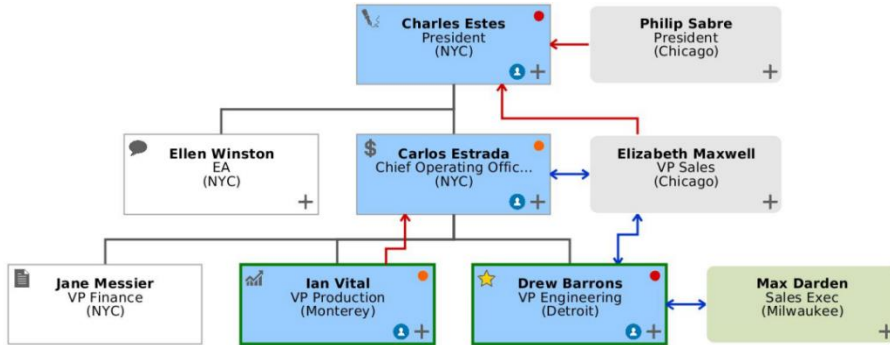


# PLAYER MAP X-RAY

Home   Contacts ▾   Opportunities ▾   Accounts ▾   **Player Maps**   More ▾   ✎



See your key bridges to clients and their [LinkedIn profiles](#) on your Player Maps in Salesforce\*

Account **Vista**

Type	Phone	Website	Account Owner	Industry	Billing Address
	(414) 921-2550	<a href="http://www.playermap.com">www.playermap.com</a>	<a href="#">Player Map</a>		234 Broadway New York, NY 20001 USA

Account Name: Vista

Parent Account:

Player Maps

[Create Player Map](#)

- [Vista, Project 1, \\$15M, 12/15/20](#), 04/02/2020 by me - [open](#) | [del](#)
- [Vista, Project Name, Price, Close Date](#), 04/02/2020 by me - [open](#) | [del](#)
- [Vista, Project 1, \\$15M, 12/15/20](#), 04/01/2020 by me - [open](#) | [del](#)

[Link](#) to your Player Maps in one click under Accounts or Opportunities to speed Player Map access

**Add Person**

Person:  in Organization  on Our Team  as SF Contact

Search SF Contacts:  in associated Account  across all Accounts [Show All](#)

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

[HELP](#)

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 Bridge](#) Add notes on bridges to clarify the foundation for your existing bridges or how you will build required bridges.

to:  [Remove](#)

Note:

[Cancel](#) [Add](#)



\* Click the to link to Contacts

Build Player Maps quickly with the intuitive Contact pull / search menu or add using [2-way sync](#)

# PLAYER MAP X-RAY

Folders & Player Maps		<a href="#">+ Create New Folder...</a>	<a href="#">+ Create New Player Map...</a>
<a href="#">Solo</a>			
<b>Acme</b>	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](#) your Player Maps then edit as a team, and collaborate on the Player Maps you want to see

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.

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

See your existing [bridges](#) or the ones you need to build, and review 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 client Players and deliver your differentiating value