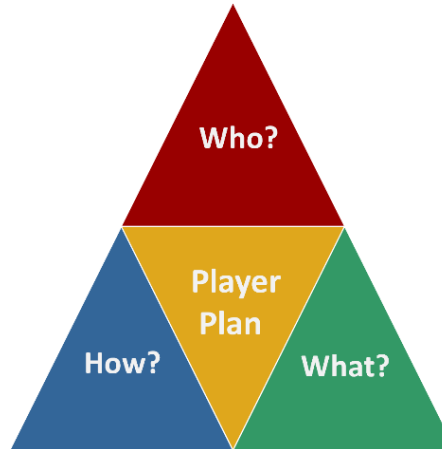


Brainstorm Player Plans to increase wins on your Top 3 projects

Who are the primary Players that we need to work with in order to win a Top 3 project?



What do the Players want to achieve both professionally and personally via project?

How does your value show Players “Why work with you?” and can you quantify that value monetarily?

Add Person

Player Plan:

Value: what value do they want professionally *and* personally via the project?

Benefit: how does benefit *show* “why work with you” and can you quantify it?



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.

Built into the Player Map, design your Player Plans on PMX to drive sales

If questions, ping us at pmx@playermap.com or 1.414.921.2550