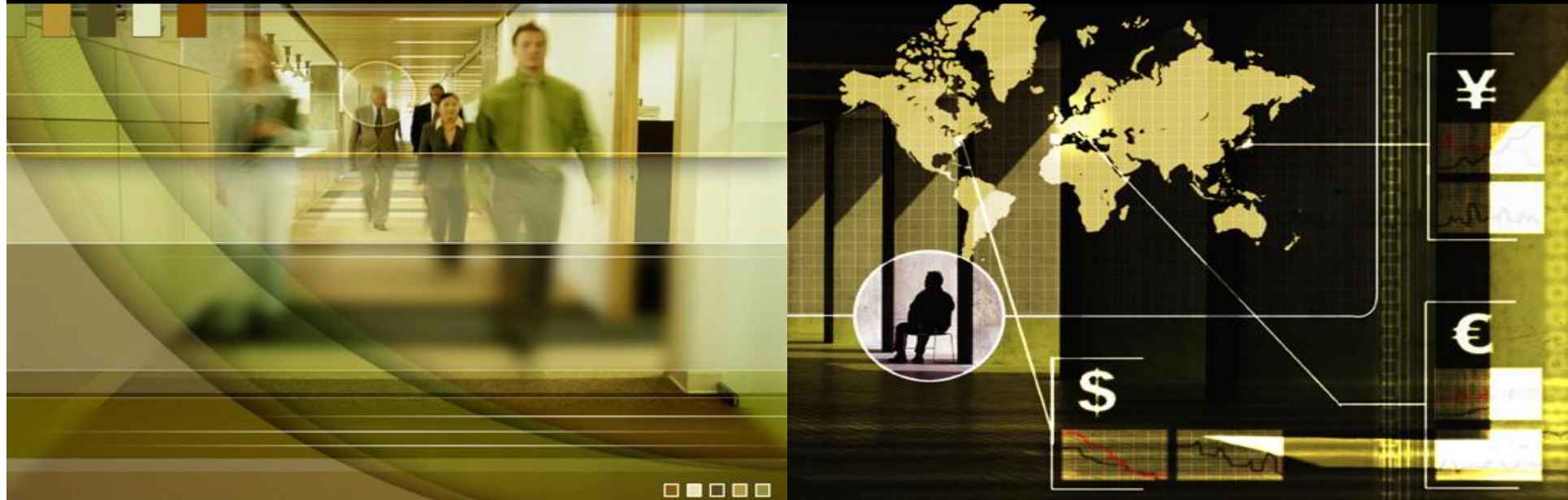


PLAYER MAP

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 meet with them – an x-ray of precisely how to win

See it. Create it. Win it.

Why

Player Map is much **sharper**, simpler & specific on how to deliver value to client **Players** than older programs, and the new format **saves** clients both time + money

Preferences

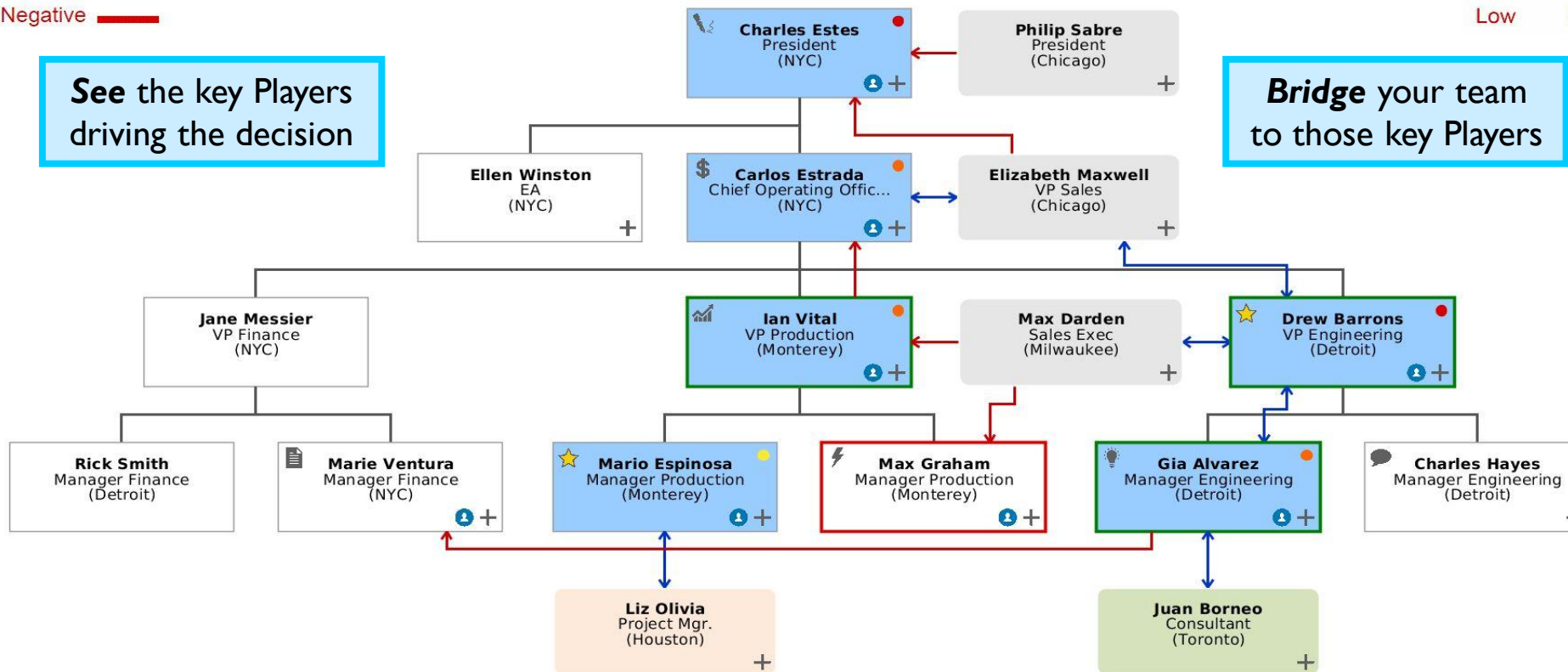
Positive —
Neutral —
Negative —

Power Meter

High ●
Medium ●
Low ●

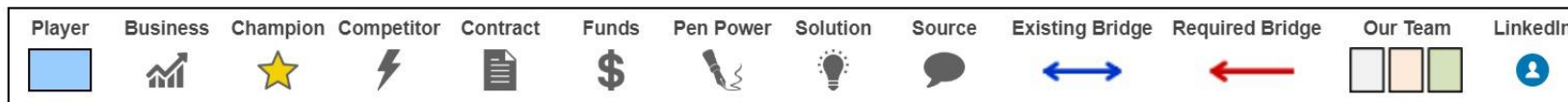
See the key Players driving the decision

Bridge your team to those key Players

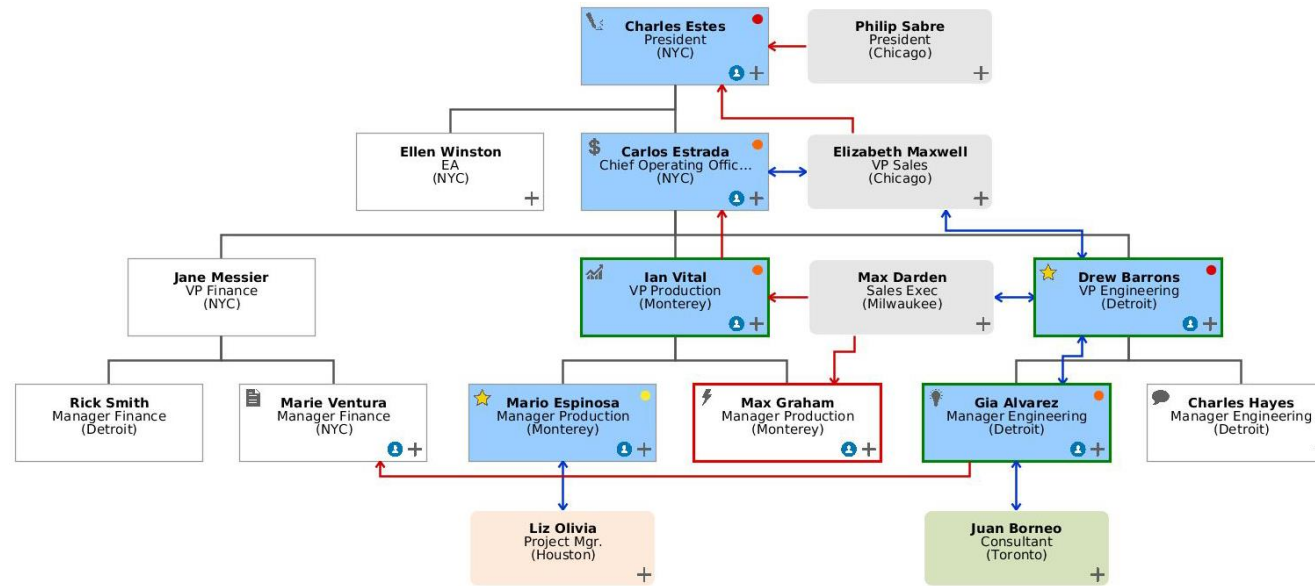


See overall account & strategic projects

Position your value to increase win rate



Results



- System helps you sell more sooner
- Player Map is used in 70+ countries
- Clients achieve increased win rate

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.

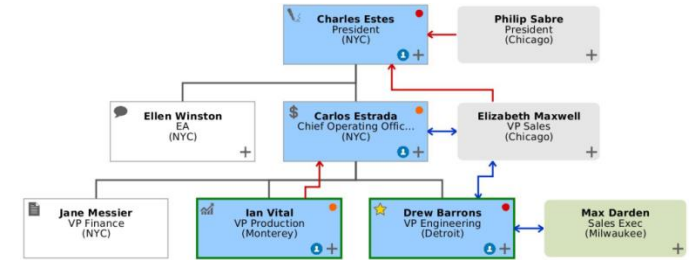
3. Value + Strategy

- 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. Negotiate + Winlab

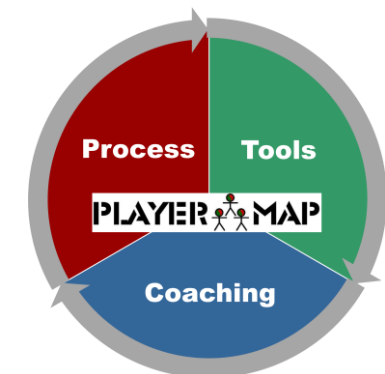
- Master the negotiating playbook to skillfully use plays to guide the negotiation.
- Lead negotiations as a meeting conductor who expertly presents your solution.
- Present a project using the process, then coach a Winlab to maximize win rate.

Player Map is real work on real projects for real results



Each module is presented on a 2-hour webinar, with webinars scheduled on same day & time for 4 straight weeks, with all participants on webcam to fuel group dialogue and interaction.

Each participant will work on their top project: learn the process then apply it to their project. Net: real work on real projects for real results. Participants certified on successful completion.



Certified

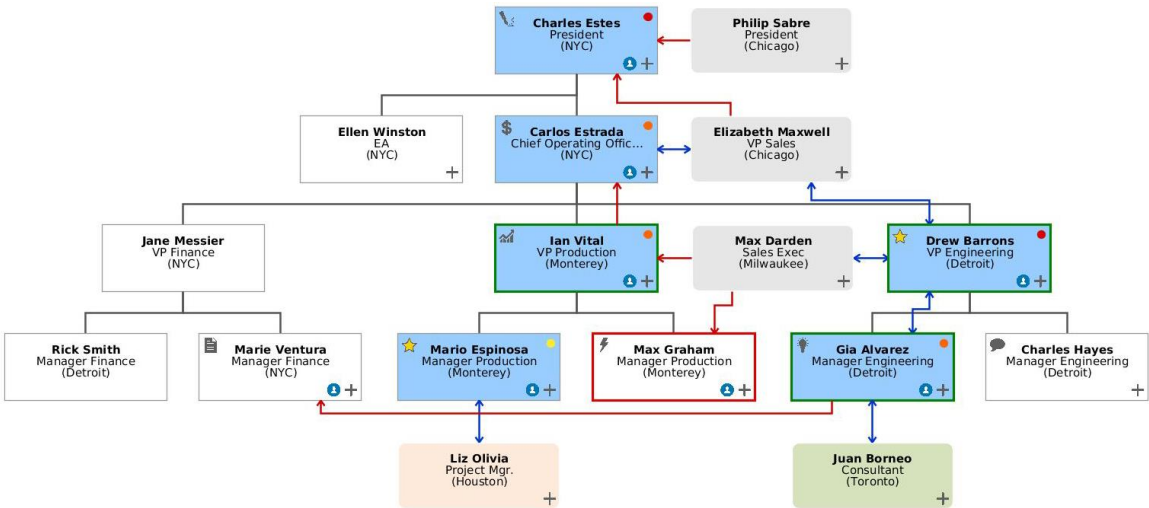
CERTIFIED SELLER

Player Map

February 1–22, 2023

OFFICIALLY AWARDED

Andrew Wilson



Signature

VP Sales

Scott Leland

Install



- Pre-work on your must-win client projects
- Leaders webinar how to coach Player Map
- Webinar series on the Player Map process

Interactive



Feedback

- This is a very holistic approach – the process and tools and language pull us all together.
- Approach is much simpler and specific on what to do with Players than other processes.
- Modern selling approach – Player Map process guides us regarding Players next steps...

We look forward to working with you to customize our proven process to help you & your team Player Map it.

A handwritten signature in black ink, appearing to read 'SL' or 'Leland', with a stylized, cursive flourish.

Scott Leland



www.playermap.com