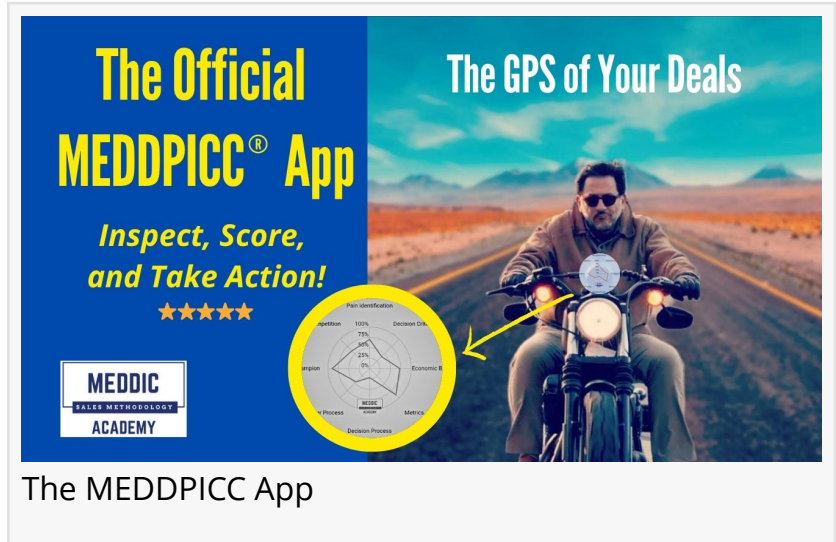


MEDDIC Academy Launches the Official MEDDPICC® App, A GPS for Winning B2B Deals

The new MEDDPICC® App transforms how sellers assess, qualify and advance opportunities by inspecting, scoring and taking action on them.

NEWPORT BEACH, CA, UNITED STATES, October 22, 2025 /EINPresswire.com/ -- [MEDDIC Academy](#), a global provider of sales and leadership training and the exclusive authority on the [MEDDPICC®](#) certification, today announced the launch of the MEDDPICC® App, a digital tool that helps sales professionals inspect, score, and take action on their opportunities, just like a GPS for deals.



The MEDDPICC App

The MEDDPICC® App is designed to bring structure, clarity, and measurable insight to every sales cycle. Built on the same principles that power the MEDDPICC® framework, the App allows sellers to evaluate their opportunities with precision, identify gaps in their process, and translate those insights into actionable next steps that improve deal outcomes and forecast accuracy.

“

We built this App to make MEDDPICC® more accessible, actionable, and measurable. Like a GPS for your deals, it helps you see where you stand, how far you are from closing, and the route to get there.”

Darius Lahoutifard

Before the App, sellers relied on the MEDDPICC® Score Calculator, a downloadable spreadsheet created by MEDDIC Academy and used by thousands of professionals worldwide. The spreadsheet quickly became the go-to tool during QBRs and team reviews because it provided a structured, visual way to evaluate deal health and sales maturity. The new App builds on that success, keeping the same proven logic and radar-chart visuals while

introducing a faster, more intuitive, mobile-friendly experience.

“We built this App to make MEDDPICC® more accessible, actionable, and measurable,” said Darius Lahoutifard, Founder of MEDDIC Academy and author of Always Be Qualifying. “Like a GPS for your deals, it helps you see where you stand, how far you are from your destination, and exactly how to get there.”

From Spreadsheet to Smart App

The MEDDPICC® App preserves everything users loved about the Score Calculator while adding advanced capabilities for the modern seller. The interface allows users to swipe through qualification questions, score their deals instantly across all MEDDPICC® elements, and view real-time visual summaries through radar and bar charts.

Beyond scoring, the App introduces a new level of intelligence with its Action List feature. When a user answers “No” to a qualifying question, the App automatically generates a corresponding action item. This creates a personalized close plan that identifies the specific tasks required to strengthen the deal and move it closer to “Closed-Won.” The Action List can be exported and shared for coaching sessions, QBRs, and account planning.

The spreadsheet version will remain available for teams that prefer to use it in collaborative, large-screen sessions. Many organizations continue to find the spreadsheet valuable for presenting during reviews or executive meetings, while the App serves as the ideal everyday companion for individual sellers on the go.

Key Features

- Inspect Opportunities: Guided question flow designed around MEDDPICC® qualification principles.
- Score Deals Instantly: Real-time visual scoring of every element of the MEDDPICC® framework.
- Take Action: Automatically generated Action List that provides a clear, step-by-step close plan.
- Export Insights: Save and share reports for coaching or review.
- Accessible Everywhere: Works seamlessly across desktop, tablet, and mobile devices.

Availability

The MEDDPICC® App is now included at no additional cost for learners enrolled in:

- Full MEDDPICC®
- Advanced MEDDPICC®
- MEDDPICC® for Managers
- MEDDPICC® for Trainers

A standalone version is available for \$9.99 per month, including full access to all features and future updates.

<https://trainings.meddic.academy/products/courses/MEDDPICC-app>

Learn more about the app here: <https://meddic.academy/meddpicc-app/>

About MEDDIC Academy

MEDDIC Academy is a leading global provider of sales and leadership training, offering blended learning through online, in-person, virtual, and self-paced programs. Founded by Darius Lahoutifard, a former sales leader at PTC where the original MEDDIC methodology was born and author of Always Be Qualifying — the first and best-selling book on the MEDDIC and MEDDPICC® methodologies — the Academy empowers professionals and leaders worldwide through certification in MEDDPICC® Sales and Infinite Sales® Leadership.

Clients include industry leaders such as Google, Amazon, Salesforce, Cisco, S&P Global, and Trend Micro. MEDDIC Academy continues to advance the MEDDPICC® framework through innovative enablement tools including the MEDDPICC® App, MEDDPICC® Coach, and Plan2Close MEDDPICC®, co-developed with SalesMethods for Salesforce users.

Press Contact:

<https://meddic.academy>

MEDDPICC® and Infinite Sales® are registered trademark of Darius Lahoutifard & MEDDIC Academy. All rights reserved.

Darius Lahoutifard

MEDDIC Academy

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Bluesky](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/860326200>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.