

26 MEDDIC QUESTIONS TO SUPERCHARGE QUALIFICATION

These MEDDIC qualification questions are crucial to your success. Learn how to apply the MEDDIC sales methodology with these 25 laser-focused questions.



METRICS QUESTIONS

Use these questions to uncover quantifiable goals your buyers are looking to achieve with your solution or product:

1. What is your goal for [Operational area] this [Year/Quarter/Month]?
2. How are you currently tracking against [Business goal]?
3. What KPIs are you responsible for in your organization?
4. What does success look like for this project? What metrics would you measure? What impact are you expecting to see?

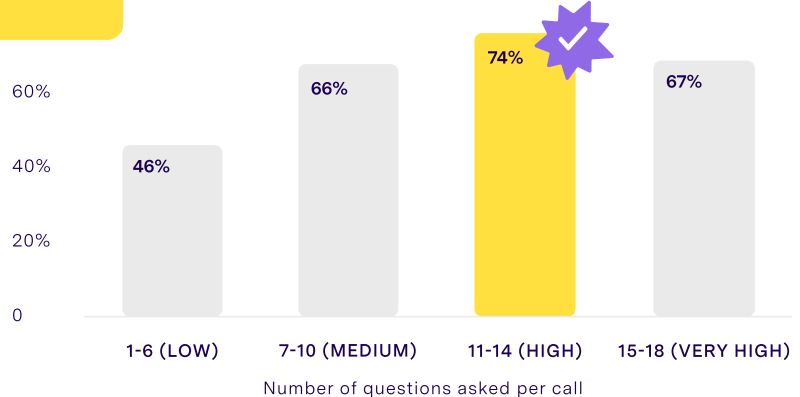


Aim For 11-14 Targeted Questions In Discovery Calls

Top performers ask the “sweet spot” number of questions on their discovery calls. Too many sales discovery questions (15+), and you are running an interrogation. Too few, and you’re unlikely to unearth what matters – pain points.



Shoot for 11-14 targeted questions per call



Source: gong.io/blog/best-discovery-call-tips

ECONOMIC BUYER QUESTIONS

These questions are designed to help you get to power – and stay at power if you’re already there:

5. Who’s responsible for [Operational area] at your organization?
6. Who would ultimately sign off on this?
7. What number are they responsible for?

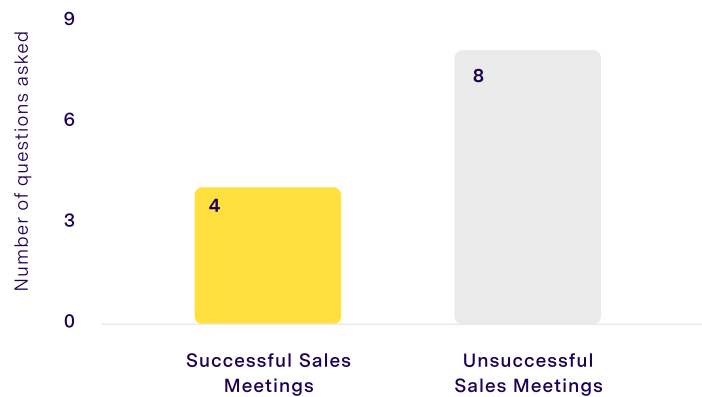


Avoid This Mistake When Selling To The C-Suite

Senior executives have “discovery fatigue.” By the time they have a meeting with you, they’ve likely been through 2 or 3 discovery calls with other sellers. Answering all those questions feels taxing. Be strategic with the questions you ask when selling to C-level execs.



**Fewer questions,
greater success**



DECISION PROCESS QUESTIONS

“Virtual close” your buyers to get them to share their internal approval process and factor in all decision-makers from the start:

8. What was the process last time your organization purchased [Similar product/service]?
9. Once you agree on a partner, what are the next steps to get the purchase approved?
10. Who on your team spends the most amount of time working on [Operational area]?
11. Who would feel left out if they didn't attend the demo? Who else will these changes affect?

DECISION CRITERIA QUESTIONS

Deliver these questions to uncover the criteria they plan to use during their evaluation:

12. What is the most important factor in your decision?
13. If you're asked to justify your decision to choose a partner in [Business area], what will the most important reason be?
14. Last time you purchased [Incumbent/Similar product or service], what convinced you to choose them? Is [Their answer] still the most important criteria for you?



Revalidate Everything You Uncover

Don't treat discovery as a “set it and forget it” event. What you learned at the beginning of the sales process may have changed. Here's how to re-validate your info, start every sales meeting with this question:

- *What's changed since the last time we talked?*

IDENTIFY PAIN QUESTIONS

Try these MEDDIC qualification questions to get buyers to give long, rich answers and get ammo for the rest of your sales cycle:

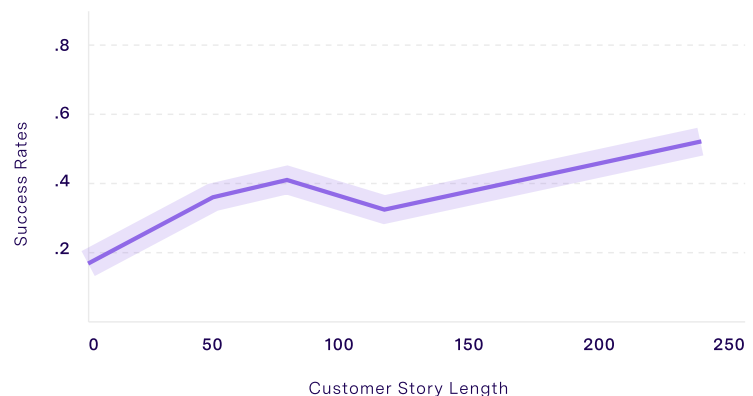
15. Can you help me understand the biggest challenges you and your team face with [Operational area]?
16. How is [Challenge] presenting itself as a problem to the business?
17. How effective is your current solution, on a scale of 1-5?
18. Does your current solution produce any bottlenecks? Who is impacted?
19. What happens if we don't address this [Pain/challenge] now?
20. Why is solving [Pain] important to your organization?
21. How does solving [Problem] bring you closer to [Strategic objective]?



Ask Questions That Trigger Long Responses

According to Gong Labs, there's a strong link between buyers' response lengths and closed deals. Consider the following question starters to draw out a longer, richer, more in-depth response from your buyer:

- *Can you help me understand ...*
- *Can you walk me through ...*
- *Can you tell me about ...*



Source: gong.io/blog/best-discovery-call-tips

CHAMPION QUESTIONS

Here's how to get the most out of your champion and navigate your deal to closed-won:

22. What are some objections you think we'll come against?
23. How does [Decision maker] measure ROI for [Service/Product]?
24. What are we missing to present a business case for [Service/Product] to [Decision maker]?
25. How will you help [Buying committee] understand the value [Service/Product] can deliver to your organization?
26. What other solutions are you evaluating?



Ask Questions Only A Pro Would Ask

Have you ever heard the phrase “You get delegated to the person you sound like”? Use your questions to demonstrate expertise by using the right vernacular and getting buyers to think. Here's what that difference sounds like:

- *Don't: What's your sales process?*
- *Do: Can you walk me through your sales process from first contact to close?*

WAIT! THERE'S MORE...

Follow [Gong on LinkedIn](#) to get the latest data-backed sales insights and learn why the best salespeople always top the leaderboard.