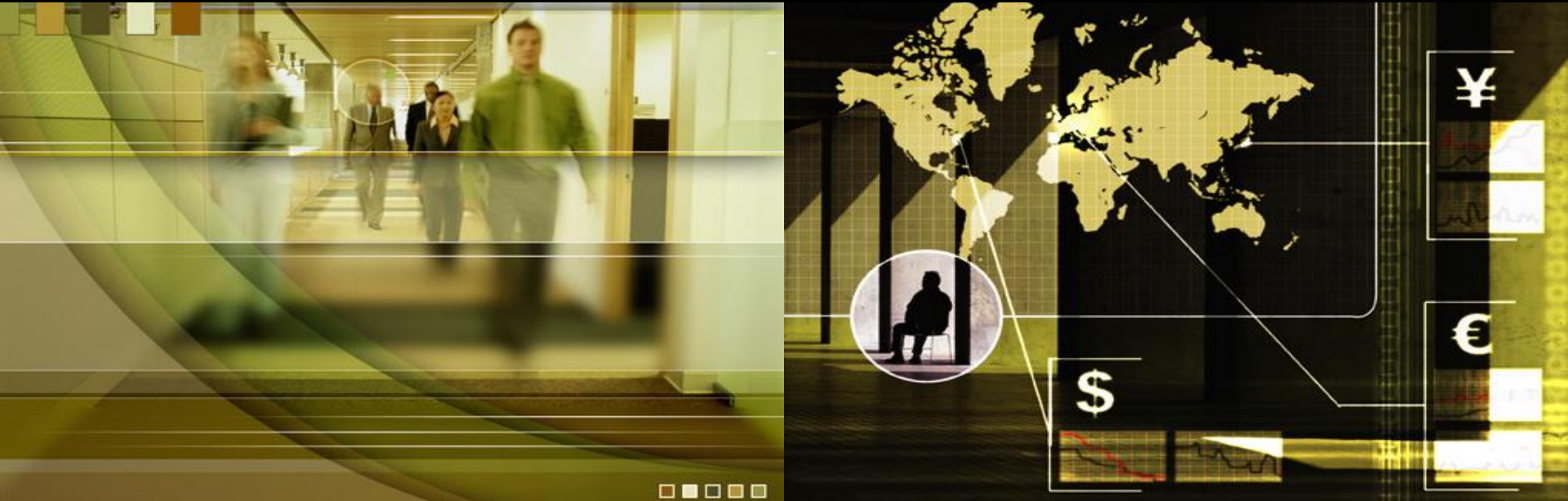


PLAYER MAP

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.

Preferences

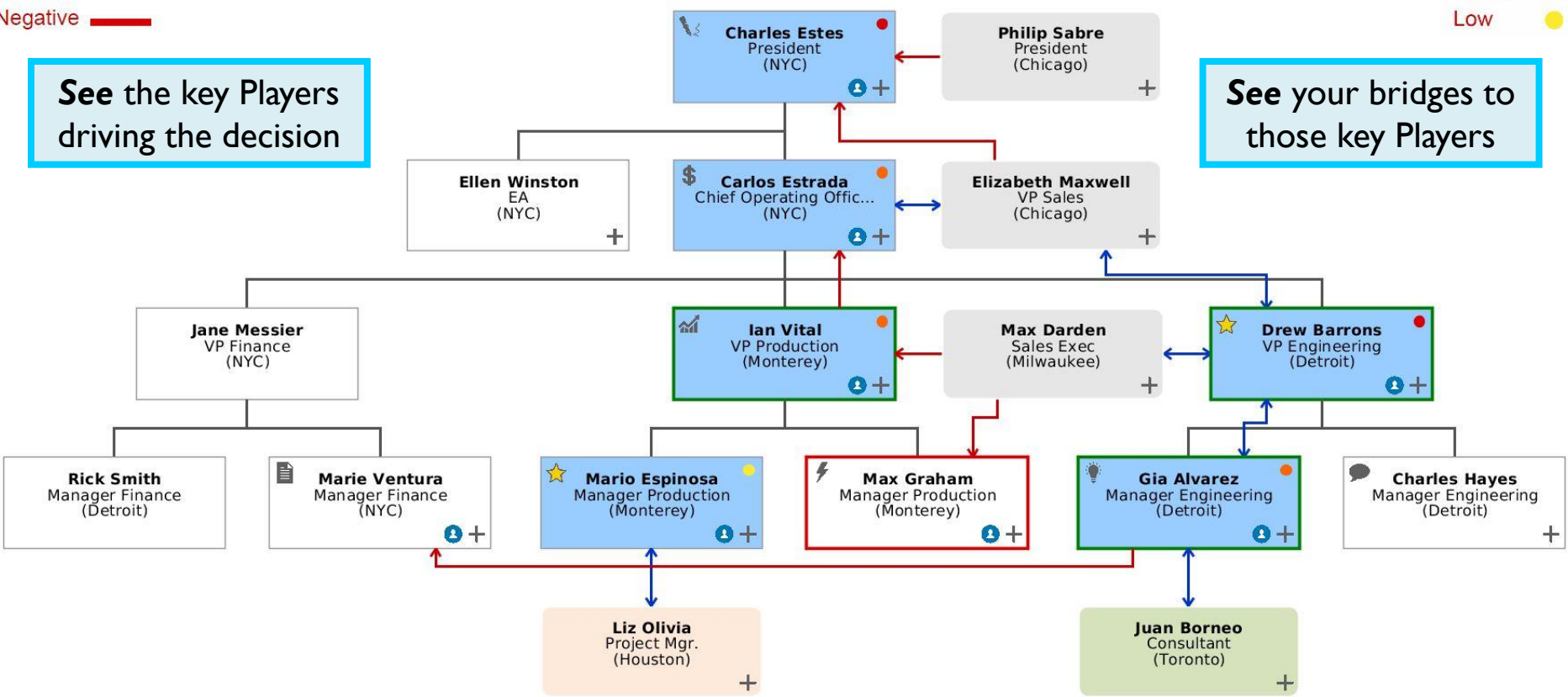
- Positive █
- Neutral █
- Negative █

Power Meter

- High ●
- Medium ●
- Low ●

See the key Players driving the decision

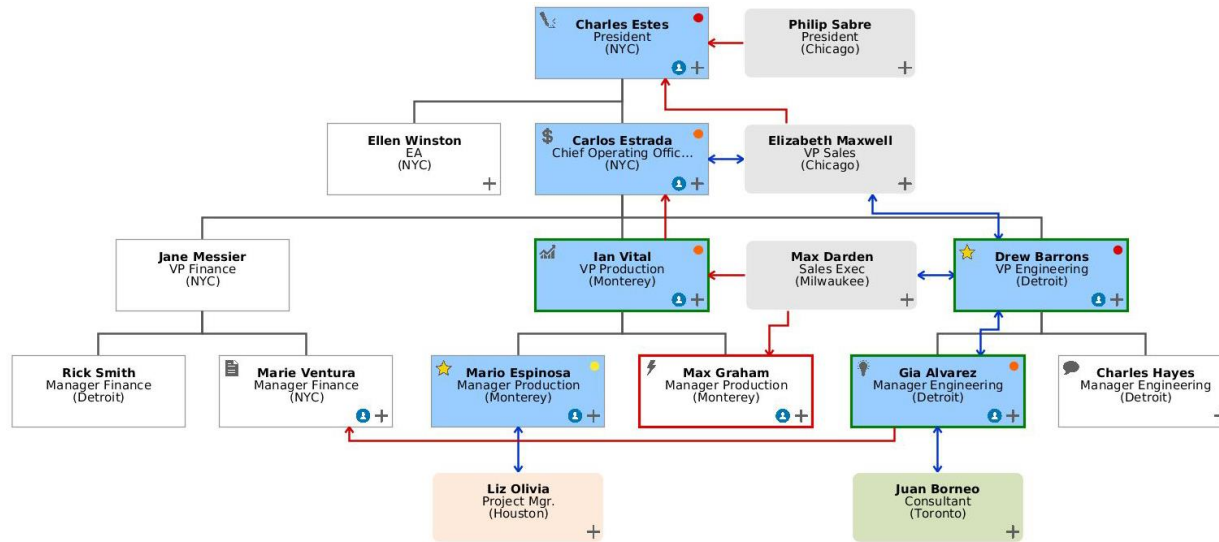
See your bridges to those key Players



Improve visibility and team collaboration

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

WHY

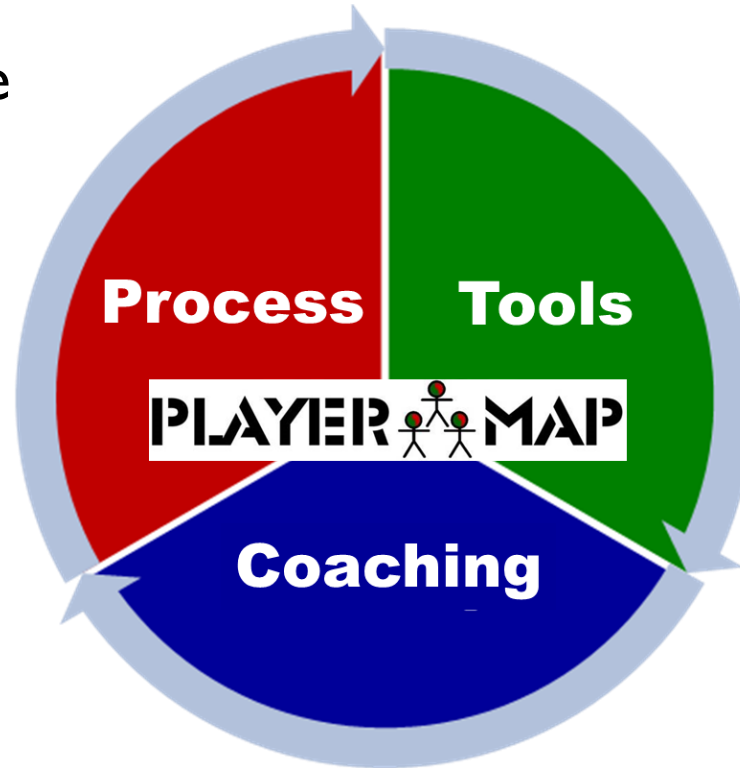


- System helps you sell more sooner
- Player Map is used in 70+ countries
- Clients achieve increased win rate

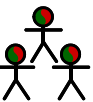
SYSTEM

Proven worldwide

PMX drives usage



Coaching sustains results



Player Map system is proven worldwide to elevate sales performance

1. Performance & Qualification

- Recognize the qualities of top performing sales professionals and sales teams.
- Qualify the project to help maximize your resource investment and win rate.
- Determine the client buying process so you better align your selling process.

2. Players & Bridges

- Identify the client players & organizational politics that are driving a project.
- Manage champions and competitors, and successfully bridge the Player Map.
- Develop key Player Plans in PMX to ensure you secure Player commitment.

3. Value & Strategy

- Understand what the key Players value to identify how we can contribute.
- Design & quantify your Value Package so players clearly see your value edge.
- Master strategies to help position your value and offset your competitors.

4. Dialogue & Meetings

- Use communication process that addresses Listen/Look/Level/Learn/Lead.
- Employ high-gain questions, handle objections, and fine-tune writing skills.
- Serve as a conductor to manage presentations, dynamics & meeting map.

5. Projects & Case

- Discuss, analyze & fine-tune plans created by your team for top projects.
- Apply principles learned in Player Map to coach your must-win projects.
- Contribute to an interactive case study that shows how to Player Map it.

6. Negotiate Process & Playbook

- Utilize a process that focuses on Project/Players/Package/Playbook/Present.
- Master Playbook covering client Players, Why/Wait/Walk Plays, and Position.
- Learn how to effectively present your value package to maximize win rate.

INSTALL



- Pre-work on your must-win projects
- Webinar(s) or workshop on process
- Coaching using Player Map + Quali-5

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