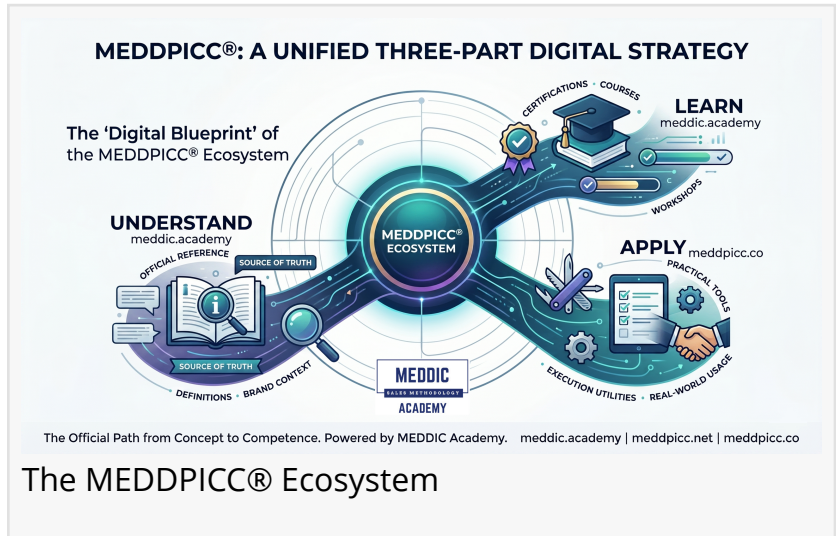


MEDDIC Academy Expands the MEDDPICC® Ecosystem Across Training, Reference, and Sales Tools

A three-part digital strategy helps sales professionals learn MEDDPICC®, understand it from an official source, and apply it through practical tools.

NEWPORT BEACH, CA, UNITED STATES, April 20, 2026 /EINPresswire.com/ -- [MEDDIC Academy](https://www.meddac.com) today announced the expansion of the [MEDDPICC®](https://www.meddac.com) ecosystem through a three-part digital strategy built around training, reference, and practical execution tools. The ecosystem is structured across three dedicated platforms: [meddic.academy](https://www.meddac.com), [meddpicc.net](https://www.meddpicc.net), and [meddpicc.co](https://www.meddpicc.co).



The strategy reflects a simple idea: sales professionals and organizations do not only need access to a methodology. They need a clear path to learn it, understand it, and apply it.

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Too often, methodologies are fragmented across random content, scattered interpretations, and disconnected tools. We have built a more coherent experience around MEDDPICC® through official websites.”

Darius Lahoutifard

At [meddic.academy](https://www.meddac.com), users can access MEDDPICC® training, courses, certifications, workshops, and thought leadership content designed to help individuals and teams build a stronger foundation in enterprise sales qualification and execution.

At [meddpicc.net](https://www.meddpicc.net), users can access an official reference destination dedicated to the MEDDPICC® methodology, its meaning, definitions, and broader brand context. The purpose of the site is to provide a clearer and more authoritative source for professionals seeking to understand what MEDDPICC® is and how it should be

presented.

At meddpicc.co, users can access tools, applications, and practical resources designed to help bring MEDDPICC® into day-to-day sales execution. This includes digital utilities intended to support real-world usage beyond training alone.

“Too often, methodologies are fragmented across random content, scattered interpretations, and disconnected tools,” said [Darius Lahoutifard](#), founder of MEDDIC Academy. “We have built a more coherent experience around MEDDPICC®: one place to learn it, one place to understand it from an official source, and one place to find the tools to apply it.”

The expansion reflects MEDDIC Academy’s broader vision of developing MEDDPICC® not merely as a course offering, but as a structured ecosystem that serves sales professionals, leaders, authors, partners, and organizations with different needs at different stages of adoption.

By separating training, reference, and execution into distinct but connected digital destinations, MEDDIC Academy aims to improve the user experience, reduce confusion, and make the MEDDPICC® journey more intuitive for both individuals and teams.

This multi-site approach also supports the long-term development of the MEDDPICC® platform by giving each property a focused role:

- meddic.academy for learning and certification
- meddpicc.net for official reference and brand context
- meddpicc.co for tools and application

As MEDDPICC® continues to gain visibility among sales professionals and revenue teams, MEDDIC Academy believes that a more structured digital ecosystem will help users move more naturally from concept to competence, and from knowledge to execution.

For more information, visit [meddic.academy](#), [meddpicc.net](#), and [meddpicc.co](#).

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 in 2017 by Darius Lahoutifard, author of *Always Be Qualifying* and the builder who codified MEDDIC from tribal knowledge into the global MEDDPICC® education ecosystem, the company helps professionals and leaders worldwide develop practical skills through MEDDPICC® Sales and Infinite Sales® Leadership training and certification. Its clients include Google, Amazon, Salesforce, Cisco, S&P Global, and Trend Micro. MEDDIC Academy continues to expand the MEDDPICC® ecosystem through innovative enablement tools including the MEDDPICC® App, MEDDPICC® Coach, and Plan2Close MEDDPICC®.

Press Contact:

<https://meddic.academy>

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