

# Jane's Equipment Repair - MEDDPICC Analysis

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:dart: **MEDDPICC**

## ■ MEDDPICC Maverick's Breakdown

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### What We Know:

- **M - Metrics:** The prospect is looking to reduce equipment downtime by 20% and increase repair efficiency by 15%.
- **I - Identify Pain:** The primary pain point is frequent equipment breakdowns leading to operational delays and increased costs.
- **C - Champion:** John, the Operations Manager, seems particularly enthusiastic about finding a solution and has been actively involved in discussions.

### Critical Gaps to Explore:

Identify the Economic Buyer and clarify the Decision Process to ensure alignment with their purchasing procedures.

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## ■ Maverick's Insights & Next Moves

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Fantastic job! You've pinpointed the prospect's Metrics and their primary Pain Point like a pro. And kudos for identifying John as a potential Champion—his enthusiasm could be a real game-changer!

Now, let's shift our focus a bit. It's time to put on our sleuth hats and uncover the Economic Buyer. Knowing who holds the purse strings will help us tailor our approach. Additionally, we need to clarify the Decision Process so we can navigate the buying landscape without stumbling over any roadblocks.

How about in your next chat, you ask:

- "To ensure we're on the same page, could you walk me through the decision-making process for solutions like ours?"
- "Who would ultimately be responsible for approving the budget for this type of investment?"

Keep up the momentum! You're on the right path to closing this deal, and I can't wait to hear about your next victory!