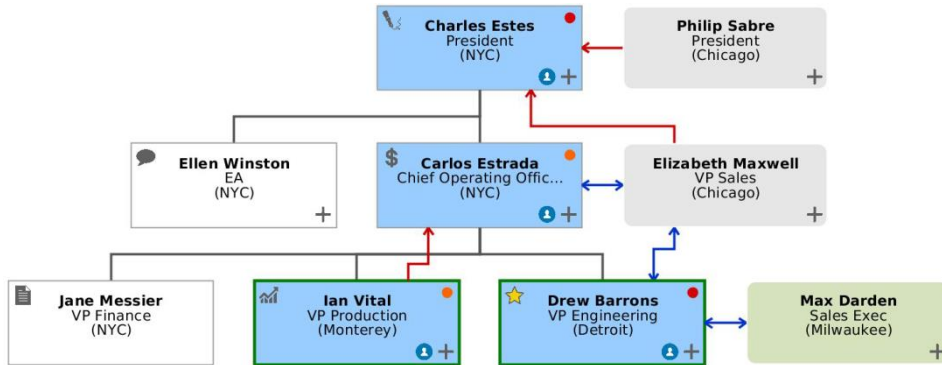


# PLAYER MAP

Sell More Sooner

Home Profile Opportunities Accounts Contacts **Player Maps** +



See your bridges and [LinkedIn® profiles](#) under Player Maps tab in Salesforce®

Folders & Player Maps		<a href="#">+ Create New Folder...</a>	<a href="#">+ Create New Player Map...</a>
<a href="#">Solo</a>			
<a href="#">Acme</a>	Shared by Scott	Action...	
<a href="#">Acme_Vista_1_.\$250K_7.31.17</a> (06/05/2017 04:02 PM)	View <b>Following</b>	Action...	
<a href="#">Acme_Vista_2_.\$1.3M_9.1.17</a> (06/05/2017 04:03 PM)	View <b>+ Follow</b>	Action...	
<a href="#">Acme_Vista_3_.\$700K_11.15.17</a> (06/05/2017 04:03 PM)	View <b>Unfollow</b>	Action...	
<a href="#">Monique</a>		Action...	
<a href="#">Top 10</a>		Action...	

[Share & Team Edit](#) Player Maps – collaborate on the Player Maps you want to see

Home Profile Opportunities **Accounts** Contacts Player Maps +

[Create New...](#)

**Recent Items**

- Vista
- Ian Vital
- Charles Estes
- Ellen Winston
- Vista
- Player Map

[Recycle Bin](#)

**Vista**

Show Feed

[Back to List: Contacts](#)

[Contacts \(10+\)](#)

**Account Detail**

Account Owner: [Player Map \[Change\]](#) [Edit](#) [Delete](#) [Sharing](#)

Account Name: [Vista \[View Hierarchy\]](#)

Parent Account

Player Maps

**New Player Map**

- [Vista\\_Project\\_2\\_Price\\_Close\\_Date](#), 02/23/2015 11:57 AM by Player Map – [Edit](#) | [Del](#)
- [Vista\\_Project\\_3\\_Price\\_Close\\_Date](#), 02/23/2015 11:56 AM by Player Map – [Edit](#) | [Del](#)
- [Vista\\_Project\\_2\\_Price\\_Close\\_Date - Rename](#), 02/23/2015 08:25 AM by Scott Leland – [View](#)
- [Vista\\_Project\\_1\\_Price\\_Close\\_Date](#), 02/17/2015 11:38 AM by Player Map – [Edit](#) | [Del](#)

[Link](#) to Player Maps under Accounts or Opportunities to see where you stand

# PLAYER MAP

Sell More Sooner

**Add Person**

Person:  in Organization  on Our Team  as SF Contact

Search SF Contacts:  in associated Account  across all Accounts

Name: First:  Last:

Reports to:

Title:

Location:

Contact: Phone:  Email:

Player:

Power:  None  Low  Medium  High

Preference:  Positive  Neutral  Negative

Roles:  Business  Champion  Competitor  
 Contract  Funds  Pen Power  
 Solution  Source

**Player Plan:**

What do they want to achieve professionally and personally via the project?

How does your value clearly show "Why work with you?" vs competitors?

Notes:

Bridges:  Add notes on bridges to clarify the foundation for your existing bridges or how you will build required bridges.

Note:



\* Click the to link to Contacts

Build your Player Maps quickly with the pull & point menu and [2-way sync](#)

Show Bridges on Player Map:

**Required Bridges:**

Phillip Sabre → Charles Estes  
Executive lunch to get to know each other.

Elizabeth Maxwell → Charles Estes  
Lunch meeting to discuss account management.

Ian Vital → Carlos Estrada  
Ian does not know Carlos very well, so reinforce relationship via an executive dinner.

Max Darden → Max Graham  
Keep Graham in front of us as a competitive threat.

Max Darden → Ian Vital  
Establish relationship, set up exec lunch.

Gia Alvarez → Marie Ventura  
Pre-wire Marie that price will be higher than competitors, but ROI justifies.

**Existing Bridges:**

Elizabeth Maxwell ↔ Drew Barrons  
Did a similar project for Drew at his previous company.

**Map**  
**Messages**  
**Bridges**

IQ analyzes each Player Map in real-time and coaches you on ways you can improve your position with this opportunity.  
- PMX Team

**Players:**

**Champion identified:** Excellent that you have a Champion(s), but do not take them for granted, and make sure you can help them achieve their Player Plan

**Competitor identified:** Could you convert them to your side? Can you minimize their negative impact? Should you consider going around them?

**Bridges:**

**Bridge to Source:** Bridge to person who shares information, but may also share with competitors

**Value:**

**Player Plan Value:** Good that you have a Player Plan, but double-check that you are delivering value that clearly answers "Why work with you?"

**Bridge Players re: Value Package:** Bridge the Business, Funds & Pen Power Players to discuss the payback timeframe, long term cost of ownership and the ROI your value package will deliver

**Messages**  
**Bridges**  
**IQ**

Review required & existing [bridges](#) and receive real-time IQ coaching tips

**Player Plan:**

What do they want to achieve professionally and personally via the project?

How does your value clearly show "Why work with you?" vs competitors?

Charles Estes

Notes **Player Plan**

**What:** Will be retiring in 3 years, and Estes wants to go out on top.

**How:** Our solution is proven, and Estes will not "lose sleep" working with us, plus we project a 2 year payback.

Design [Player Plans](#) that engage the key Players and deliver your value