

# PLAYER MAP X-RAY

## The backbone of a winning sales plan, bridges turn org charts into Player Maps

### Add Bridges to the Player Map

1. Select Existing or Required
  2. Select who the Bridge is to
  3. Note the Bridge foundation
- \* See notes on Bridge tab

### Bridges are from your team to Players

Only add Bridges critical to the project, not every client relationship. Clients may have internal Bridges, but only show if strategic.

### Bridges are Professional or Personal

Foundations could be the same position, worked together, hobbies, children, etc. – look for shared interests you can build on.

### Bridges are Existing or Required

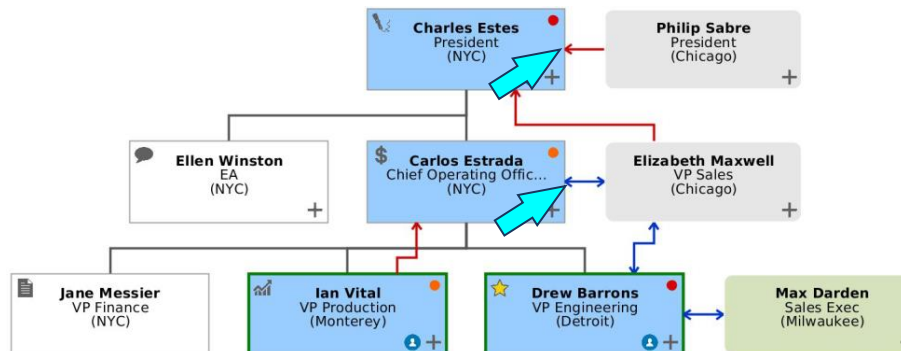
Existing Bridges identify your current client relationships, and Required Bridges show relationships that you are planning to build.

### Bridges help you SEE your relationships

Bridging your team to key Players makes it a Player Map versus merely an org chart. Highlight key groups or partners with colors (e.g. sales, support, partners, consultants).

### PMX highlights on Player Map

1. **Red** Bridges are required
  2. **Blue** Bridges are existing
  3. All Bridges noted on tab
- \* Option to show on PM



### Player Map Bridges

If questions, ping us at [pmx@playermap.com](mailto:pmx@playermap.com) or 1.414.921.2550