

PLAYER MAP X-RAY



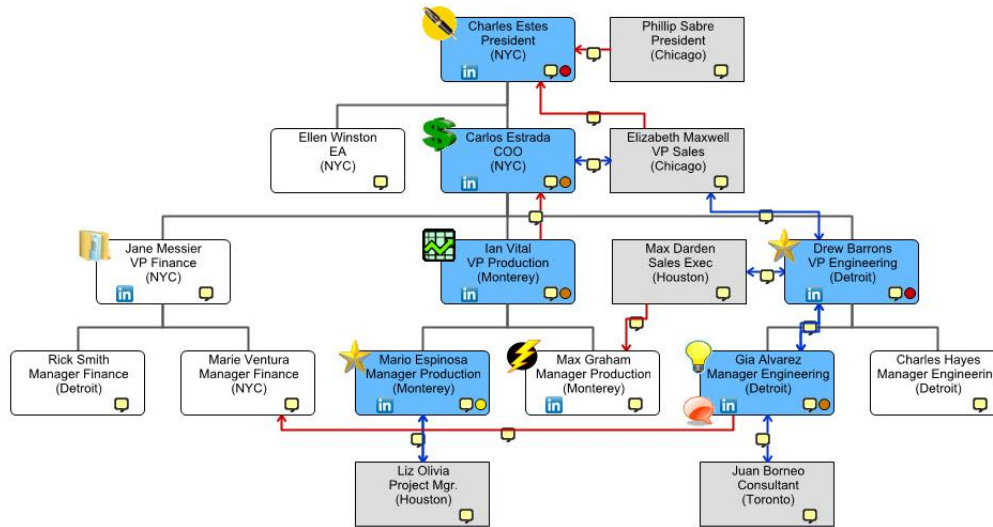
- *Generate Player Maps*
- *See Visual Sales Plan*
- *Manage top Accounts*
- *Connect to LinkedIn®*
- *Collaborate Worldwide*
- ***SELL MORE SOONER***

Thousands of people worldwide Player Map it

Why look at your clients like this?

Charles Estes, President, NYC
Carlos Estrada, COO, NYC
Jane Messier, VP Finance, NYC
Ian Vital, VP Production, Monterey
Drew Barrons, VP Engineering, Detroit

When you can
Player Map it!



See It.

Player Map is
your sales GPS



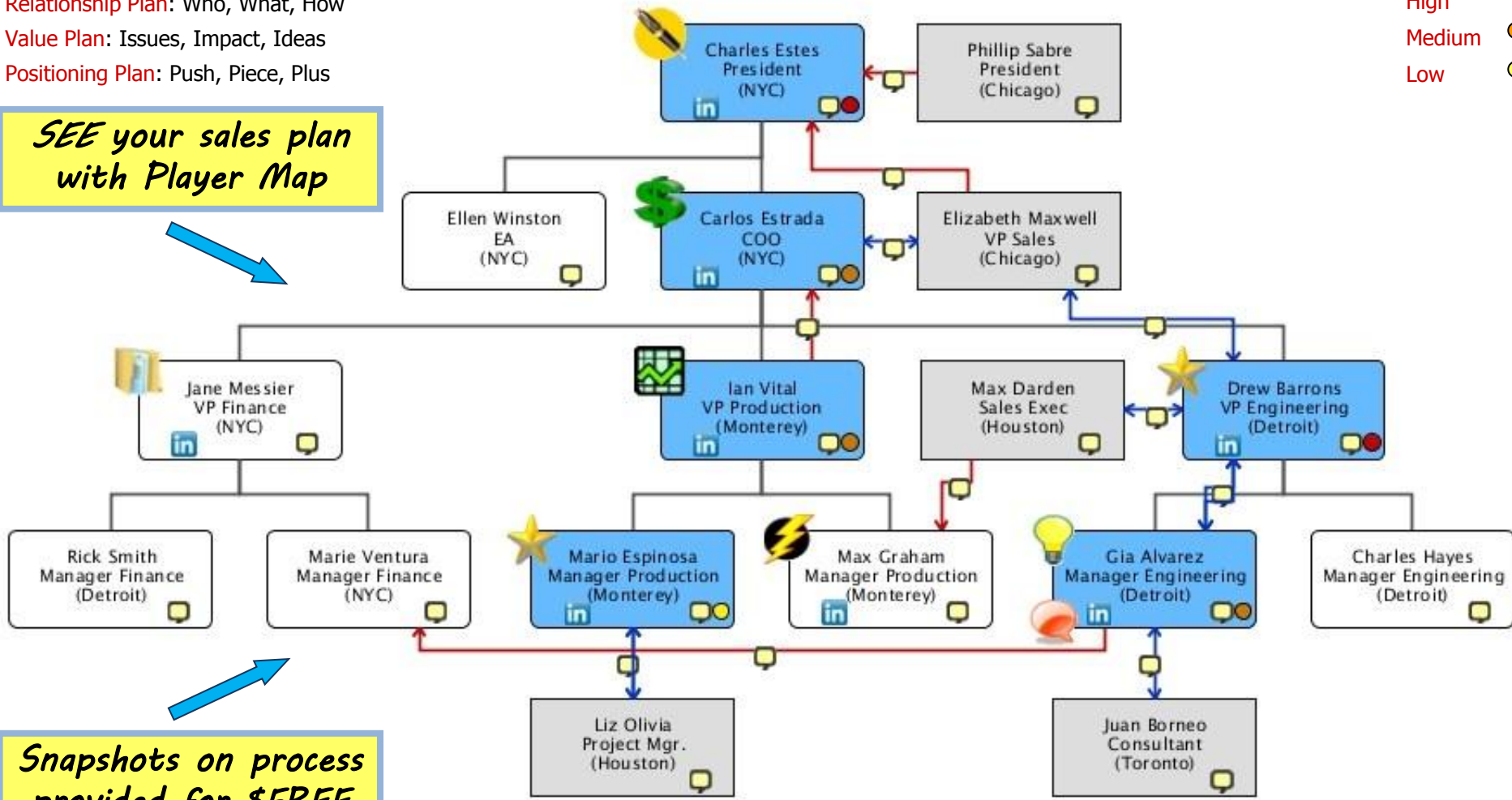
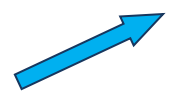
Plan 3D
 Relationship Plan: Who, What, How
 Value Plan: Issues, Impact, Ideas
 Positioning Plan: Push, Piece, Plus

Power Meter
 High ●
 Medium ○
 Low ○

SEE your sales plan with Player Map



Snapshots on process provided for \$FREE



- Player
- Champion
- Source
- Solution
- Business
- Pen Power
- Funds
- Contract
- Competitor
- Existing Bridge
- Required Bridge
- Our Team
- LinkedIn

KEY



Player

MAJOR influence on the project direction and decision



Champion

“wants you & only you to win”, working to help you win



Source

provides you with confidential/inside project information



Solution

expert chartered with overseeing/designing the solution



Business

primarily interested in the business impact of the project



Pen Power

person who must ultimately endorse/sign-off on project



Funds

administers funds or secures the funding for the project



Contract

responsible for finalizing contract terms for the project



Competitor

backing our competitor and hindering our ability to win



Existing Bridge

identifies existing professional or personal relationship



Required Bridge

professional or personal relationship we must establish



Our Team

our people or partners actively engaged with the client



Note

professional or personal profile information on person



LinkedIn

indicates hyperlink to that person’s profile on LinkedIn

Help when you need it

Certification is included

Plan 3D

Relationship Plan: Who, What, How

Value Plan: Issues, Impact, Ideas

Positioning Plan: Push, Piece, Plus

Power Meter

High ● Medium ● Low ●

Who is your political ace, What do they want, How can we make it happen Issues for client, Impact they are looking for, Ideas we co-develop to solve Push if very strong, Piece if go for part of project, Plus if offer a value-add

* Note that these are “talking points” for you & your team and are not entered into the Player Map

Based on interaction your interaction with key Players, do they exercise high, medium or low power? (your “gut-check” & team member input)

PLAYER MAP X-RAY

An x-ray of social networks & power, you see your sales plan with the Player Map. Built to optimize sales planning, team [collaboration](#) & manager coaching, you can very efficiently drive your account management on only 1 page using Player Map. Leveraging LinkedIn® & Salesforce®, you sell more sooner when you Player Map it

Easy.
Fast.
Online.
Anytime.

Add Person

Person: in Organization on Our Team

Name:

Reports to:

Title:

Location:

Player:

Power: None Low Medium High

Roles: Business Competitor Funds Solution
 Champion Contract Pen Power Source

Note:

LinkedIn:

Bridges:

to:

Note:

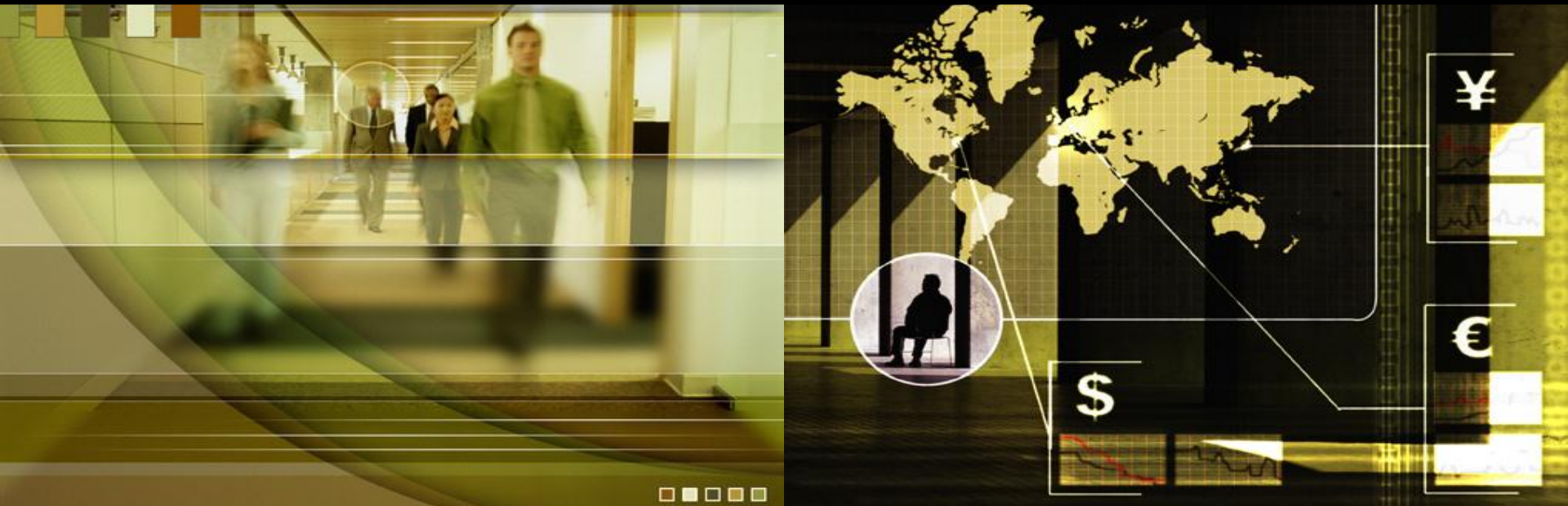
Create It.

PLAYER MAP X-Ray (PMX) generates your custom-cut Player Map instantly online. PMX [folders](#) & messaging speeds sales team collaboration and sales plan review. Manage Player Maps in your private account on our super-quick [SSL secure](#) host, accessing PMX anytime & anyplace, enabling you to drive business at your pace.



Win It.

Success demands you find the right players and deliver the value they want – to maximize your win rate when you only get one shot to win...PLAYER MAP it



The PLAYER MAP lets you instantly see the people making the decisions and the bridges you need to cross to get to them – an x-ray of precisely how to win

PLAYER  **MAP**
Visual Sales Plan