

PLAYER MAP X-RAY

Use PMX tabs to review bridges, plan with your team, and check IQ coaching

Show Bridges on Player Map:

Required Bridges:

- [Philip Sabre → Charles Estes](#)
Executive lunch to get to know each other.
- [Elizabeth Maxwell → Charles Estes](#)
Lunch meeting to discuss account management.
- [Ian Vital → Carlos Estrada](#)
Ian does not know Carlos very well, so reinforce relationship via an executive dinner.
- [Max Darden → Max Graham](#)
Keep Graham in front of us as a competitive threat
- [Max Darden → Ian Vital](#)
Establish relationship, set up exec lunch.
- [Max Darden → Gia Alvarez](#)
Have met several times, but need to get to know better.
- [Gia Alvarez → Marie Ventura](#)
Pre-wire Marie that price will be higher than competitors, but ROI justifies.

Required Bridges:

- Elizabeth Maxwell → Charles Estes
Lunch meeting to discuss account management.

Existing Bridges:

- Elizabeth Maxwell ↔ Carlos Estrada
Have meet multiple times re: project. Highlight ROI project will deliver Vista.
- Elizabeth Maxwell ↔ Drew Barrons
Did a similar project for Drew at his previous company.

Plan

Write your strategy, tactics and messages here...
(Max 500 chars) [Clear](#) [Post Message](#)

This Player Map does not have an associated plan.

Draft plan for the project related to this Player Map so you & your team can update and track on PMX.

Strategy: Push (power); Piece (part); Plus (unique).
Tactics: top actions, next steps and status updates.

PMX e-mails posts to people you have shared this Player Map with if they are *Following* on their PMX.

Check [Help](#) for more details.

IQ

IQ analyzes each Player Map in real-time and coaches you on ways you can improve your position with this opportunity.

- PMX Team

Players:

- Champion identified: Excellent that you have a Champion(s), but do not take them for granted, and make sure you can help them achieve their Player Plan
- Competitor identified: Could you convert them to your side? Can you minimize their negative impact? Should you consider going around them?

Bridges:

- Bridge to Source: Bridge to person who shares information, but may also share with competitors

Value:

- Player Plan Value: Good that you have a Player Plan, but double-check that you are delivering value that clearly answers "Why work with you?"
- Bridge Players re: Value Package: Bridge the Business, Funds & Pen Power Players to discuss the payback timeframe, long term cost of ownership and the ROI your value package will deliver
- Bridge Champion to Pen Power: Suggest your Champion bridges to Pen Power Player to share why they believe your value package is the best investment and why they should sign off on
- High Power Value: Make sure you address the value of the Players you gauge as High Power, as they will push for the value they want

Hover over the bridge and it is *highlighted* on the Player Map

Click the "Bridges" tab or "+" on "Our Team" to see bridges

Plan messages are *e-mailed* to people shared on Player Map

* Turn on or off via the check box above

Hover over IQ tip and person is *highlighted* on the Player Map

* Click IQ tab to see real-time coaching

With Player Map *open*, **Print IQ** to use as your "coaching script"

* Click "Action" button at top of page

Player Map Bridges

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