

Earn the right to *engineer the deal.*

What MIQL is, why the SE org should care, and how to use it without reading the book.

The problem this solves

Sales engineers are the most expensive, most constrained resource in the revenue org. Every hour an SE spends on a deal that was never structurally ready is an hour stolen from a deal that was. The current state at most companies: an AE asks for SE hours, the deal sheet gets filled in under deadline pressure, the SE shows up to the workshop, the POV gets scoped, and three weeks later the deal stalls because the buyer never had a real outcome to begin with.

MIQL is the inspection layer that surfaces those gaps before the engineering investment happens. It is not a methodology and it does not replace what the AE is already using. It is the evidence test that determines whether the boxes already getting checked have anything behind them.

What it is

Five pillars of evidence. For every opportunity, you ask whether each one is a 2 (evidence confirmed by the buyer, in their words), a 1 (the work happened but the buyer hasn't owned it), or a 0 (none).

<i>O</i>	Outcome	Has the buyer articulated a measurable business outcome in their words, captured verbatim?
<i>M</i>	Maps	Does the mutual action plan show buyer-side owners on milestones, or is every line the seller's commitment?
<i>I</i>	Insight	Is there evidence of insight delivered (industry, business, peer outcomes) that earned access, separate from RFP responses?
<i>Q</i>	Quantify	Has the buyer quantified cost of inaction with a dollar figure, in their words, validated against their data?
<i>L</i>	Leadership	Has executive engagement been matched to deal stakes (title-to-title), with confirmed buyer-side decision authority?

The total maps to a forecast category. 8 or higher is Commit. Below 6 the deal does not yet defend an engineering investment.

Why the SE org cares uniquely

The SE has two distinct moments of partnership with the AE during a deal.

Mode 1: Co-development. Through stages 1 and 2 of the cycle, the SE is engaged across discovery, workshops, exec briefings, and scoping conversations. MIQL gives the SE a vocabulary to participate as a co-architect of the deal. *I see your O is at a 1, here is what I can do this week to help*

move it to a 2 before we burn POV hours. The SE shows up smarter. The AE/SE pairing tightens. Deals get built right from the front.

Mode 2: The POV gate. When the AE moves a deal from stage 2 to stage 3, that transition is most often a request for a POV (Proof of Value, not Proof of Concept, this distinction matters). MIQL is the filter the SE Director uses at that moment to decide whether the engineering investment is justified.

Heat alone does not justify SE hours. Structural readiness does.

Both modes use the same five pillars. The difference is the consequence. In Mode 1, a low score is a coaching opportunity. In Mode 2, a low score is a deferred POV until the work gets done.

How to start using it this week

Pick the next stage 2 to stage 3 review on your calendar. Open miql.com/audit. Score the deal alongside the existing review. See what shows up.

If the audit confirms what the existing review concluded, you have a second piece of evidence supporting the decision. If the audit surfaces something the review missed, most often a silent L=0 or a Q that was never quantified by the buyer, you just got actionable intelligence on a deal you were about to put SE hours into.

Either way, you have tried it before you have committed to it. The operating guide that comes with this is for how the SE org installs this as standing practice.

