

What changes in your *deal review next week.*

A two-page reference for the leader running pressure tests on real deals.

The shift

Most deal reviews open with a story. The rep narrates, 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. The deal review opens with a score. Your first question is never how the rep feels about the deal. It is always: show me the evidence for the lowest pillar.

Your five inspection questions

O	Outcome	Has the budgetable outcome been validated with the economic leadership required to release purchase?
M	Maps	Has the mutual action plan been inspected for balanced participation: buyer-owned milestones, decision process, timeline?

<i>I</i>	Insight	Does the rep or AE/IAT have evidence of insight delivered (business, industry, comparable customer success) that the buyer responded to?
<i>Q</i>	Quantify	Has the cost of inaction been quantified by the buyer themselves and validated at economic buyer level?
<i>L</i>	Leadership	Has leadership engaged title-to-title with the buyer side at altitude appropriate to deal size?

The forecast bar

<i>Pipeline</i>	Outcome hypothesis only. Buyer-side contact at any level. No score required.
<i>Best Case</i>	Score 6. Outcome confirmed in the buyer's words. At least one buyer-side milestone owner.
<i>Most Likely</i>	Score 7. Cost of inaction quantified, even if rough. Insight delivered that earned the next conversation.
<i>Commit</i>	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

If Q is weak: Pull in the Value Realization team. The exercise wins this deal when executed properly. Don't forecast Commit until Q is a 2.

If L is weak: Go get leadership. Push for an EBC or Dynatrace Day. If we can't make it happen, that's a red flag of its own.

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.

Your Monday-ready action

Pick one deal review this week. Run it under MIQL. Require scores in the pre-read. Open with the lowest pillar. Apply the bar. Move the deal up, down, or hold based on the score.

Time savings show up in the first session. Forecast accuracy lift shows up by week three.