

The 90-day *install*.

How to take MIQL from book on the shelf to standing operating procedure.

Why a plan, not a workshop

Every framework that ever died inside a revenue org died for the same reason. It was taught and not installed. Sellers learned MEDDIC at SKO and forgot it by week two. Challenger lived in a slide deck.

MIQL fails the same way unless installation runs as a deliberate, time-boxed program. This is that program.

Installation is not training. Training transfers knowledge. Installation changes what gets inspected.

Phase 0: pre-install

WEEK 0

Before week one, three things must exist.

The sponsor. An executive at VP-of-Revenue or higher who has read the book and is willing to let their own deal reviews be the pilot.

The baseline. Thirty days of forecast accuracy data, average deal review duration, and OTE attainment by role. These three numbers are your comparison line.

The target set. Eight to twelve deals across the pilot team, distributed across forecast categories, named in advance.

Phase I: foundations

WEEKS 1 TO 3

The team learns the framework and puts it in their hands.

Week 1. Pilot team completes the MIQL Foundations Orientation on miql.com. Asynchronous, under thirty minutes per person. Ends in an Ambassador credential. The credential is the receipt. No credential, no program.

Week 2. Every rep on the pilot team scores their named deals using the 2 > 1 > 0 audit at miql.com/audit. They save the scores. The number on the page is the entire deliverable.

Week 3. First managed deal review under MIQL. Rep posts MIQL score in the pre-read. Manager opens with the lowest-scoring pillar. The room talks evidence, not story. The first session will be uncomfortable. Expect the discomfort.

Most teams see deal review time drop 25 to 40 percent in the first week of execution.

Phase 2: discipline

WEEKS 4 TO 8

This is where most installations stall.

Weeks 4 and 5. MIQL becomes the standing format for every pilot-team deal review. No exceptions. Categories move based on the bar, not the rep's confidence. Two weeks of unbroken reps installs the muscle memory.

Week 6. First Friday loss read. Any deal that lost or slipped gets a one-line MIQL post-mortem. The lowest-scoring pillar at time-of-loss is the program data.

Week 7. Cross-role shadowing. AEs sit in on a CSM renewal call. CSMs sit in on an AE deal review. The framework feels like one organization's discipline, not five role-specific exercises.

Week 8. First management-level review of program metrics. The numbers either show movement or they don't. If they don't, diagnose. Almost always traceable to a leader who let narrative back into the room.

Phase 3: standard

WEEKS 9 TO 13

Week 9. Expansion to a second team. The pilot team trains them on what they wish they had known in week one. Peer instruction beats vendor instruction.

Week 10. RevOps integration. The MIQL score becomes a CRM field, auto-calculated from the five pillars. Forecast category becomes a derived field,

not a manual selection.

Week 11. Leadership board read. Three numbers. Forecast accuracy delta. Deal review time delta. OTE attainment trend. Twenty minutes.

Week 12. Field guide adoption. Every role downloads its corresponding guide and runs the Monday-ready action for two weeks.

Week 13. Decision time. Either MIQL becomes the org-wide forecast standard, or the experiment is closed. There is no middle.

Three failure modes

Naming them in advance is half the defense.

The Narrator Manager. The frontline manager who lets the rep tell the story before the score is reviewed. The room reverts in two reviews. Defense: explicit pre-read protocol, manager coaching from the executive sponsor.

The Vanity Score. Reps inflate their own scores to keep deals in Commit. The manager accepts the inflated score because pushing back is uncomfortable. Defense: AI-assisted scoring as a second opinion.

The Quarterly Reset. Q1 install completes. Q2 starts. New deals, new pressure, and the discipline gets quietly displaced. Defense: the leadership board read at week 11 lands on the executive's calendar as a recurring quarterly checkpoint.

Three success metrics

Track them weekly. Report them monthly. Defend them in the leadership room.

Forecast accuracy. Delta between forecasted commit and actual closed-won. Target: within 10 percent by week 12. Most teams come in at 25 to 35 percent at baseline.

Deal review duration. Total minutes per week, summed across the pilot team. Target: 40 percent reduction by week 6, sustained through week 13.

Score-to-outcome correlation. Deals scoring 8+ should close above 70 percent. Deals scoring 5 or lower should close below 25 percent. If the correlation does not hold, the scoring is not honest. Diagnose.

What comes after week 13

If the install succeeds, MIQL is no longer a program. It is the standard. The deal review never reverts. The forecast is built on evidence, every week, by default.

If that happens, the next chapter is expansion. Other teams. Other regions. The book and the framework do the long work, and the org gets quieter, faster, and more accurate at the same time.

