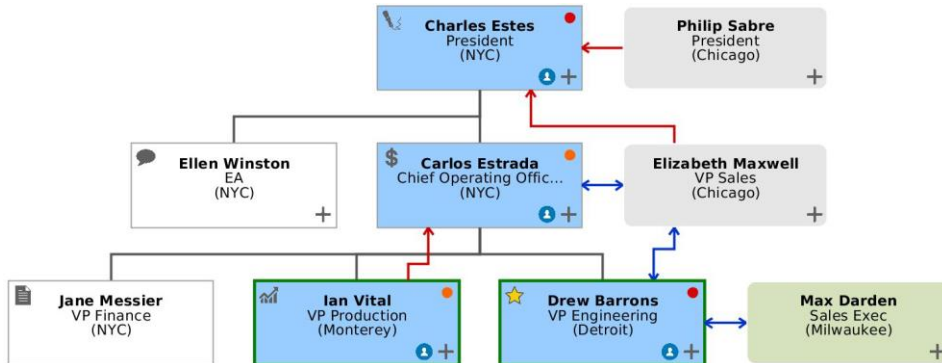


PLAYER MAP

Sell More Sooner

Home Profile Opportunities Accounts Contacts **Player Maps** +



See your bridges and [LinkedIn® profiles](#) under **Player Maps** tab in **Salesforce®**

Folders & Player Maps		+ Create New Folder...	+ Create New Player Map...
Solo			
Acme	Shared by Scott	Action...	
Acme_Vista_1_.\$250K_7.31.17 (06/05/2017 04:02 PM)	View Following	Action...	
Acme_Vista_2_.\$1.3M_9.1.17 (06/05/2017 04:03 PM)	View + Follow	Action...	
Acme_Vista_3_.\$700K_11.15.17 (06/05/2017 04:03 PM)	View Unfollow	Action...	
Monique		Action...	
Top 10		Action...	

Customize your folders to quickly see the **Player Maps** for your must-win pursuits

Home Profile Opportunities **Accounts** Contacts Player Maps +

[Create New...](#)

Recent Items

- Vista
- Ian Vital
- Charles Estes
- Ellen Winston
- Vista
- Player Map

[Recycle Bin](#)

Vista

[+ Show Feed](#)

[Back to List: Contacts](#)

[Contacts \(10+\)](#)

Account Detail

Account Owner: [Player Map \[Change\]](#) Edit Delete Sharing

Account Name: Vista [\[View Hierarchy\]](#)

Parent Account: _____

Player Maps: [New Player Map](#)

- [Vista_Project_2_Price_Close_Date](#), 02/23/2015 11:57 AM by Player Map - [Edit](#) | [Del](#)
- [Vista_Project_3_Price_Close_Date](#), 02/23/2015 11:56 AM by Player Map - [Edit](#) | [Del](#)
- [Vista_Project_2_Price_Close_Date - Rename](#), 02/23/2015 08:25 AM by Scott Leland - [View](#)
- [Vista_Project_1_Price_Close_Date](#), 02/17/2015 11:38 AM by Player Map - [Edit](#) | [Del](#)

[Link](#) to **Player Maps** under **Accounts** or **Opportunities** to see where you stand

PLAYER MAP

Sell More Sooner

Add Person

Person: in Organization on Our Team as SF Contact

Search SF Contacts: in associated Account across all Accounts

Name: First: Last: [Show All](#)

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

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:

[HELP ?](#) [Cancel](#) [Add](#)



* Click the to link to Contacts

Build your Player Maps quickly with the pull & point menu and [2-way sync](#)

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.

Map
Messages
Bridges

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

Messages
Bridges
IQ

Review required & existing [bridges](#) and receive 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 Players and deliver your value