

Example Sales Process Design

Discovery

Demo

Evaluation

Proposal

Negotiation

Closed
Won

Entrance Criteria:

Decision
Maker has
qualified need

Demo
Scheduled
with Broader
team

Approval for
internal
evaluation

Procurement
process is shared
with timelines to
close

Procurement has
been introduced
and negotiations/
legal has begun

The deal has
been signed

Exit Criteria:

Key players have
been identified and
scheduled for demo

Verbal Yes to
evaluate
internally

Pricing has been
discussed and
alignment on
internal process

Timelines have
been set and
procurement
introduced

Signatures

Example Sales Process Design: MEDDPIC



Entrance Criteria:

Discovery has been held. Implications of pain and champion identified

Champion, Implications of pain, metrics decision criteria

Champion, Implications of pain, metrics decision criteria, Economic Buyer, competitors

All MEDDPIC criteria

The deal has been signed

Exit Criteria:

Metrics and decision criteria for POC

Economic Buyer Involved. Competitors identifies

Verbal yes, Decision Process, Paper Process

Signatures