

# The backbone of a winning sales plan, bridges turn org charts into Player Maps

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#### Bridges help you SEE relationships

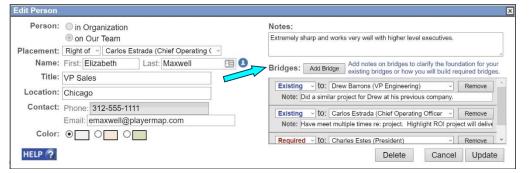
Bridging <u>your team to key Players</u> makes it a Player Map versus merely an org chart. Highlight <u>key groups or partners</u> with colors

\* Add <u>Our Team</u> to *bridge* the Player Map, as your relationships are the key vs. merely an org chart

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### Add Bridges to Player Map

- 1. Select Existing or Required
- 2. Select who the Bridge is to
- 3. Note the Bridge foundation
  - \* See notes on Bridge tab
- Make sure to note foundation for Existing bridges and how you will build Required bridges to Players you need relationships



\* Existing Bridges should be "Golden Gate" solid, otherwise code Required until strengthened (e.g. if you can pick up the phone and call a Player and they answer, Bridge may be Existing)

#### Bridges are Professional or Personal

<u>Bridge foundations</u> can be same position, worked together, hobbies, children, etc. – look for shared interests you can build on.

**Player Map Bridges** 

# Bridges are from your team to Players

Only add Bridges <u>critical</u> to the <u>project</u>, not every client relationship. Clients may have internal Bridges, but only show if strategic.

\* If more than one bridge from your team...show the most strategic bridge vs. a bunch of bridges

### Add Bridges to Player Map

- 1. Red Bridges are required
- 2. Blue Bridges are existing
- 3. All Bridges noted on tab
  - \* Option to show on PM
- \* To help reduce "bridge clutter", PMX only bridges to a person 1 level above or below but it does note the bridge on Bridges tab.

## Bridges are Existing or Required

<u>Existing Bridges</u> identify your current client relationships, and <u>Required Bridges</u> show relationships that you are planning to build.