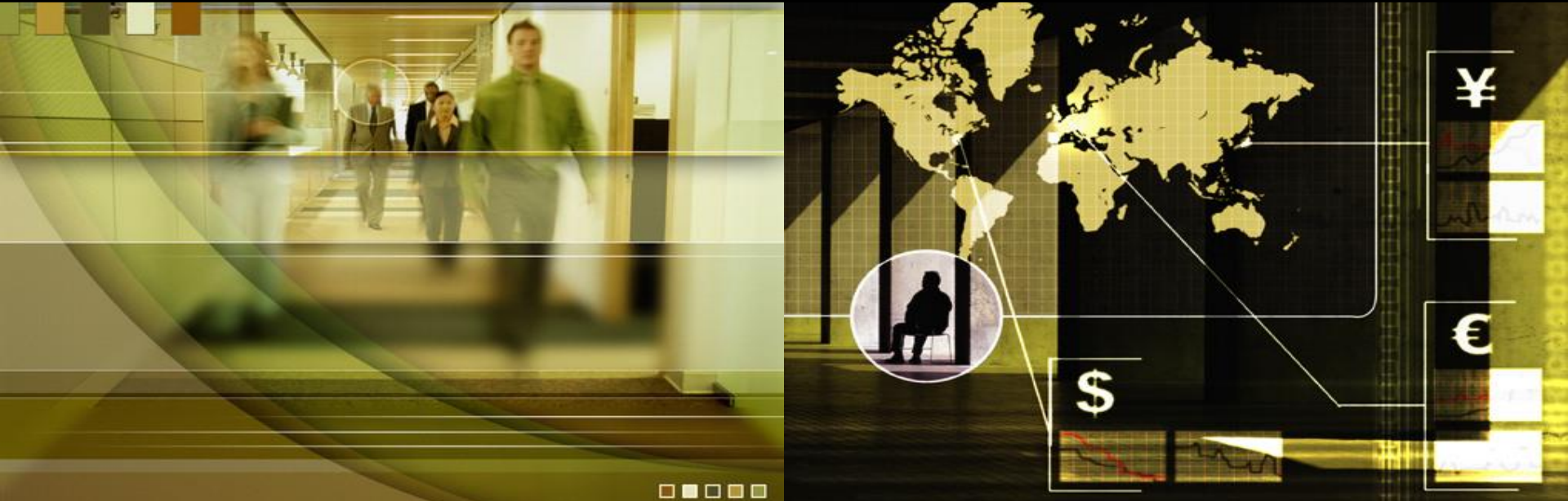


# PLAYER MAP

Sell More Sooner

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

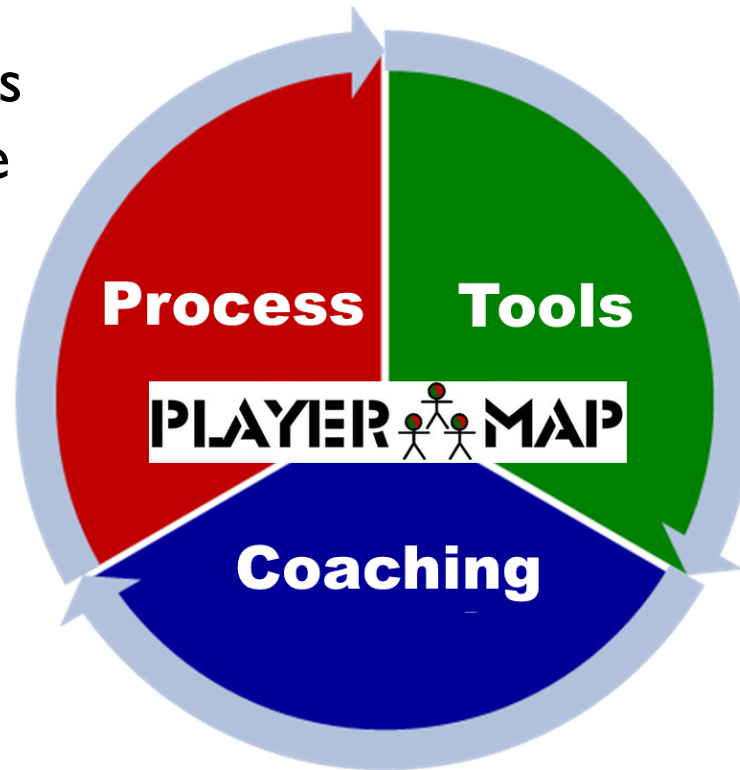
**See it. Create it. Win it.**

# WHY

- Help you sell more sooner
- Player Map in 70+ countries
- Clients see 2-3X win rate

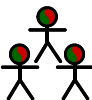
# SYSTEM

Player Map process  
proven worldwide



PMX drives usage  
and collaboration

Coaching sustains  
your sales results



**Preferences**

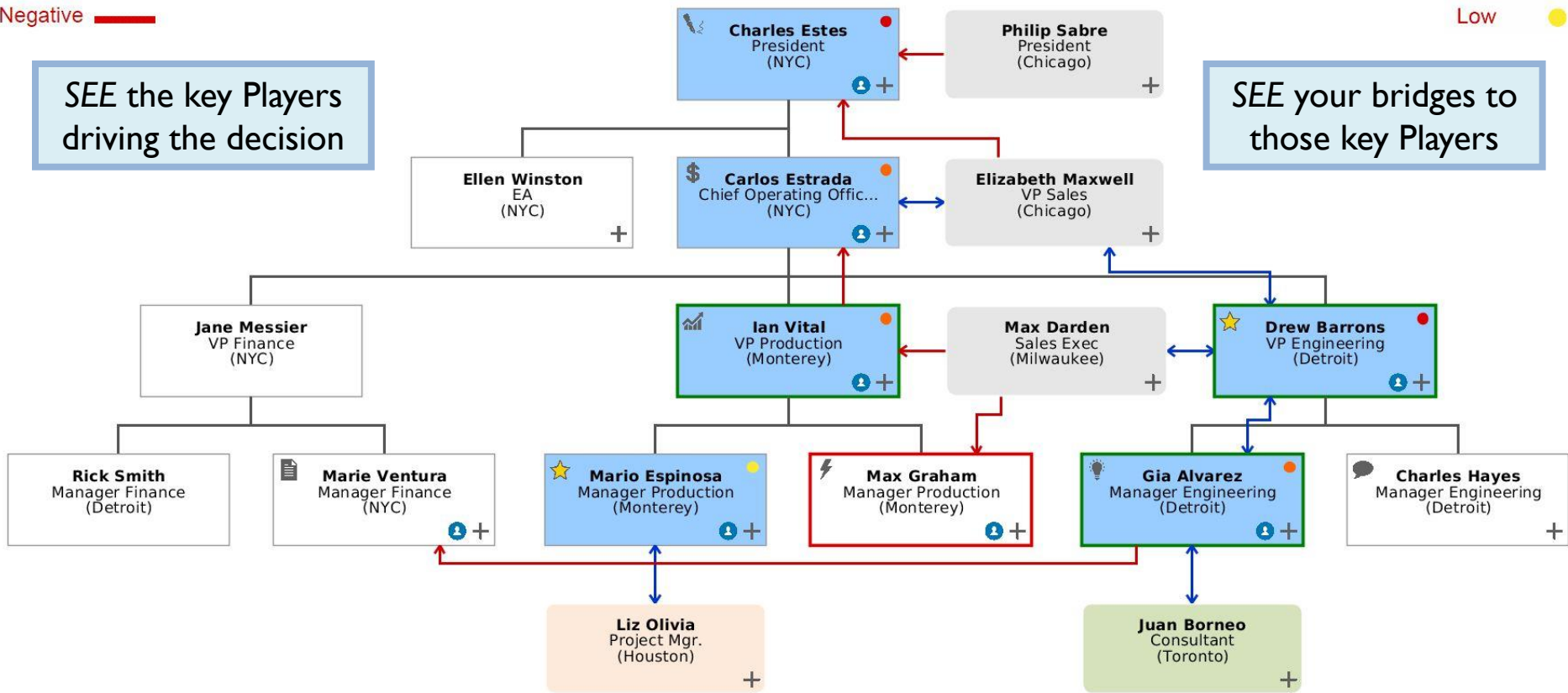
- Positive █
- Neutral █
- Negative █

**Power Meter**

- High ●
- Medium ●
- Low ●

*SEE the key Players driving the decision*

*SEE your bridges to those key Players*



**Player Map it**

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

# APPROACH

- Identify early the key client Players
- Determine the value Players want
- Strategy to deliver value to Players

# INSTALL



- Schedule workshops or webinars
- Select your top must-win projects
- Coach to the X-Ray + Player Map

# PLAYERS



## Open doors to politically powerful Players

- Players skillfully play politics
- Players and their Player Plan
- Champions want you to win
- Competitors work against you
- Bridge your Players to theirs

# VALUE



## **Players define value not “they”**

- Position your value with Players
- Differentiating value is crucial
- Strengthen your value package
- Players champion their value



# STRATEGY



**Strategy & tactics will define your success**

- Top 3 classes of strategies
- Test your strategy can win
- Tactics execute the strategy
- Pace your top competitors

# COACHING

- Schedule coaching on must-win projects on your sales forecast
- Feedback to management on all coaching calls with your people
- Debrief with execs on how to drive & sustain going forward

We look forward to working with you on a custom-cut solution to help you & your team Player Map it.



Scott Leland



[www.playermap.com](http://www.playermap.com)