

# What changes in your *next renewal review*.

*A meeting template for Renewals Managers running weekly deal reviews under MIQL.*

## The shift

Renewal reviews almost always open with a CSM narrating the relationship. The customer's been good. Usage is steady. The QBR went fine. The room nods. The renewal stays in Commit.

MIQL inverts that opening. Your first question in the review is not how the CSM feels about the account. It is: *show me the score, and show me the evidence for the lowest pillar.*

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

## Your five inspection questions

ASK THESE IN THIS ORDER, EVERY RENEWAL REVIEW, EVERY WEEK

O

Outcome

Has product usage been mapped back to the original business outcome the buyer purchased

		for, with evidence the customer agrees the line connects?
<i>M</i>	Maps	Is there a mutual renewal plan with customer-owned milestones, or only an internal renewal close date?
<i>I</i>	Insight	In the last 60 days, has insight been delivered to the customer that the customer responded to (industry data, peer benchmarks, expansion paths), beyond standard QBR slides?
<i>Q</i>	Quantify	Has the cost of switching been quantified for the customer (migration, retraining, productivity, integration), and validated by them as a real number?
<i>L</i>	Leadership	Has the original economic sponsor engaged in the last 30 days, or has the relationship gone silent at the level that signs the renewal?

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

## The forecast bar

### *Pipeline*

Score 0 to 4. CSM has a relationship. The renewal is not yet structurally evident. Forecast it as renewed only if your team has a track record of recovering from this state.

### *Best Case*

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 switching quantified or sponsor engaged in the last 30 days. Defensible in a forecast call but not yet locked.

### *Commit*

Score 8 or higher. Mutual renewal plan with customer-owned milestones. Sponsor engaged. Cost of switching priced. Outcome confirmed by the customer. This renewal survives a board read.

A renewal that sits in Commit on the forecast and scores below 8 in MIQL is not a Commit. It is a forecast lie. Move it down or do the work to move the score up.

## Three coaching plays for renewals

**If L is at 0:** The original economic sponsor has not engaged in the last 30 days. This is the silent failure mode for renewals. Get the meeting on the calendar this week. If your CSM cannot get it, you are escalating to your VP. The relationship at signing altitude is your forecast, not the relationship at user altitude.

**If Q is below 2:** Customer has not validated cost of switching with a number. This means the renewal conversation will get reduced to price. Pull in your Value Realization or CS Ops team. Build the migration cost, retraining cost, integration cost, productivity cost analysis. Walk it through with the customer. Get them to validate the number. Now you have a real renewal conversation.

**If M is at 0 with strong L:** No formal renewal plan exists, but the executive sponsor is fully engaged. This is an Executive-Led path. The renewal forecasts

on the leader's word. If it slips, the postmortem belongs to the leader, not the CSM. Tag it in your forecast notes accordingly.

## Your Monday-ready meeting template

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

**Pre-read.** CSM scores the renewal in [miql.com/audit](http://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 CSM 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 renewal lands in the right column. Most Likely, Best Case, Pipeline. Not where the gut put it.

First session will be uncomfortable. The CSM 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.** Renewals categorized as Commit close at the rate Commit deals should close. Today, most renewals teams forecast Commit at 70 percent and close at 50 percent. MIQL closes that gap.

**Renewal velocity compresses.** Mutual renewal plans with customer-owned milestones move faster than seller-driven plans. The customer is doing half the work.

**Expansion shows up earlier.** When you score the I and Q pillars properly, expansion paths surface in the conversation that produced them. Net retention goes up, not just gross.

## What this is not

MIQL does not replace the relationship work your CSMs already do. It does not replace QBRs, success plans, or executive briefings. It is the inspection layer that asks whether those activities produced evidence the renewal will actually close.

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