PLAYER MAP

* Client	Name, Project Name, Price, Close Date (match title format with Player Map title for clarity)	
* Team	Who is on your sales team	

1. Why
(Project technical or business reason)

Text

2. What
(Top 5 value criteria of client Players)

1 Text
2
3
4
5

3. When
(Date they want the project to launch)

11/11/11

4. Who
(Client Players* and your Competitors)

Our Company: Strengths: text; Weaknesses: text
Competitor (note): Strengths: text; Weaknesses: text
Competitor (note): Strengths: text; Weaknesses: text
Competitor (note): Strengths: text; Weaknesses: text

5. How
(Client budget and buying process)

Budget Status: Text (Is the project funded or is the client working to secure the funding?)
Buying Steps: Text (What are the major steps the client will take to advance the project?)
Buying Stops: Text (Any people, product, money or time stops that may halt the project?)
Buying Sync: Text (Do you think your selling process is in sync with client buying process?)

* Attach X-Ray to Player Map in PMX
  (hover "Action", click "Attach Doc")

◁ ▷   **Quali-5** | Plan | Meeting | ⊕