

Services - MEDDPICC

Araña GTM Consulting enables customer-facing teams to embrace the MEDDPICC framework and common language to help organizations establish a deeper focus on customer engagements, build the performance-enhancing foundations to increase productivity, drive revenue, improve opportunity management and strategy, forecast accuracy, pipeline quality all while creating a culture of collaboration and trust. We do this through an integrated approach to learning that leads to adoption.

Knowledge + Application + Reinforcement = Adoption

Knowledge

Focus: Knowledge - Understanding Why, The Basics



Engaging training to impart the necessary knowledge needed to understand the framework and the value it can bring.

Deliverables:

- Introduction to MEDDPICC
- Review existing training and conduct assessment if there are any gaps that need to be filled in specific to the Sales Engineer Organization

Application

Focus: Applying the Knowledge



Our 'Correlate' package helps organizations scope and execute initiatives for achieving business outcomes. It includes scoping meetings, recommendations on the best path forward, and a detailed framework for executing on those recommendations.

Deliverables

- Deal Review Workshops + Job Aids + Guides to help drive application and create muscle memory
- Sales Engineer and Seller Peer-Learning
- First-line Manager enablement including coaching and guidance on deal review cadences
- "MEDDPICC in a Box" to support first line managers in driving reinforcement of frameworks and methodologies.

Reinforcement

Focus: Interleaving Knowledge and Application into the Flow of Work with top-down reinforcement from Senior Leadership, bottom-up reinforcement



Deliverables

- Communication
- Role-playing, Deal Reviews
- Flow of Work - Sales Engineers completing MEDDPICC
- First-Line Manager Peer-Learning
- Certification