

THE PROSPECTING CHECK

Do I need MIQL?

Bring the three sourced opportunities you're counting on to mind. Answer honestly.

- O** For each one, can you name the buyer's business outcome that earned the meeting, not the product your rep pitched?

The story: "I got 15 minutes to walk them through what we do."

☐ I CAN ☐ I CANNOT
- M** Did your rep lock a real, agreed next step the buyer committed to, one that survives a no-show check, not a calendar hold?

The story: "They said sure, send an invite."

☐ I CAN ☐ I CANNOT
- I** Can you point to the insight that made the buyer lean in, the actual reason they took the meeting at all?

The story: "I caught them at a good time, they were open to it."

☐ I CAN ☐ I CANNOT
- Q** Did your rep put a number on the cost of inaction that the buyer reacted to, in their world, not a generic pitch?

The story: "I told them we could really help them out."

☐ I CAN ☐ I CANNOT
- L** Was the meeting earned against a goal that leader personally owns, so it holds when their calendar gets tight?

The story: "It's a director, so it should stick."

☐ I CAN ☐ I CANNOT

GROUND TRUTH · TRY IT ON A REAL DEAL

The desired-next-step test

Did the buyer want the meeting because it solves an outcome, or did your rep collect a polite 'sure, send an invite' that becomes a no-show?

The reason-they-came test

Name the single insight or outcome that earned each meeting. If you can't, it was timing, and timing doesn't repeat.

The part most teams skip

Knowing the framework isn't the same as running it. Every open move is the difference between a booked meeting and a held one. MIQL gives your reps the early plays that make a buyer genuinely want the next step, on every sequence. 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.

A meeting is real when the buyer wanted it, not just accepted it.

Run a real deal through the audit

miql.com/audit

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