

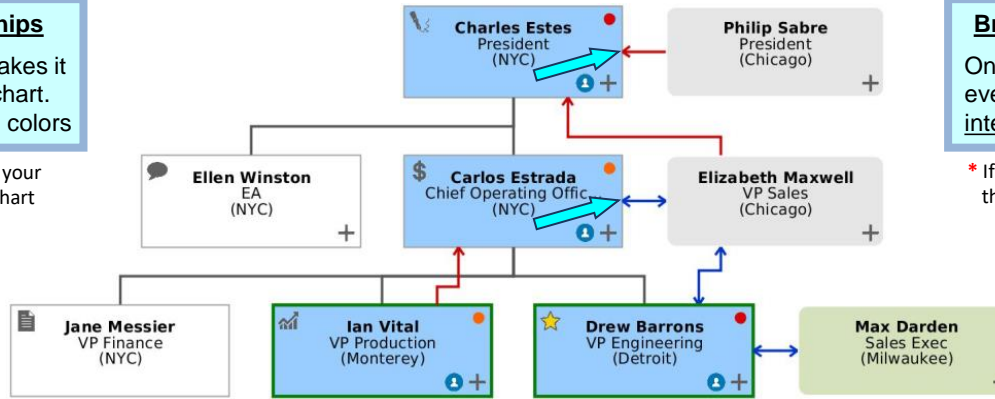
PLAYER MAP X-RAY

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

Bridges help you SEE relationships

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

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



Bridges are from your team to Players

Only add Bridges critical to the project, 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. 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

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 Professional or Personal

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

Player Map Bridges

Bridges are Existing or Required

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

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