

# What changes in your *next deal review*.

*A meeting template for AE/SE Managers (RDs, sales managers) running deal reviews under MIQL.*

## The shift

Most deal reviews open with a story. The AE narrates the relationship, the room nods, the deal advances on the strength of how the story landed. That is fiction with a forecast attached.

MIQL inverts the room. Your first question is never how the AE feels about the deal. It is always: *show me the score, and show me the evidence for the lowest pillar.*

That single change, applied weekly, surfaces the deals where confidence is masking a structural gap. It also gives your AEs a vocabulary to escalate concerns they've been carrying privately.

## Your five inspection questions

ASK THESE IN THIS ORDER, EVERY DEAL REVIEW

O

Outcome

Has the buyer articulated a specific, measurable business outcome in their own words, captured

		verbatim in the deal record?
<i>M</i>	Maps	Does the mutual action plan show buyer-side owners on milestones, or is every line item the seller's commitment with the buyer's name attached?
<i>I</i>	Insight	Is there evidence of insight delivered (business, industry, comparable customer outcomes) that earned access, separate from RFP responses?
<i>Q</i>	Quantify	Has the buyer quantified the cost of inaction with a specific dollar figure, in their words and validated against their data?
<i>L</i>	Leadership	Has executive engagement been matched to deal size and stakes (title-to-title), with confirmation of buyer-side decision authority?

Each one scores 2, 1, or 0. Add them. The total is the forecast category.

## The forecast bar

<i>Pipeline</i>	Score 0 to 4. AE has a relationship. The deal is not yet structurally evident. Forecast it as Pipeline regardless of close date.
<i>Best Case</i>	Score 5 to 6. Some pillars confirmed, others soft. Treat this as work to be done, not a number to commit to.

### *Most Likely*

Score 7. Cost of inaction quantified, insight delivered that earned access. Defensible in a forecast call but not yet locked.

### *Commit*

Score 8 or higher. EB engaged title-to-title. Outcome confirmed in the last 30 days. MAP has buyer-side owners on every remaining milestone.

A deal that misses the bar is not a story problem. It is a category problem. Move it down or do the work to move the score up.

## Three coaching plays for AE managers

**If Q is below 2:** Pull in the Value Realization team. The exercise wins this deal when executed properly. *Don't forecast Commit until Q is a 2. The AE does not need permission to bring in resources. They need a deadline.*

**If L is below 2:** Go get leadership. Push for an EBC or Dynatrace Day. Match title-to-title at altitude appropriate to deal size. *If the AE cannot get leadership engagement, that is your job to escalate. Not the AE's.*

**If M is at 0 with strong L:** This is an Executive-Led path. The deal forecasts on the leader's word. *If it slips, the postmortem belongs to leadership, not the AE. Tag the deal accordingly so when the postmortem happens, the right person owns it.*

## Your Monday-ready meeting template

Take any deal review on your calendar this week and run it this way:

**Pre-read.** AE scores the deal in [miql.com/audit](https://miql.com/audit) before the meeting. The MIQL score lands in the deal record. No score, no review.

**Open with the score.** Not the story. Not the relationship. The number, and the lowest pillar.

**Inspect the lowest pillar first.** Spend 80% of the meeting on it. The other four pillars get one minute each unless someone surfaces a new gap.

**End on a single owned action.** What is the AE doing this week to move the lowest pillar from a 0 to a 1, or a 1 to a 2? Who owns it. By when.

**Reset the forecast category.** Based on the score and the action, the deal lands in the right column. Most Likely, Best Case, Pipeline. Not where the gut put it.

First session will be uncomfortable. The AE is not used to being asked for evidence. Expect the discomfort. The second session is faster. By the fourth, your team is bringing the score to you unprompted.

## What you'll see in the data after 90 days

Three patterns surface within a quarter:

**Forecast accuracy lifts.** Deals categorized as Commit close at the rate Commit deals should close. Today, most teams forecast Commit at 70 percent and close at 50 percent. MIQL closes that gap.

**Deal review duration drops.** The story-led review used to run 60 minutes. The

score-led review runs 25. Time savings show up in the first week.

**Coaching becomes specific.** Instead of 'work the deal,' you are coaching 'get Q to 2 by Friday.' That is a different conversation, and a more durable skill development.

## What this is not

MIQL does not replace MEDDPICC, MEDDIC, BANT, or whatever methodology your team uses. It does not replace the deal sheet. It is the evidence layer that asks whether the boxes already getting checked have anything behind them.

Your AEs keep doing their job. You just stop forecasting on the story they tell and start forecasting on the score the work produced.