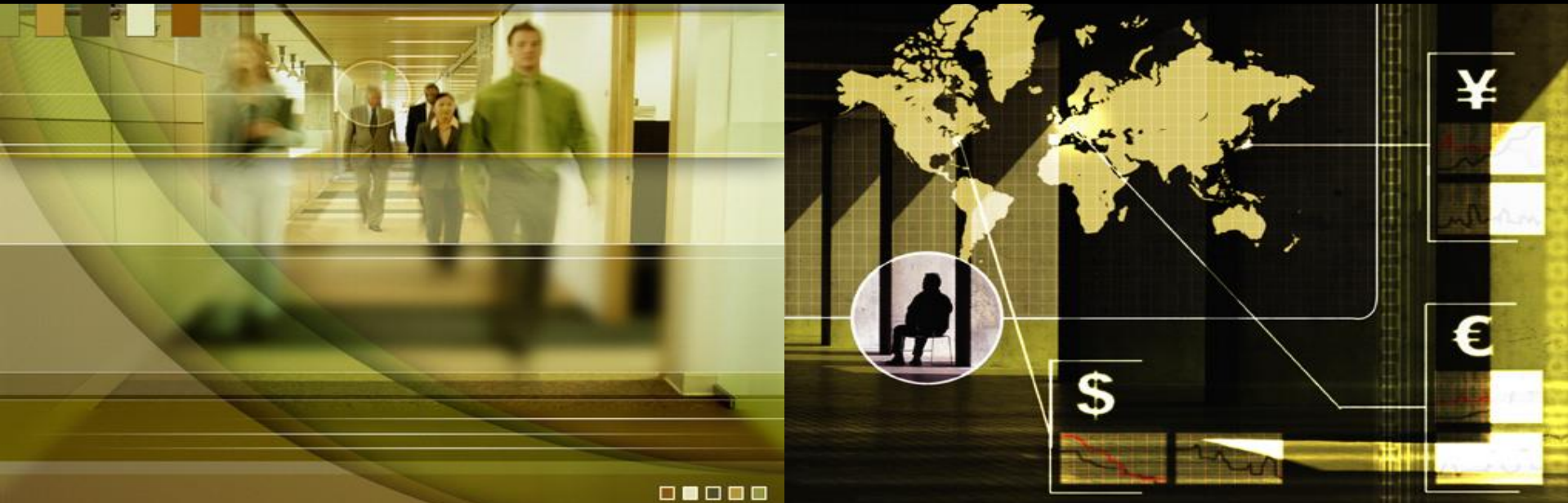


# PLAYER MAP

**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

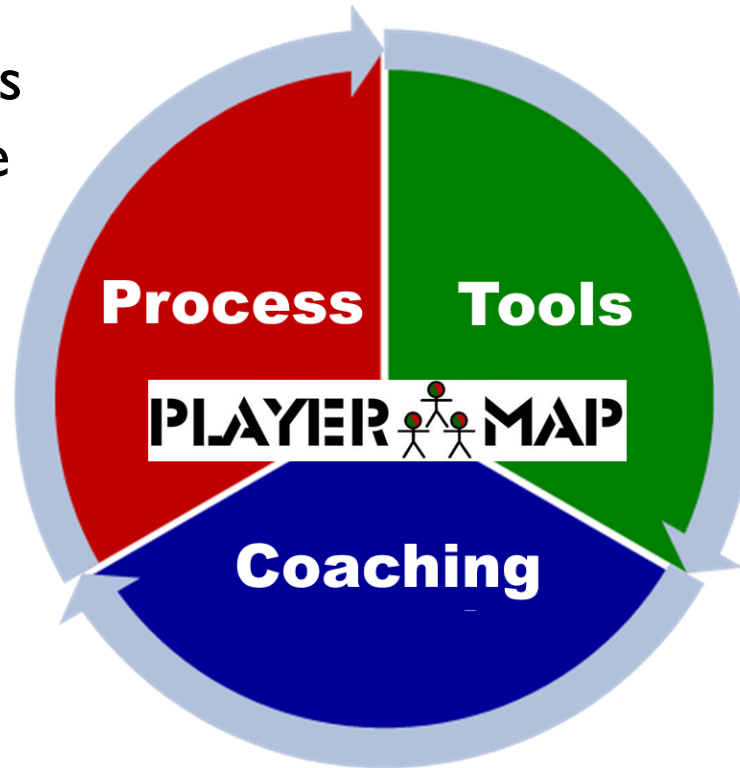
**See it. Create it. Win it.**

# WHY

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

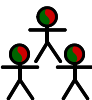
# SYSTEM

Player Map process  
proven worldwide



PMX drives usage  
and collaboration

Coaching sustains  
your sales results



**Preferences**

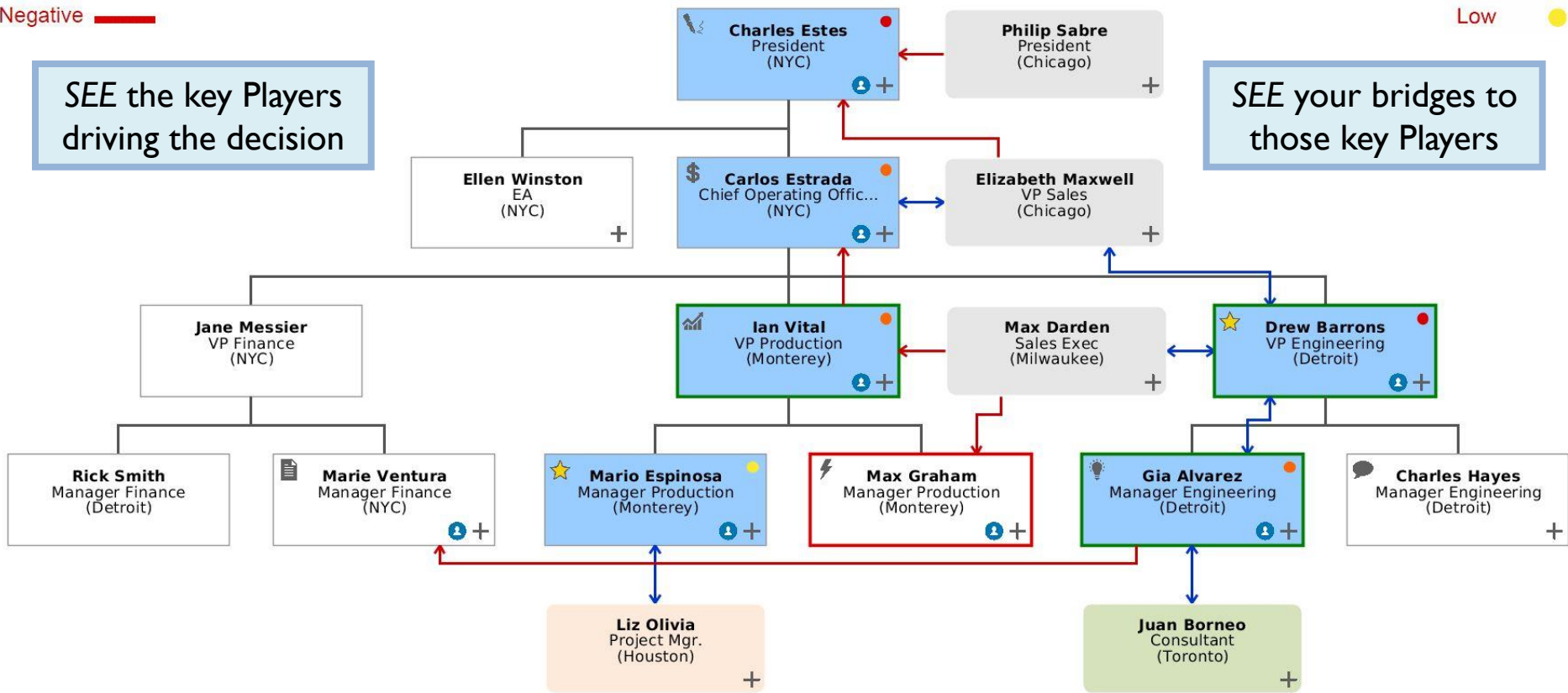
- Positive █
- Neutral █
- Negative █

**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 |
|---|----------|----------|------------|----------|-------|-----|-------|----------|--------|-----------------|---|----------|----------|
| <span style="background-color: #ADD8E6; border: 1px solid black; display: inline-block; width: 20px; height: 15px;"></span> |          |          |            |          |       |     |       |          |        |                 | <span style="display: inline-block; width: 10px; height: 10px; background-color: #D3D3D3; border: 1px solid black;"></span> <span style="display: inline-block; width: 10px; height: 10px; background-color: #FFDAB9; border: 1px solid black;"></span> <span style="display: inline-block; width: 10px; height: 10px; background-color: #90EE90; border: 1px solid black;"></span> |          |          |

# 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



## Open doors to politically powerful Players

- Players skillfully play politics
- Signals they are a key Player
- Champions want you to win
- Competitors work against you
- Bridge your Players to theirs

**“Players like Players.”**

# VALUE



**Value defined by Players is value they own**

- Players define value not “they”
- Confirm it is value to Players
- Differentiating value is key!
- Strengthen you value package
- Players champion their value

**“You too are value.”**



# STRATEGY



## **Strategy & tactics will define your success**

- Strategy defines your approach
- Push, piece or plus strategies
- Tactics key to strategic success
- Players lead meetings vs. meet
- Orchestrate meeting dynamics

**“Plan versus react.”**

# 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](http://www.playermap.com)