Category

Commercial Excellence

High-Performance Sales Playbook (Methodologies, Stages, Cadence)

A seven-stage deal process built on MEDDPICC qualification and Challenger-style commercial teaching, with the cadence to run it consistently.

- Practitioner
- Advanced
- Workshop Ready

- Mithun A. Sridharan

- 09 February 2025
- 8 minute(s)

Overview

Install a rigorous, MEDDPICC-based qualification system across a seven-stage deal process, with weekly cadence and forecast categories that make win rate and forecast accuracy improve together.

What does MEDDPICC stand for and why use it over other methodologies?

Metrics, Economic Buyer, Decision Criteria, Decision Process, Paper Process, Identify Pain, Champion, Competition. It's an extension of the original MEDDIC framework built for complex B2B deals with multiple stakeholders and procurement processes — the two added elements (Paper Process and Competition) are specifically useful for enterprise and mid-market deals where legal/procurement and competitive dynamics often decide outcomes as much as the product itself.

How many sales stages should a deal process actually have?

Somewhere between five and eight stages is the practical range — enough to separate genuinely different qualification states, but not so many that reps spend more time updating CRM stages than selling. This playbook's seven-stage model is a solid default; collapse or expand it based on your actual sales cycle complexity.

What's the difference between "Commit" and "Best Case" in the forecast categories?

Commit requires hard evidence: an engaged Economic Buyer, a Paper Process underway, and a close date inside the current period backed by that evidence. Best Case has a strong

Champion and a built value case but still has open qualification gaps — for example, the Economic Buyer hasn't been directly engaged yet.

How long does it take a new rep to ramp under this model?

With a certification gate tied to MEDDPICC and the QAC stages, most B2B sales orgs see new-rep ramp time (to first full quota-attainment quarter) fall into the 3-5 month range, down from 5-7 months under an unstructured onboarding approach — the exact number depends heavily on deal complexity and cycle length.

Do we need new sales software to run this, or can it work in our existing CRM?

Almost any modern CRM (Salesforce, HubSpot, etc.) can support this with custom fields and required-field logic at each stage — you don't need a separate qualification tool. The discipline is in enforcing the required fields and the weekly review cadence, not in the software itself.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "What does MEDDPICC stand for and why use it over other methodologies?", "acceptedAnswer": { "@type": "Answer", "text": "Metrics, Economic Buyer, Decision Criteria, Decision Process, Paper Process, Identify Pain, Champion, Competition. It's an extension of the original MEDDIC framework built for complex B2B deals with multiple stakeholders and procurement processes — the two added elements (Paper Process and Competition) are specifically useful for enterprise and mid-market deals where legal/procurement and competitive dynamics often decide outcomes as much as the product itself." } }, { "@type": "Question", "name": "How many sales stages should a deal process actually have?", "acceptedAnswer": { "@type": "Answer", "text": "Somewhere between five and eight stages is the practical range — enough to separate genuinely different qualification states, but not so many that reps spend more time updating CRM stages than selling. This playbook's seven-stage model is a solid default; collapse or expand

it based on your actual sales cycle complexity." } }, { "@type": "Question", "name": "What's the difference between \"Commit\" and \"Best Case\" in the forecast categories?", "acceptedAnswer": { "@type": "Answer", "text": "Commit requires hard evidence: an engaged Economic Buyer, a Paper Process underway, and a close date inside the current period backed by that evidence. Best Case has a strong Champion and a built value case but still has open qualification gaps — for example, the Economic Buyer hasn't been directly engaged yet." } }, { "@type": "Question", "name": "How long does it take a new rep to ramp under this model?", "acceptedAnswer": { "@type": "Answer", "text": "With a certification gate tied to MEDDPICC and the QAC stages, most B2B sales orgs see new-rep ramp time (to first full quota-attainment quarter) fall into the 3-5 month range, down from 5-7 months under an unstructured onboarding approach — the exact number depends heavily on deal complexity and cycle length." } }, { "@type": "Question", "name": "Do we need new sales software to run this, or can it work in our existing CRM?", "acceptedAnswer": { "@type": "Answer", "text": "Almost any modern CRM (Salesforce, HubSpot, etc.) can support this with custom fields and required-field logic at each stage — you don't need a separate qualification tool. The discipline is in enforcing the required fields and the weekly review cadence, not in the software itself." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Commercial Excellence

Renewal, Expansion & Upsell Motion Excellence Playbook

A framework for renewal, expansion, and upsell motion excellence — building dedicated process, ownership, and skill development for post-sale revenue growth, av

- Practitioner
- Intermediate
- Template Included

Read playbook

Commercial Excellence

Outcome-Led Customer Success & Revenue Ownership Playbook

A framework for outcome-led customer success and revenue ownership — establishing genuine customer success accountability for retention and expansion revenue ou

- Executive
- Intermediate
- Template Included

Read playbook

Commercial Excellence

Health Score Design & Lifecycle Interventions Playbook

A framework for health score design and lifecycle interventions — building health scores

that account for different customer lifecycle stages and trigger stage-

- Practitioner
- Intermediate
- Template Included

Read playbook

Talk to our sales performance team

Author

Mithun A. Sridharan Thought Leader

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.