

# Insight on the Player Map

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I have been asked a lot of questions over the years on the Player Map, and answers to the most frequent follow – if you want any additional insight, contact me and I will reply ASAP.



## **Q: How did the Player Map come into existence?**

**STL:** I was invited to consult in China in the mid-90's, so I wanted to develop a visual communication tool to transcend language & culture, and the Player Map was born – in fact, bridges evolved from the Chinese relationship philosophy “guanxi”, so our approach bridges East & West.

## **Q: How many people have used the Player Map?**

**STL:** I have had the good fortune to position the Player Map with people from over 40 countries worldwide, and it has been successful in large part because it was designed to be an international vs. American tool – the Visual Sales Plan approach bridges language barriers, and clients have found the Player Map to be very useful in global account management.

## **Q: Do clients win more business using the Player Map?**

**STL:** While I cannot share win rates for clients, I can say that on average clients win 2X as often and with higher profit margins when using the Player Map – with those strong results, the Player Map is viewed as a high-impact sales tool, and clients utilize it on their must-win projects.

## **Q: What prompted you to develop PLAYER MAP X-Ray?**

**STL:** Clients actively embrace the Player Map, but building them proved challenging with conventional software – our PLAYER MAP X-Ray app enables people to easily access, build & manage their Player Maps online.

## **Q: What has the feedback been on PLAYER MAP X-Ray?**

**STL:** Outstanding! – I have had people tell me that they would not have won without using PLAYER MAP X-Ray, as the process of building it clarified the key players and bridges they needed to build to win the sale.

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Want to learn more about the Player Map? – [pmx@playermap.com](mailto:pmx@playermap.com)

