

THE NET-RETENTION CHECK

Do I need MIQL?

Bring your three biggest renewals next quarter to mind. Answer honestly.

- O** Can you state the outcome each account is paying to reach, validated with them in the last 90 days, not read off their login trend? ☐ I CAN ☐ I CANNOT
The story: "Usage looks healthy and logins are up."

- M** Is a joint success plan running right now that the customer is co-owning, not a renewal you'll scramble to build at 60 days out? ☐ I CAN ☐ I CANNOT
The story: "We'll open the renewal conversation next quarter."

- I** Has your team brought an insight that opened expansion before the customer asked, and can you name it? ☐ I CAN ☐ I CANNOT
The story: "They haven't raised any issues, so we're good."

- Q** Can you show realized value the customer's own line-of-business leader has signed off on, in their dollars or hours? ☐ I CAN ☐ I CANNOT
The story: "The champion says they're thrilled with us."

- L** Beyond your original champion, have you confirmed the renewal with the exec who actually controls the budget? ☐ I CAN ☐ I CANNOT
The story: "Our main contact has been with us from the start."

GROUND TRUTH · TRY IT ON A REAL DEAL

The realized-value test

Prove, with financial data signed off by THEIR leadership, the exact dollars or time each account realized over the last nine months.

The single-thread test

If your champion left tomorrow, who else has confirmed the value? If the answer is no one, the renewal is a story.

The part most teams skip

Knowing the framework isn't the same as running it. Every open move is the difference between a renewal you hope for and one you've proven. MIQL turns your CSMs from ticket-clearers into an expansion engine, across the whole book. 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 proof beats reacting to the red flag in your CS tool.

Run a real deal through the audit

miql.com/audit

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