

MEDDIC Checklist

A quick-reference guide for sales qualification

by  Flowla

Use this checklist during your sales process to ensure you're covering all critical components of the [MEDDIC framework](#) and streamline the qualification process.

1. Metrics

- Have I identified the prospect's key performance indicators?
- Do I understand how success is measured for this project or initiative?
- Have I tied my solution to measurable business outcomes (e.g., revenue growth, cost savings)?



Use Flowla to create a visually engaging ROI summary, showcasing measurable outcomes that resonate with stakeholders. Share it in a Digital Sales Room for easy access and follow-up.

2. Economic Buyer

- Have I identified who has the final purchasing authority?
- Do I understand the decision-maker's priorities and concerns?
- Am I engaging directly with the Economic Buyer or working through a Champion to reach them?



Use Flowla to provide the Economic Buyer with a personalized Digital Sales Room containing all critical documents, timelines, and ROI data, ensuring they have everything they need to make an informed decision.

3. Decision Criteria

- Do I know what criteria the prospect will use to evaluate solutions?
- Have I clarified the specific features, benefits, or capabilities they require?
- Am I positioning my solution to align with their decision-making framework?



Use Flowla to customize your Digital Sales Room with tailored content that directly aligns your solution with the prospect's decision criteria. Include relevant product demos, testimonials, and comparison sheets for maximum impact.

4. Decision Process

- Have I mapped out the steps the prospect will take to make a decision?
- Do I understand the timeline for their decision-making process?
- Have I identified any internal approvals or steps that could cause delays?



Use [Flowla](#) to map out the decision process, clearly outlining the next steps, due dates, and responsibilities to avoid bottlenecks.

5. Identify Pain

- Have I uncovered the primary pain points or challenges the prospect is facing?
- Do I understand the business impact of these challenges?
- Have I demonstrated how my solution addresses their pain points effectively?



Use [Flowla](#) to highlight pain points and solutions in a concise, engaging format. Include videos, case studies, or tailored presentations to make your message resonate.

6. Champion

- Have I identified a Champion within the prospect's organization?
- Does this Champion have influence and credibility with decision-makers?
- Am I equipping my Champion with the tools and knowledge they need to advocate for my solution?



Use [Flowla](#) to empower your champion with a shared Digital Sales Room containing everything they need – product insights, ROI details, and supporting collateral – to advocate for your solution effectively within their organization.



Streamline your process with Flowla

Flowla's Digital Sales Rooms simplify complex sales cycles by consolidating your MEDDIC insights into a single, intuitive platform. Collaborate with stakeholders, present key metrics, and guide the decision process seamlessly.

