

DECISION PROCESS *Summary*

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IN BRIEF

The lever that can have the biggest impact on sales velocity is time to close, and the element of MEDDPICC that has the biggest impact on time to close is the decision process.



1. PROCESS

How do we go from a spark of interest > evaluation > VOC > to agreement? What are the stages, steps and levels of authorization?



2. PEOPLE

Equally as important as the process are the people. For each step of the process, who are the people who are required to approve each stage?



3. TIMING

What is the timeframe that surrounds the deal?

- Evaluation stages
- Selection stages
- Procurement
- Legal, etc.

TECHNICAL VALIDATION

Technical Validation is the process your customer goes through to validate your solution's feasibility to solve the requirements set out in the Decision Criteria.

BUSINESS APPROVAL

The business approval process consists of the steps and stages you need to pass for the customer to state that they are deciding to proceed with your solution.

YOU NEED TO IMPLICATE PAIN BECAUSE

- Until you do you simply cannot accurately forecast the deal
- It will help you to continue to be seen as a professional partner within the sales process
- It will allow you to de-risk foreseeable issues that may occur

ALWAYS CHECK

- That your Champion has a strong grasp of the Decision Process and can take you through it in its entirety step by step
- That you have consensus of the Decision Process with all stakeholders, not just your Champion