Due or Decided?

Your team says Commit. What has the customer actually confirmed?

A renewal date tells you what is due. Customer evidence tells you what has been decided. Pick one renewal from your forecast and grade the evidence behind it. Only what the customer has confirmed counts.

FOUR POINTS BETWEEN DUE AND DECIDED

Due
Identify stage
Customer hasn't confirmed why continuing is worth it

Valued
Align stage
Customer confirmed the outcomes that justify renewing

Championed
Advocate stage
Customer agrees with the case; someone inside can carry it

Decided
Intent stage
An unambiguous yes, with a known path to signature

These four points are the stages of the CXology post-sale pipeline, described by what the customer has done.

1 The renewal

_____ TEAM'S CALL ☐ Commit ☐ Best case ☐ Pipeline

2 Two quick checks

Does this contract automatically renew?

☐ No ☐ Yes, binding
☐ Yes, with conditions ☐ Not sure

When was the customer's commitment last confirmed?

☐ Within 90 days ☐ Over 90 days ago
☐ None confirmed ☐ Not sure

A binding auto-renewal is not a customer yes. Evidence older than about 90 days calls for a re-check, not a step back.

3 Five questions: mark the strongest evidence you have today

	QUESTION	NOT KNOWN	OUR BELIEF	CUSTOMER CONFIRMED
1	Has the customer confirmed, in their own words, the outcomes or goals that make renewing worth it? (First term: First Value reached?) **Reaches Valued (Align)**	◯	◯	◯
2	Does the customer agree with the value or business case for renewing? **Toward Championed (Advocate)**	◯	◯	◯
3	Is there a specific person inside who could explain that case to their leadership without us in the room? **Completes Championed (Advocate)**	◯	◯	◯
4	Has the customer given an unambiguous verbal or written yes? **Toward Decided (Intent)**	◯	◯	◯
5	Do we know the budget owner, approval steps, procurement steps, and target date, with a credible path forward? **Completes Decided (Intent)**	◯	◯	◯

Not known: we don't know, or it hasn't been discussed.

Our belief: we think so, based on health, usage, or inference.

Customer confirmed: the customer has explicitly said it.

4 The result

THE EVIDENCE SUPPORTS (HIGHEST POINT WITH EVERY EARLIER QUESTION CONFIRMED)

☐ Due (Identify) ☐ Valued (Align) ☐ Championed (Advocate) ☐ Decided (Intent)

WHAT HAS TO HAPPEN NEXT	WHO OWNS IT	BY WHEN

QUESTIONS FOR THE NEXT FORECAST REVIEW

_____

_____

ONE RENEWAL, INSPECTED

A $100K renewal. The team calls it Commit.

$100K renewal | Due in 90 days

Team call: Commit, 90%

The account is green. Adoption is strong. The customer has achieved meaningful outcomes.

But the executive sponsor has left, the budget is under review, and nobody has confirmed who will make the decision.

Is this renewal due, or decided?

THE EVIDENCE, QUESTION BY QUESTION

1	Customer confirmed the outcomes that make renewing worth it	Customer confirmed
2	Customer agrees with the business case for renewing	Our belief
3	Someone inside can carry the case to leadership	Not known
4	Customer has given an unambiguous yes	Not known
5	Budget owner, approvals, procurement, and timing known	Not known

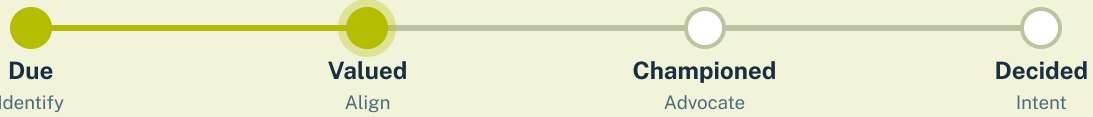
TEAM FORECAST

Commit

EVIDENCE SUPPORTS

Valued

Align stage of the post-sale pipeline



What needs to happen next

Find out who now owns the renewal decision, and help that person build a business case they can defend internally.

Questions for the forecast review

1. Who at the customer has agreed that the value justifies renewing?
2. With the executive sponsor gone, who can defend that case internally?
3. Who on our side owns getting those answers, and when will we know?

Why the forecast and the evidence differ

Everything the team sees is real. The customer is healthy, active, and getting results. But those facts describe the customer's progress, not a commercial decision. The person who would have carried the renewal case has left, and nobody with authority has agreed that the results justify renewing.

The renewal has passed the first step: the customer has confirmed the outcomes. It hasn't passed the second, because there is no one inside to carry the case. A yes and a path to signature come after that.

The team may ultimately be right about Commit. The customer evidence doesn't support that call yet.

Inspect one of your own renewals in about two minutes. Nothing you enter leaves your browser. For the full story behind this example, read **What Makes a Renewal Forecast Defensible?**

cxology.co/due-or-decided.html
cxology.co/blog/defensible-renewal-forecast