

What changes in your *next pipeline review*.

A meeting template for SDR/BDR Managers running team reviews under MIQL.

The shift

Most SDR pipeline reviews open with a count. Meetings booked, calls dialed, accounts touched. The rep narrates volume, the manager nods, the pipeline advances on the strength of activity numbers.

MIQL inverts the room. The first question in the review is no longer how many meetings the rep booked. It is whether the meetings they booked produced evidence the deal is real.

A meeting on the calendar is not a meeting that should be on the calendar. The audit asks whether the prospect surfaced an outcome, owned a next step, responded to insight, described real pain, and represents real authority. Without those signals, the rep booked a calendar item, not a deal.

Your five inspection questions

ASK THESE IN THIS ORDER, EVERY PIPELINE REVIEW

O

Outcome

Did the prospect surface a real business outcome in their own words, or was the meeting booked on

		title and ICP fit alone?
<i>M</i>	Maps	Did the conversation produce a buyer-owned next step (their calendar, their action), or only a calendar invite the SDR sent?
<i>I</i>	Insight	Is there evidence the outreach delivered insight specific to the prospect's business (industry, role, public signal), beyond a generic value prop?
<i>Q</i>	Quantify	Did the prospect describe what is broken in their current state, with reference to what it costs them to leave it broken?
<i>L</i>	Leadership	Has buyer authority been confirmed (decision rights, budget access), or is this only the first available calendar slot?

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

The qualification bar

<i>Discard</i>	Score 0 to 4. Activity without evidence. The meeting was booked on volume, not signal. Do not pass to AE.
<i>Soft Lead</i>	Score 5 to 6. One or two pillars confirmed. Useful for nurture, not yet a sales-accepted lead. Hand off only with explicit caveats.

*Sales-Accepted
Lead*

Score 7. Outcome surfaced, buyer-owned next step, prospect described real pain. Pass to AE with full context.

*Pre-Qualified
Opportunity*

Score 8 or higher. Outcome confirmed, authority confirmed, insight earned access, prospect described cost of inaction. AE inherits a real deal.

A meeting that passes to AE without scoring at least 7 is not a sales-accepted lead. It is volume. The AE will burn time disqualifying it. Score it honestly at the source.

Three coaching plays for SDR managers

If O is at 0: The rep booked the meeting on title and ICP fit. The prospect never named what they want to accomplish. *Coach the rep to redo the discovery email or pre-meeting brief asking one specific question: 'What outcome are you hoping this conversation moves you toward?' If the prospect cannot answer, the meeting is not a meeting, it is a courtesy.*

If Q is at 0: The rep got a meeting but the prospect did not describe what is broken. *Have the rep send one follow-up note before the AE meeting: 'Before we meet, can you share one example of when [the problem space] cost you time or money in the last quarter?' If the prospect responds with specifics, Q moves to 1 or 2 and the AE meeting is real. If they go silent, the meeting was booked on politeness.*

If L is at 0: Authority is unconfirmed. The meeting is with someone who does not control the buying decision. *Coach the rep on multithreading. Use the meeting to ask 'who else needs to be part of this conversation?' That*

single question, asked once, has a higher conversion impact than three more booked meetings.

Your Monday-ready meeting template

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

Pre-read. Reps score every meeting they booked last week in miql.com/audit (SDR/BDR role). The MIQL score lands in the deal record. No score, no review.

Open with the score. Not the count. 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 rep 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 qualification category. Based on the score, the meeting lands in the right column. Sales-Accepted, Soft Lead, Discard. Not where the activity report put it.

First session will be uncomfortable. SDRs are not used to having their meetings inspected for evidence. Expect the discomfort. The second session is faster. By the fourth, your reps are bringing the score to you unprompted.

What you'll see in the data after 90 days

Three patterns surface within a quarter:

AE conversion lifts. Sales-accepted leads close at higher rates because the AE inherits real outcomes, not blind meetings. Your SAL-to-Opportunity ratio improves before your meeting count changes.

Meeting volume holds steady or drops. Reps stop booking meetings that won't score. That is the right behavior. A 10% drop in meeting count with a 30% lift in AE conversion is a structural win.

Coaching conversations become specific. Instead of 'book more meetings,' you are coaching 'move 0 to a 2 on the prospects you have.' That is a different relationship with your team and a more durable skill development.

What this is not

MIQL does not replace your activity targets. SDRs still need to dial, send, and book. The scoring layer asks whether the activity is producing evidence, not whether the activity is happening.

Your reps keep doing their job. You just stop accepting volume as proof of pipeline quality and start accepting evidence.