A Thorough Guide to Sales Methodologies

MEDDICC, BANT, SPIN, NEAT, etc

By Patrick Trümpi, CSO at Unique

UNIQUE

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WHO WE ARE

Unique is a sales software company that leverages AI to record and analyze sales conversations in over 12 languages to deliver real-time insights and coaching to sales teams that adds to their decision-making and helps them win more deals.

What's more, with Unique, sales leaders are able to solve the challenge of the revenue gap by automating the entire sales process and building reliable revenue forecasts based on comprehensive conversational data.

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03 THE IMPORTANCE OF SALES METHODOLOGIES

Some sales leaders and practitioners claim **MEDD(P)ICC**, the infamous sales methodology, is dead.

"An outdated methodology. A relic from the distant past. Not customer-centric and therefore not of use anymore."

Other methodologies such as BANT and SPIN suffer the same fate. Many sales leaders call them outdated.

So what is the present state of affairs regarding sales methodologies (or frameworks)? Let's figure it out.

WHY ARE SALES METHODOLOGIES IMPORTANT?

As with many other sales "tools" (a methodology is a tool), frameworks can help sellers become better performers if used frequently and correctly.

Sales methodologies help sellers identify the use case and the right buyer roles, which in thier turn, will facilitate the buying process and accelerate the sales cycle.

04 SALES METHODOLOGIES AND WHAT THEY IMPLY

SALES METHODOLOGIES:

SPIN

BANT

NEAT

ANUM

SPICED

MEDD(P)ICC

Value Selling

Sandler Selling

Inbound Selling

Solution Selling

Conceptual Selling

Consultative Selling

Customer-Centric Selling

MEDD(P)ICC

In 1990, MEDD(P)ICC has been developed by John McMahon and his team at PTC.

PTC lost a lot of deals. They didn't have the strongest win rate or the strongest product in the market. But they did not know why exactly they lost all those deals.

So they analysed all the lost deals, and found seven main reasons:

- 👉A Competitor got the deal
- 👉Not the right Champion, or none at all
- 👉No access to the Economic Buyer
- 👉No thorough knowledge of the decision process
- 👉They had not influenced the decision criteria
- 👉No thorough knowledge of the pains
- 👉No business case

That is how the acronym MEDDICC was formed. PTC wanted to reduce the risk of losing deals.

BANT

Back in the 40s and 50s, IBM invented a lot of emerging technologies. They had a strong brand and were basically alone in the market. The company has been flooded with inbound leads.

However, they also faced challenges with inbound leads.

IBM received most of those leads through the telephone. So they implemented the framework BANT for those first qualification calls. Salespeople at IBM needed to ask those four questions:

- 👉Do you already have a budget for the project?
- 👉Can you make a decision?
- 👉What exactly are you looking for?
- 👉What is the timeline of the project?

Based on the answers, leads have been connected to a salesperson or pushed through a different funnel.

BANT was created to filter inbound leads, whereas MEDDICC has been used as a framework to reduce the risk of losing opportunities throughout the whole sales cycle.

Two very different applications, even though they are often thrown into the same bucket (called “sales methodologies”). And that is the case with many of those frameworks: they are being implemented for different purposes.

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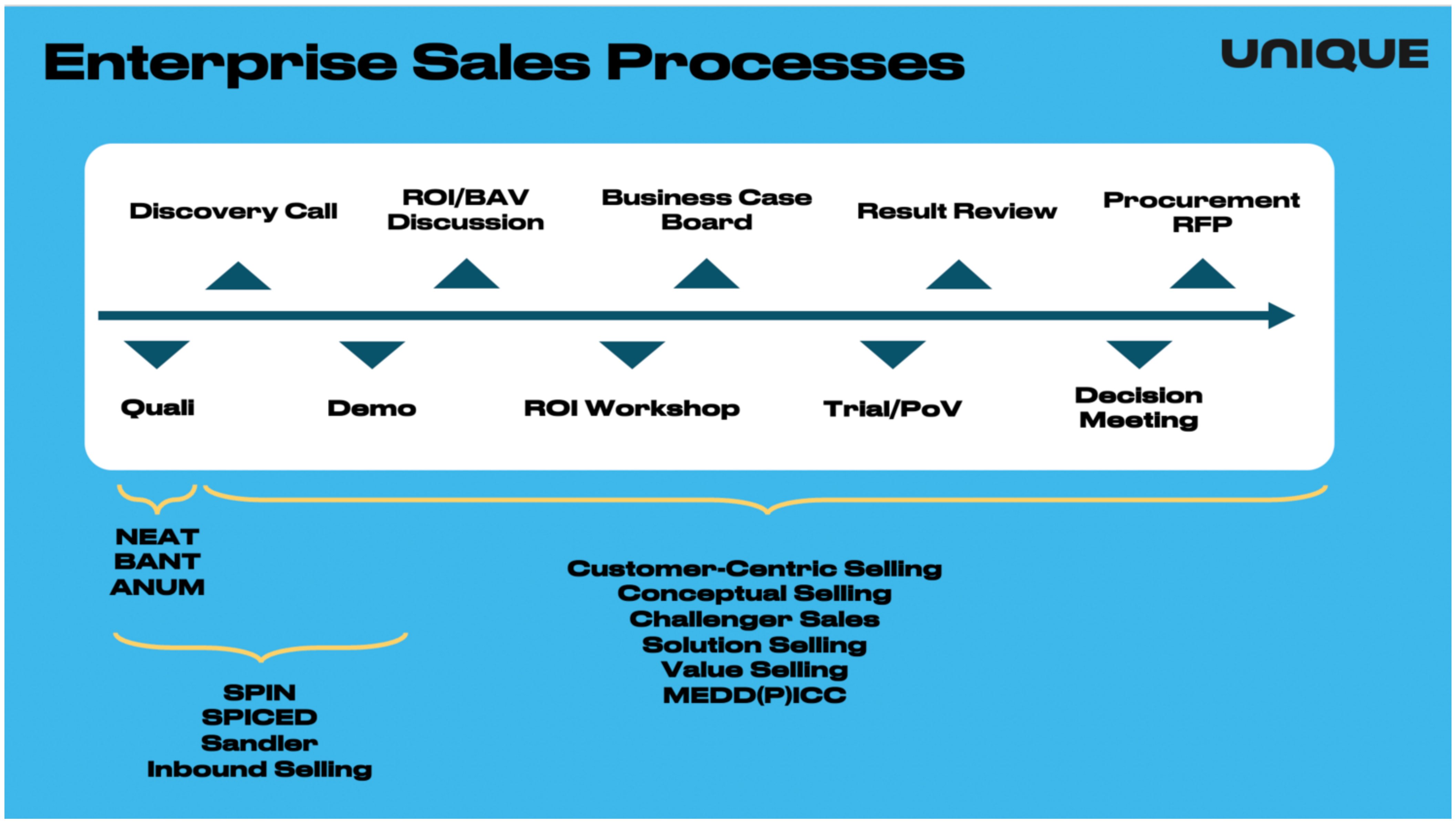

(Image 1: Enterprise Sales Process with specific meeting types and stage of qualification methodologies)

- NEAT, BANT, and ANUM are basically qualification methodologies that are used to qualify new leads in the first meeting. Usually, there is a handover between the Qualification and the second call (SDR to AE), in which those criteria need to be communicated.

- SPIN, SPICED, Sandler, and Inbound Selling are usually used for SME processes (10-50k), because in an Enterprise Sales Process, they lack important factors in later stages of the process. That is why I marked them only from Quali to Demo in the process above. They do not add much value afterwards.

- The remaining Methodologies can be used throughout the enterprise sales process. They are way more sophisticated and exhaustive.

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What do a lot of these methodologies have in common?

1 All those frameworks use an acronym to highlight the importance of focusing on the Need/Pain/Problem of the prospect. The "N" of NEAT, the "P" of SPIN, The "P" of SPICED, and the other framework also use it in their approach. In addition to pain, something that is often neglected, however, is that not all products solve pain but sometimes help the prospect achieve something, and realize a gain.

2 Most of the frameworks use an acronym or a word that describes the impact of not solving a problem or a quantitative business case. They stress that the prospect and the salesperson should know what happens if the problem is not solved. Ultimately, every B2B buying decision needs to be justified mathematically with a value-cost estimate.

3 Most frameworks highlight the importance of a salesperson knowing with whom they talk. They use words such as "Authority," "Economic Buyer," "Decision maker," Champion," or other roles. It makes sense we put some importance on this. What roles make sense? This depends on the size of the deals. Sometimes the Champion and the Economic Buyer are one person.

4 All frameworks highlight the understanding of the process and/or timeline to get the signature of the prospect. Some only use "timeline," others use "Decision Process," and a third group, "Mutual Action Plan." The Mutual Action Plan (or sometimes "Closing Plan", which is not very customer-centric) is a summary of all the steps that need to be taken to realize the ROI for a project, with the dates when those steps happen (incl. The signature of the contract).

Bonus: Many frameworks also highlight the importance of Relationships, Rapport, or Trust. We all agree that selling without some form of trust is not possible. This is the part that is really, really hard to teach and standardize. That is where authenticity comes into play, and where salespeople need to find their way. One of the salespeople's key qualities is to build a trusting relationship as quickly as possible.

07 A TRIED-AND-TRUE SALES METHODOLOGY

By Patrick Trümpi

For SME & Mid-market deals – P/GI(M)EDCC

P/G = Pain/Gain
I = Impact
(M) = Metric or Business Case (in brackets because it is not as crucial as with larger deals but always beneficial)
E = Economic Buyer
D = Decision Process
C = Champion
C = Competitor

For Enterprise deals – P/GIMEDDPCCR

P/G = Pain/Gain
I = Impact
M = Metric or Business Case (necessary with large enterprise deals)
E = Economic Buyer
D = Decision Process
D = Decision Criteria
P = Paper Process
C = Champion
C = Competitor
R = Risks

Why the two of them?

The framework for smaller deals does not have Paper Process and Decision Criteria and may or may not need a quantifiable business case.

The three acronyms D (=Decision Criteria), D (=Decision Process), and P (=Paper Process) could also be combined into "Mutual Action Plan."

Because we are losing some information by only using MAP, especially for new practitioners, I keep the outline of all three. The MAP for enterprise deals is absolutely necessary. It's not the same for smaller deals. You can use a slimmer version for SME deals, but the decision process (and timeline) need to be known.

The first three acronyms (P/G, I, M) need to be uncovered in the first part of the sales process. The pain, and impact, and therefore understanding of the urgency for the customer need to be captured early in the process.

08 HOW TO IMPLEMENT A SALES FRAMEWORK

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Using a framework requires practice. They are not easy to implement, especially if your sellers have been doing sales “their way” for years.

Six points that helped me implement the methodology:

1. Clear outline of the sales process and the meeting types (as in the slide above).

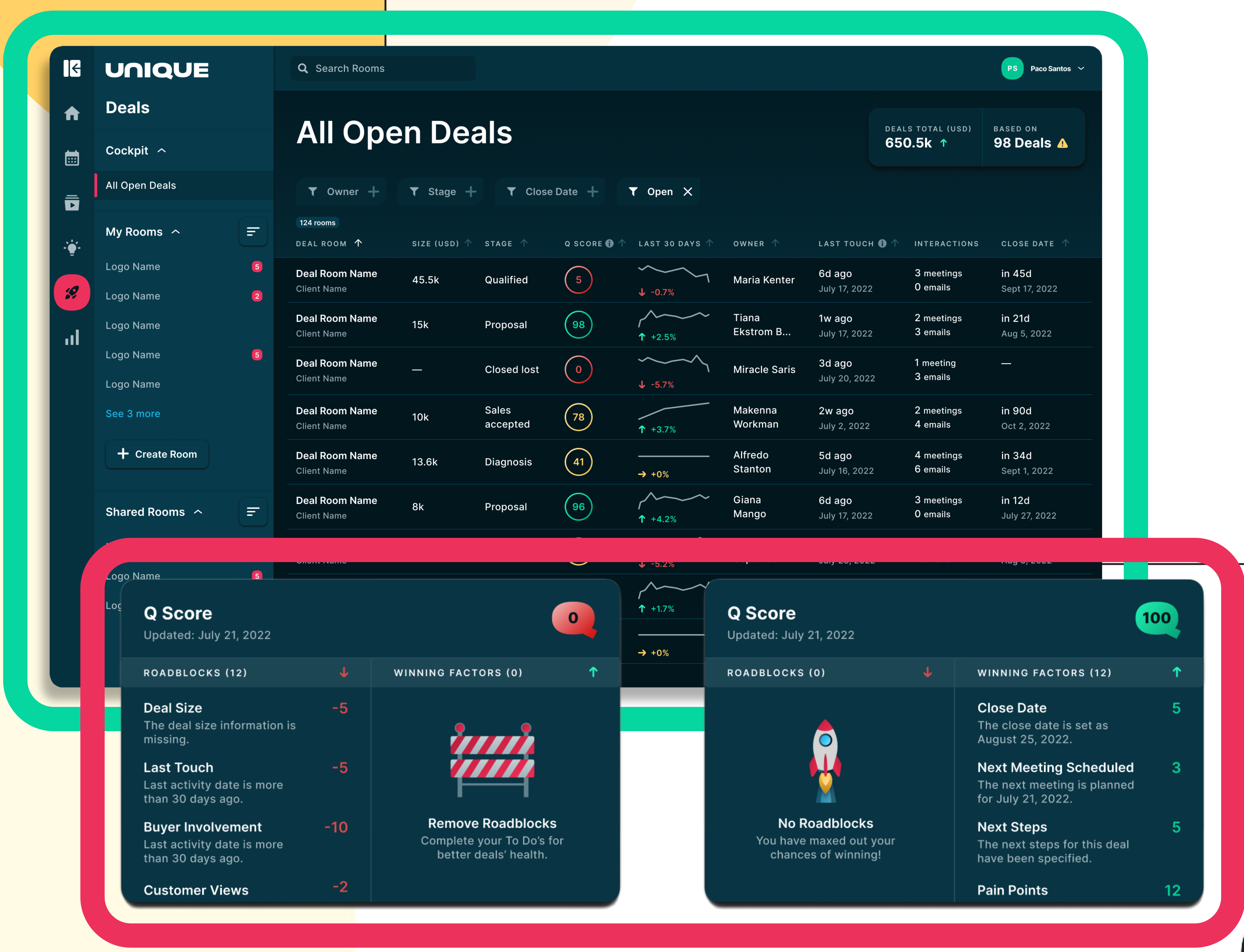
2. Connecting the acronyms to the meeting types. Describe in what meeting salespeople talk about what.

3. Provide a set of questions for all the acronyms salespeople need to be asking.

4. Coaching, coaching, coaching. Salespeople should be going through the methodology in their 1to1s. Exactly the same questions from the bullet above should be asked in these sessions.

09 THE ROLE OF SALES AUTOMATION

5 **Self-Coaching by using technology:** below you see a screenshot of the <u>software we are using</u> (**Unique**). Sales reps can filter their opportunities (here: deals) and check the so-called “Q-Score” of these opportunities. Built into that Q Score is the methodology. When the sales tool shows the Q-score number 70, for example, it means that at this stage of the deal, the only roadblock to a higher score is the fact that the rep has not talked to the Economic Buyer yet. How do we know? The technology learned from all conversations, emails, and drew all the important info from your CRM.



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