

Player Map sales system is proven worldwide to elevate sales performance

1. Perform + Qualify

- Sell together as a high-performing team to navigate Player Maps of top clients.
- Qualify projects using Quali-5 attached to the Player Map for an all-in-one plan.
- Utilize the core PMX features to effectively build & manage client Player Maps.

2. Players + Bridges

- Identify key client Players, and design Player Plans to help achieve their goals.
- Develop champions, and bridge key Players using your team and social media.
- Walk through the start, development, and outcome of how you Player Map it.

3. Value + Strategy

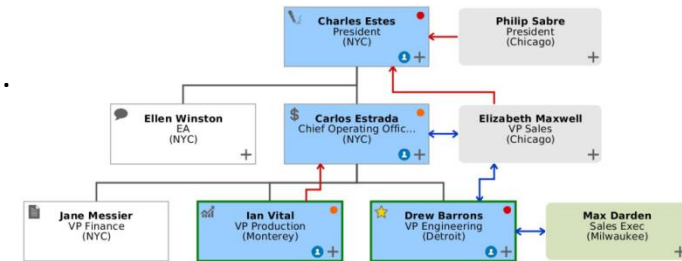
- Confirm the value key Players are looking for to help customize your solution.
- Design and quantify your value package so Players clearly see your advantage.
- Adapt your strategy to position value with Players and offset top competitors.

4. Dialogue + Negotiate

- Use a communication process that helps generate dialogue with client Players.
- Lead negotiations as a meeting conductor who expertly presents your solution.
- Master the negotiating playbook to skillfully use plays to optimize your position.

5. Projects + Certify

- Present must-win projects to model approach and show Player Map mastery.
- Brainstorm a plan to win a complex project utilizing the Player Map approach.
- Earn Player Map certification upon successfully completing the total program.



Each module is presented on a 2-hour webinar, with webinars scheduled on same day & time for 5 straight weeks, with all participants on webcam to fuel group dialogue and interaction.

