying the MEDDIC framework in a detailed, step-by-step manner requires a disciplined approach to qualifying opportunities, gathering critical insights, and aligning your sales strategy—whether in a direct sale or a channel partner ecosystem. Below, I'll walk through a comprehensive application of MEDDIC, using a realistic scenario of a software vendor and its channel partner co-selling a customer relationship management (CRM) solution to a mid-sized retail chain. This will illustrate how each component is operationalized, with actionable steps, questions to ask, and integration with partner dynamics.

Scenario Setup

- **Vendor**: A SaaS company offering a CRM platform that improves sales tracking and inventory management.
- **Channel Partner**: A regional IT consultancy with strong relationships in the retail sector.
- **Customer**: A retail chain with 30 stores, struggling with disjointed customer data and overstocking.
- **Goal**: Close a $300,000 annual subscription deal through co-selling.

Detailed MEDDIC Application

1. Metrics
- **Objective**: Quantify the measurable impact of your solution on the customer's business to justify the investment.
- **Steps**:
    - **Discovery**: The vendor and partner jointly interview store managers and finance staff to uncover key performance gaps. They learn overstocking costs $250,000 yearly due to poor sales forecasting, and missed cross-selling opportunities lose another $100,000.
    - **Calculation**: The CRM's analytics can improve forecasting accuracy by 20% (saving $50,000) and boost cross-selling by 15% (adding $15,000 in revenue). Total annual value: $65,000.
    - **Validation**: Present these metrics to the customer in a tailored ROI model, showing a 5:1 return on the $300,000 investment over five years.

- **Partner Role**: The consultancy uses its local credibility to gather accurate data, ensuring metrics resonate with regional retail challenges.
- **Key Questions**:
  - What's the financial impact of your current inefficiencies?
  - What KPIs matter most to your leadership?
- **Output**: A shared slide deck highlighting "$65,000 annual gain" as the anchor for discussions.

2. Economic Buyer

- **Objective**: Identify and engage the person with budget authority to approve the purchase.
- **Steps**:
  - **Identification**: Initial talks with an IT director reveal the CFO controls operational budgets and must sign off on deals over $100,000.
  - **Engagement**: The partner, leveraging an existing relationship, arranges a meeting with the CFO. The vendor prepares a concise pitch tying the CRM to profit goals.
  - **Alignment**: During the meeting, the CFO confirms cost reduction is their priority. The team adjusts the pitch to emphasize overstock savings.
- **Partner Role**: The consultancy's local network accelerates access to the CFO, while the vendor brings product expertise to the table.
- **Key Questions**:
  - Who owns the budget for this initiative?
  - What does success look like for them personally?
- **Output**: A confirmed meeting with the CFO and a tailored value proposition.

3. Decision Criteria

- **Objective**: Understand the specific factors the customer uses to evaluate solutions.
- **Steps**:
  - **Exploration**: The team asks the IT director and store managers what matters most. They list: ease of use (for staff adoption), integration with existing POS systems, and total cost under $350,000/year.
  - **Positioning**: The vendor demos the CRM's intuitive interface and confirms POS compatibility. The partner commits to on-site training to ensure adoption.
  - **Differentiation**: Against a competitor with lower upfront costs but weaker integration, the team emphasizes long-term value and support.
- **Partner Role**: The consultancy highlights its training as a differentiator, addressing the "ease of use" criterion.
- **Key Questions**:
  - What are your must-haves versus nice-to-haves?

- How do you weigh cost against functionality?
  - **Output**: A comparison chart showing how the CRM meets all three criteria, co-branded by vendor and partner.

4. Decision Process
- **Objective**: Map out the customer's steps to finalize the purchase, including stakeholders and timelines.
- **Steps**:
  - **Clarification**: The IT director outlines a 60-day process: a 2-week technical review by IT, a 3-week pilot in five stores, and a final CFO approval.
  - **Planning**: The vendor provides technical specs and pilot software, while the partner manages deployment and gathers feedback from store managers.
  - **Execution**: The team tracks progress weekly, ensuring IT's concerns are addressed and pilot results are ready for the CFO by day 50.
- **Partner Role**: The consultancy's on-the-ground presence speeds up the pilot, keeping the process on track.
- **Key Questions**:
  - Who needs to sign off at each stage?
  - What's the timeline for a decision?
- **Output**: A shared timeline in a CRM portal, visible to vendor, partner, and customer.

5. Identify Pain
- **Objective**: Pinpoint the customer's core challenges and their urgency to drive the need for a solution.
- **Steps**:
  - **Investigation**: Through discovery calls, the team learns disjointed customer data causes overstocking (e.g., ordering excess winter coats) and missed upsell opportunities (e.g., not targeting repeat buyers).
  - **Impact Assessment**: The partner interviews store managers, finding overstock ties up $250,000 in capital, while the vendor ties missed sales to a 10% profit hit.
  - **Framing**: Present the CRM as the fix: unified data cuts overstock and boosts upsells, addressing both pains.
- **Partner Role**: The consultancy's rapport with managers uncovers granular pain details, complementing the vendor's broader analysis.
- **Key Questions**:
  - What keeps you up at night about your current system?
  - How does this problem affect your bottom line?

- **Output**: A pain statement: "Disjointed data costs $350,000 yearly in lost profits and tied-up capital."

6. Champion
- **Objective**: Find and empower an internal advocate to push the deal forward.
- **Steps**:
    - **Identification**: A regional manager emerges as a potential champion—they're frustrated by overstock chaos and see the CRM as a fix.
    - **Development**: The partner trains the manager on the CRM's benefits, while the vendor equips them with Metrics ($65,000 gain) and pilot data to share with the CFO.
    - **Activation**: The manager presents pilot success (e.g., 15% less overstock in test stores) to the leadership team, advocating for full rollout.
- **Partner Role**: The consultancy's local ties help nurture the champion, while the vendor provides ammo to make their case.
- **Key Questions**:
    - Who's most impacted by this pain and motivated to fix it?
    - How can we help them sell this internally?
- **Output**: A coached champion delivering a compelling internal pitch.

Execution and Ecosystem Dynamics

- **Collaboration**: The vendor and partner meet weekly, using a shared MEDDIC checklist to align efforts. The vendor handles product demos and Metrics, while the partner manages relationships and the Decision Process.
- **Trust**: Transparent sharing of customer insights (e.g., Pain details) builds trust, ensuring neither party feels sidelined.
- **Resource Sharing**: The vendor supplies demo licenses and ROI tools; the partner provides staff for pilot support.
- **Outcome**: After 55 days, the CFO approves the $300,000 deal, impressed by pilot results (Champion), clear savings (Metrics), and a streamlined process (Decision Process). The partner earns a 20% commission, strengthening the ecosystem.

Tips for Detailed Application

1. **Iterate Constantly**: Revisit each MEDDIC element as new info emerges—e.g., if the CFO shifts focus to upsells, adjust Metrics.
2. **Document Everything**: Use a CRM or shared doc to track findings, ensuring vendor and partner stay aligned.
3. **Train Partners**: Onboard partners with MEDDIC workshops, role-playing each step (e.g., finding a Champion).
4. **Customize per Deal**: Tailor questions and outputs to the customer's industry—retail here, but manufacturing might focus on downtime.

This detailed application shows MEDDIC as a living process, not a checklist. It transforms a vague opportunity into a precision-guided sale, leveraging partner strengths to navigate ecosystem dynamics and deliver a win for all involved.