

# 'Plan2Close MEDDPICC®' Brings MEDDPICC® into Salesforce®

*MEDDIC Academy and SalesMethods announce a Salesforce-native solution to operationalize MEDDPICC®, increasing win rates, forecast accuracy, and revenue.*

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*Darius Lahoutifard*

[MEDDPICC®](#), a powerful new solution that embeds [MEDDPICC®](#) sales practices directly into Salesforce®, has been co-developed and launched by SalesMethods, a leading and well-established Salesforce-native application provider and [MEDDIC Academy](#), a global leader in Enterprise B2B sales training.

This strategic partnership combines MEDDIC Academy's deep expertise in the MEDDPICC® qualification framework with SalesMethods' robust technology platform. It enables sales teams to apply MEDDPICC® effectively and consistently to their opportunities—without leaving

Salesforce.

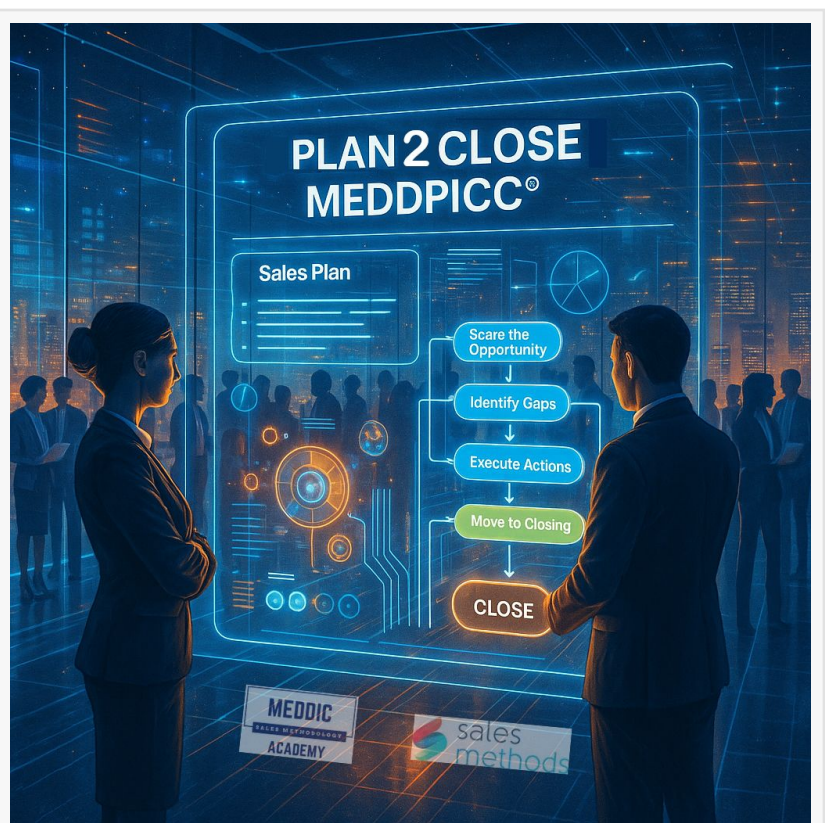
“Sales teams can now bridge the critical gap between learning MEDDPICC® and applying it in Salesforce,” said Darius Lahoutifard, Founder of MEDDIC Academy. “While training remains essential, Plan2Close MEDDPICC® ensures that methodology becomes operational, transforming knowledge into action at every stage of the deal.”

Plan2Close MEDDPICC® equips sales professionals with visual opportunity planning tools, qualification guidance, deal inspection capabilities, opportunity scoring and strategic prompts, all aligned with the MEDDPICC® framework. The result is more rigorous pipeline management, improved forecast accuracy, shorter sales cycles, larger deals and higher win rates.

“This partnership reflects our shared mission to improve sales performance through structure, insight, and precision,” said Richard Gilder, Chief Executive Officer and Co-Founder of SalesMethods. “Plan2Close MEDDPICC® delivers that directly inside Salesforce, where teams live and work every day.”

“Many of our clients were already committed to using MEDDPICC® and asked us for a solution to help them put it into practice,” added Andy Freeston-Larter, Chief Technology Officer and Co-Founder of SalesMethods. “For us, the most natural partner was the source: MEDDIC Academy. Together, we’ve created a product that brings clarity and consistency to even the most complex sales processes.”

Plan2Close MEDDPICC® is now available via SalesMethods and through the Salesforce AppExchange marketplace. Distribution and customer support are provided directly by SalesMethods, ensuring seamless onboarding and ongoing success for Salesforce users. Organizations interested in licensing the solution or training their teams on the MEDDPICC® methodology can learn more at [meddic.academy](https://meddic.academy) or [salesmethods.com](https://salesmethods.com).



Plan2Close MEDDPICC

#### About MEDDIC Academy

MEDDIC Academy is a leading provider of sales and leadership training. It offers certification for MEDDPICC® Sales and Infinite Sales® Leadership, empowering sales professionals and leaders worldwide. Clients include Google, Amazon, Salesforce, Cisco, S&P Global, Trend Micro and more.

#### About SalesMethods

SalesMethods is a leading provider of Salesforce-native applications that help enterprise sales teams plan, qualify, and close complex deals more effectively, with clients including Accenture, BT, Canon, and more. The company supports many clients across the globe.

MEDDPICC® is a registered Trademark of Darius Lahoutifard, founder of MEDDIC Academy™ where MEDDPICC® courses can be taken. Infinite Sales® is a registered trademark of Darius Lahoutifard.

Salesforce® is a registered trademark of Salesforce Inc.

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