

One framework, *three teams,* *three uses.*

How Sales, SE, and Customer Success use MIQL together to forecast, gate, and renew on the same evidence.

The agreement

MIQL is the shared inspection layer for the revenue function. The five pillars (Outcome, Maps, Insight, Quantify, Leadership) are the same across all three teams. The 2 / 1 / 0 scoring is the same. The audit at miql.com/audit is the same.

What changes is the use. Each team applies MIQL at the moment that matters most for their accountability.

Sales: forecast inspection

WEEKLY DEAL REVIEWS

AEs and Sales Managers use MIQL as the inspection layer for forecast categorization. Every deal forecasted as Best Case or Commit must have a MIQL score on the deal record before the review. The lowest pillar opens the conversation. Forecast categories follow the score, not the gut.

Score required. Pre-read for every deal review includes the MIQL score. No score, no review.

Lowest pillar opens the conversation. The manager asks for evidence on the lowest pillar first. Story comes second, if at all.

Forecast follows the score. Commit requires 8 or higher with O=2 and L=2. Best Case requires 6 or 7. Below 6 the deal is Pipeline, regardless of close date.

SE: POV approval gate

STAGE 2 TO STAGE 3 TRANSITIONS

The SE Director uses MIQL as the filter for releasing SE hours on POV (Proof of Value) requests. The structural floors are O=2, Q=2, M \geq 1, with a total of 6 or higher. Below the floors, the POV is deferred until the work is done.

Floors are non-negotiable. O=2 and Q=2 are hard floors. No exceptions. M=0 is a soft floor that can be cleared by L=2 (Executive-Led path).

Three approval states. Approved (\geq 8). Approved with conditions (6–7 with floors met). Deferred (anything below).

Deferral is not denial. A deferred POV is paused, not rejected. The SE Director gives the AE specific work to do to clear the floors. The audit gets rescored when the work is complete.

CS: renewal forecast

WEEKLY RENEWAL REVIEWS

CSMs and Renewals Managers use MIQL as the inspection layer for renewal forecasts. The five pillars get applied to the renewal cycle. The most common silent

failure mode is L=0, the original economic sponsor has gone silent at the level that signs the renewal, while the relationship feels healthy at the user level. MIQL surfaces it.

Renewals score quarterly minimum. Every renewal in the next two quarters has a current MIQL score in the deal record.

Sponsor engagement is structural. L=0 on a renewal is a red flag regardless of usage data. Get the sponsor meeting on the calendar.

Cost of switching is the renewal Q. Q is not cost of inaction in renewals. It is cost of switching, validated by the customer.

Shared accountability

The three teams share the audit as a neutral artifact. When a deal moves between teams, the MIQL history goes with it.

Sales to SE. The MIQL score at stage 2 to stage 3 transition is the gate input. The SE Director can see the evolution from earlier scores.

Sales to CS. At deal close, the MIQL score handoff seeds the CS team's renewal scoring. A weak Q at original sale predicts a weak renewal Q 12 months later. Surface it early.

CS to Sales for expansion. When a CSM scores a renewal account at 8 or higher with strong I and Q, that is the AE's expansion lead. Hand it back.

Co-signed by

_____ VP Sales

_____ VP Sales Engineering

_____ VP Customer Success

Effective: _____