

Forecast renewals on *evidence, not relationship.*

What MIQL is, why it works for renewals, and the one thing to try this week.

The problem this solves

By the time a renewal hits Best Case in your forecast, you and your managers are usually working from CSM gut. The customer seems happy. Usage is steady. The QBR went fine. Then six weeks out, the sponsor goes silent, the value conversation happens for the first time at the wrong altitude, and the renewal slips or compresses.

MIQL is the inspection layer that surfaces those structural risks twelve weeks earlier. It is not a methodology. It is a forecast inspection protocol. Your team keeps doing what they do. The forecast just becomes harder to lie to.

What it is

Five pillars of evidence. For every renewal, your manager asks: is each one a 2 (evidence confirmed by the customer, in their words), a 1 (we did the work, customer hasn't owned it), or a 0 (none).

O

Outcome

Has product usage been mapped back to the customer's original purchase outcome, 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 landed with the customer that they responded to, 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?
<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?

The total maps to a forecast category. 8 or higher is Commit. 6 or 7 is Best Case. Anything lower is Pipeline, regardless of how warm the relationship feels.

Why it works for renewals specifically

Renewals fail in patterns new business doesn't share. Most renewals teams never build a fresh mutual plan for the renewal cycle, never quantify cost of switching, and never re-engage the original economic sponsor before the customer's procurement team forces the conversation. Three of the five MIQL pillars name those exact failures.

Run for 90 days, the data your team will surface most often: **L** is silently a 0 on deals classified Commit. The relationship feels healthy at the CSM-to-

power-user altitude, while the person who signs has been ghost for 90 days.

That single pattern, exposed on a Tuesday morning instead of in week eleven, is the difference between a quiet save and a fire drill.

What to do this week

Pick one renewal currently in your Commit forecast that you privately worry about. Score it yourself. Three minutes. Decide what the number tells you.

Open miql.com/audit. Pick the CSM/Renewals role. Answer the five questions honestly. The screen returns the score, the forecast category it actually defends, and the coaching for the lowest pillar.

If the number comes back at 8 or higher, you've validated the gut feeling and adoption gets easier from here. If it comes back below 8, you have actionable intelligence on a deal you were about to misforecast, and the framework has paid for itself before the install starts.

Either way, you've tried it before you've committed to it. The leader guide that comes with this is for your managers to run the same protocol on the deals you don't have time to score yourself.