

THE AE & SE CHECK

Do I need MIQL?

Bring your three biggest commit deals to mind. Answer honestly.

- O** Can you state each deal's business outcome in the buyer's own words, in one sentence, with zero mention of your product?

The story: "They love the demo, it's a perfect fit."

☐ I CAN ☐ I CANNOT
- M** Was a mutual action plan built with the buyer back in stage one, the plan that actually drove the deal toward its shortest possible cycle time?

The story: "I sent the proposal, I'm chasing the signature Friday."

☐ I CAN ☐ I CANNOT
- I** Did your team reframe how the buyer sees their own problem, and can you point to the buyer repeating that insight back to you?

The story: "They came to us, they already know they need it."

☐ I CAN ☐ I CANNOT
- Q** Has the buyer confirmed, in their own numbers, what doing nothing costs them for every month this slips?

The story: "It'll save them a ton of time, they get the value."

☐ I CAN ☐ I CANNOT
- L** Have you heard the economic buyer's personal stake in this from their own mouth, not inferred it from a champion?

The story: "My champion loves us, we're the front-runner."

☐ I CAN ☐ I CANNOT

GROUND TRUTH · TRY IT ON A REAL DEAL

The one-sentence test

For each of the three, state the exact outcome the buyer will pay for in one sentence, in their words, no product.

The cycle-time test

Did each deal close as fast and as high as it should have? Find the stage-one mutual action plan that proves it was driven, not chased.

The part most teams skip

Knowing the framework isn't the same as running it. Every open move is one the sharpest AEs run on evidence, not hope. MIQL teaches your team to build it in the field, on every deal, not just the three you're watching. Spotting the gaps is the easy part · the real question is what you do next. Have a plan to close them? Start today. If not, that's exactly what we do. Sales doesn't have to be this hard.

Coaching the evidence beats inspecting the story after it slips.

Run a real deal through the audit

miql.com/audit

O OUTCOME **M** MAPS **I** INSIGHT **Q** QUANTIFY **L** LEADERSHIP