

HOW TO VALIDATE YOUR CHAMPION

IN THE MEDDIC SALES FRAMEWORK

"A champion needs to have a vested interest in your success. If you win, they win, if you lose, they lose."



Andy Whyte - Sales Leader at Branch, Host & Author at MEDDIC

"A champion is not the person who does the most talking. It is the person who, when they speak, everyone else goes silent."



Caroline Franczia - Sprinklr, Datadog, Uppercut-First, Author

YOU SAY

"I'm sure you've been talking about us, what have people been saying?"

"Has anyone had anything bad to say"

Oh wow... What did you say to them?



THEY REPLY

"Yes actually you just came up in a meeting, everyone enjoyed the demo."

"Well, they thought your functionality might be somewhat limited."

...Champion or not!

