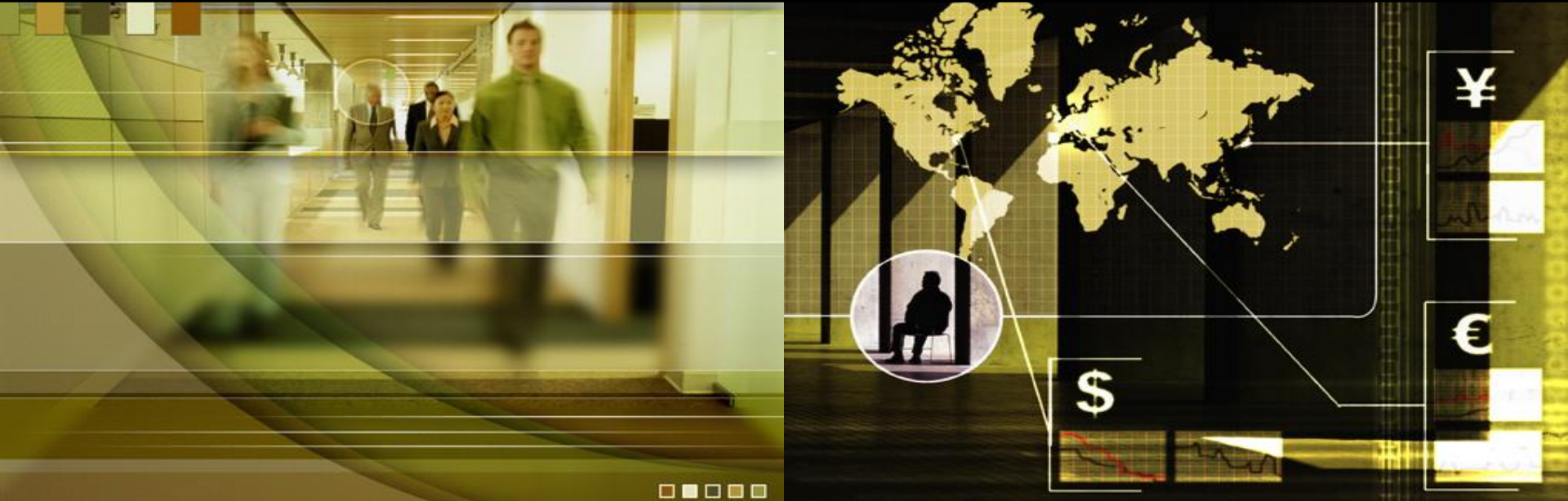


PLAYER MAP

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

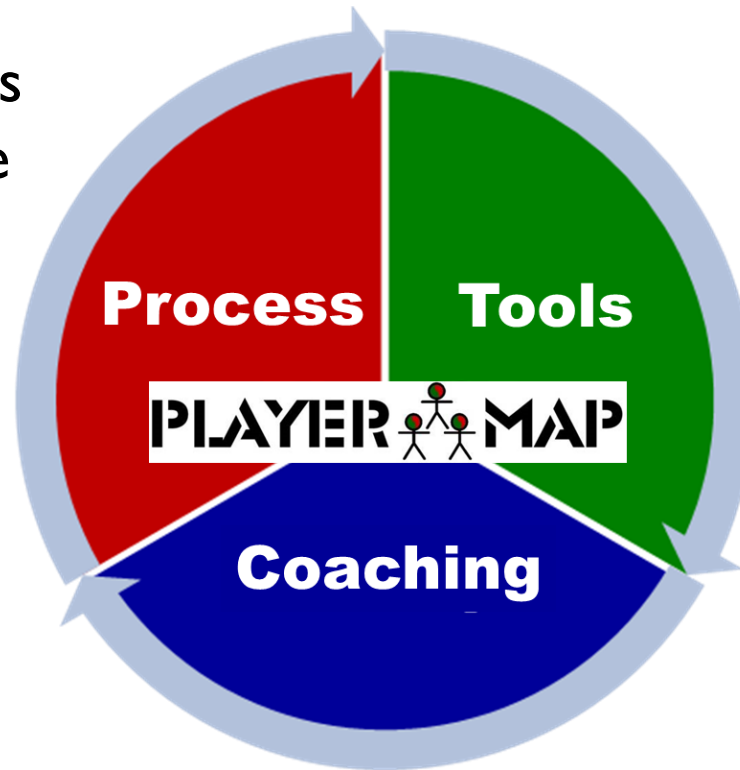
See it. Create it. Win it.

WHY

- Help you sell more sooner
- Player Map in 70+ countries
- Clients see 2-3X win rate

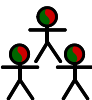
SYSTEM

Player Map process
proven worldwide



PMX drives usage
and collaboration

Coaching sustains
your sales results



Preferences

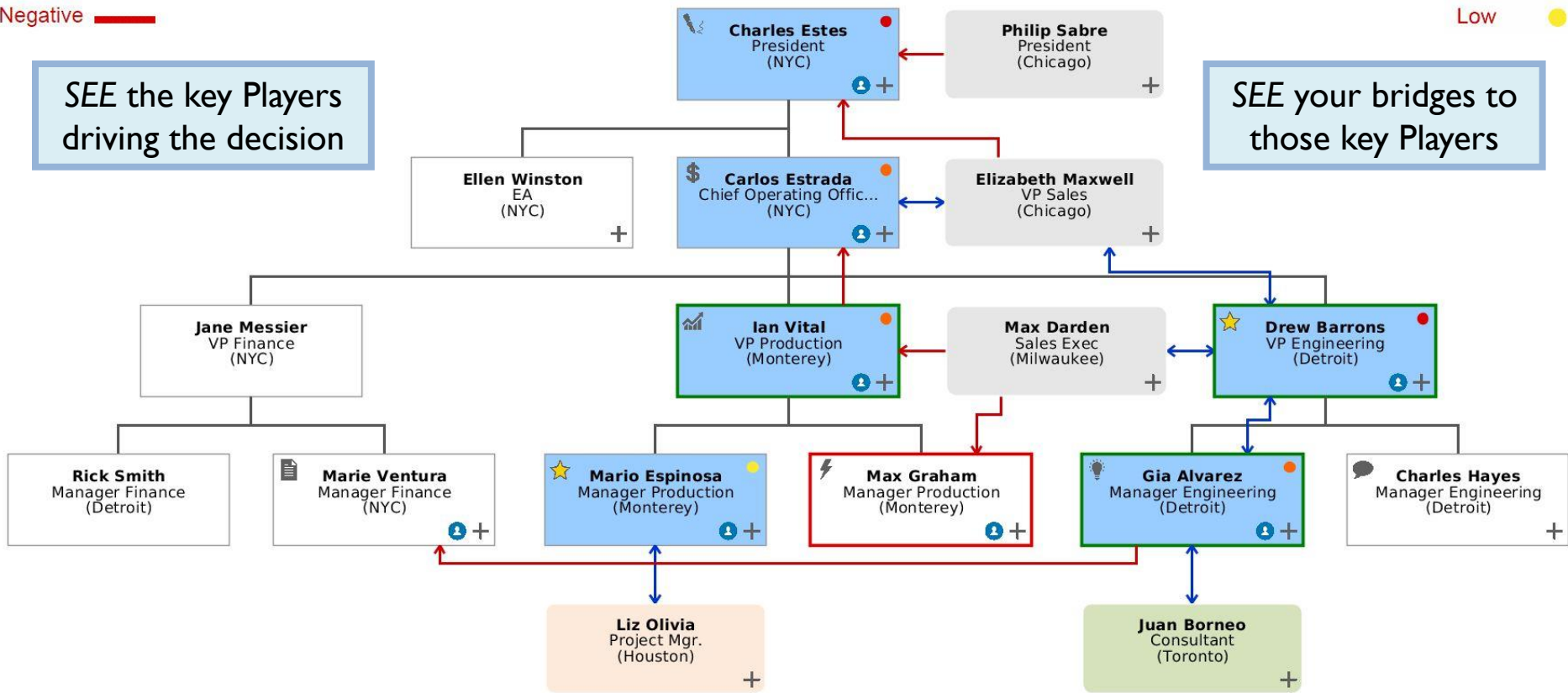
- Positive █
- Neutral █
- Negative █

Power Meter

- High ●
- Medium ●
- Low ●

SEE the key Players driving the decision

SEE your bridges to those key Players



Player Map it

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

APPROACH

- Identify early the key client Players
- Determine the value Players want
- Strategy to deliver value to Players

WORKSHOP



- Schedule workshops with teams
- Appoint teams & team leaders
- Coach Team Leaders pre-work

PLAYERS



- Players skillfully play politics
- Players and their Player Plan
- Champions want you to win
- Competitors work against you
- Bridge your Players to theirs

“Players like Players.”

VALUE



Players define value not “they”

- Position your value with Players
- Differentiating value is crucial
- Strengthen your value package
- Players champion their value

“You too are value.”

STRATEGY



Strategy & tactics will define your success

- Top 3 classes of strategies
- Test your strategy can win
- Pace your top competitors
- Tactics execute the strategy

“Actions speak louder than words.”

COACHING

- Schedule coaching on must-win projects on your sales forecast
- Feedback to management on all coaching calls with your people
- Debrief with execs on how to drive & sustain going forward

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